IMS COHREP

Council of Hotel and Restaurant Educators of the Philippines

PRESENTS

APacCHRIE 2023 CLARK PHILIPPINES

CONFERENCE PROCEEDINGS

MAY 25-27, 2023

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MESSAGE

From the Organizing Partners

Greetings from the Asia Pacific CHRIE!

The Asia Pacific Council of Hotel and Restaurant Institutional Educators [APacCHRIE] is the leading hospitality and tourism education association within the Asia–Pacific Region. Our members are from more than 18 countries or regions within the Asia Pacific, covering most countries and regions within the region.

T.H.E International Management School and the Council of Hotel and Restaurant Educators of the Philippines (COHREP) will be hosting the 21st Asia Pacific CHRIE [APacCHRIE] Conference; the 14th APacCHRIE Youth Conference; and the 31st COHREP National Conference. COHREP is the leading and the largest hospitality and tourism educators' organization with the widest network of regional chapters all over the country.

After two years of 'lock down' and 'closing of borders'; we are very excited to network and meet each other again. These three (3) conferences will be held face to face at the Clark Global City, Philippines on May 25-27, 2023.

The theme of the Conference is "4N* in Hospitality and Tourism on FIRe**: Where Creativity Meets Technology." (*4N - Now, Next and New Normal, **FIRe - Fourth Industrial Revolution). The conference will have plenary and panel sessions; research breakout groups and exhibits.

We would like to invite you to attend this very exciting event!

We are very confident that you will find these three (3) events the perfect venue to promote and expand your network and meet your colleagues! Plus, the rare opportunity of listening and inter-acting with our roster of speakers and panelists! All experts in their field!

See you in the Philippines!

Sincerely yours,

Dr. Mark Irvin C. Celis
Vice President for Academic Affairs,
Lyceum of the Philippines University Cavite
President, Council of Hotel and Restaurant Educators of the Philippines

Joji Ilagan Bian
Chair, T.H.E. International Management School
President, APacCHRIE

Dr. Rennier Perez
Director, External Affairs
Dean, College of Hospitality Management,
Systems Plus College Foundation
APacCHRIE 2023 Conference Over-all Chair

MESSAGE

From the Founding President

It gives me great pleasure to extend a very warm welcome to all delegates participating in the 21st APacCHRIE Conference, the 14th APacCHRIE Youth Conference and the 31st COHREP National Conference, hosted by the T.H.E. International Management School and the Council of Hotel and Restaurant Educators of the Philippines (COHREP). These conferences offer excellent opportunity for all of us to celebrate our first face-to-face gathering after a three-year disruption.

Taking an overarching theme of ***"4N in Hospitality and Tourism on FIRe: Where Creativity Meets Technology,"*** these concurrent conferences will not only feature a diversity of research papers, they will also bring together educators, scholars, researchers, industry professionals and government policy makers from around the world to discuss a broad range of topics related to future development of the hospitality and tourism industry and the education sector.

Organising an international conference with published proceedings takes collective team efforts by many people. I would like to thank all conference sponsors for their generous support and our hosts in making these remarkable events possible.

Since its inception in 2002, APacCHRIE has been playing an instrumental role in promoting academic and research exchange in the Asia Pacific region. The APacCHRIE conference is now one of the major conferences not only in Asia but also in the world for our field. As the Founding Chairman of APacCHRIE, I look forward to the role the organisation will continue to play in furthering the development of hospitality and tourism.

I look forward to your active participation in these conferences.

Professor Kaye Chon
Dean and Chair Professor
Walter and Wendy Kwok Family Foundation Professor in International Hospitality Management
School of Hotel and Tourism Management, The Hong Kong Polytechnic University
Founding Chairman, APacCHRIE

MESSAGE

From the Paper Review Co-Chairs

APacCHRIE Conference 2023 welcomes you to Clark, Philippines!

The conference was conducted face-to-face in view of the vanishment of the COVID-19 pandemic. As the Paper Review Co-Chairs of this conference, we sincerely extend our warmest welcome to all conference delegates.

Since the announcement of this conference, the team has been happily involved in its preparation. It is our pleasure and privilege to be the Paper Review Co-Chairs.

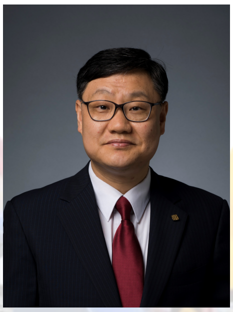
This year, we have received 159 papers for the Main Conference and 36 papers for the Youth Conference on diverse topics and research areas, reflecting the intense academic interests this conference has inspired in staging a face-to-face presentation mode. It is extremely heartening to receive papers from renowned global researchers, including but not limited to Europe, America, ASEAN and all over Asia.

Following a rigorous review process, 117 papers were selected for stand-up presentations for the Main conference. For the Youth Conference, 31 papers were selected for stand up and poster presentations. Given the large number of quality submissions, it was a challenge for the Paper Review Team to narrow down to the Best Paper Award candidates. Through multiple independent selection rounds, three (3) papers were eventually selected as winners for the Main Conference: the Best Paper Award, the 1st runner up; and the Industry Practice Award. One (1) paper won the Best Paper Award for the Youth Conference. We would like to express our gratitude to the judges for their untiring efforts in the assessment process. Our heartiest congratulations to the Best Paper Award recipients!

We thank our international reviewers for devoting their time in reviewing multiple papers. In addition, we would also like to thank the student team that managed the exchanges of communication for their commitment and devotion in ensuring a seamless paper review process.

We trust that the conference will be an intellectually rewarding experience for all delegates.

All the best in your scholarly pursuits!



Professor Sam Kim
Paper Review Co-Chair
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Professor Shirley V. Guevarra
Paper Review Co-Chair
Department of Hotel, Restaurant and Institution Management
College of Home Economics
University of the Philippines

ACKNOWLEDGEMENT

CONFERENCE ADVISORY COMMITTEE

Ms. Joji Ilagan-Bian
President, APacCHRIE and Chair, International Management School (co-host)

Dr. Mark Irvin Celis
President, Council of Hotel and Restaurant Educators of the Philippines (co-host)

Dr. Rennier Perez
APacCHRIE 2023 Conference Over-all Chair

Asst. Prof. Raquel Felomino
APacCHRIE 2023 Conference Co-Chair

Assoc. Prof. Abram Emmanuel Peralta
APacCHRIE 2023 Youth Conference Chair

Professor Sam Kim, PhD
APacCHRIE 2023 Paper Review Co-Chair

Professor Shirley Guevarra, PhD
APacCHRIE 2023 Paper Review Co-Chair and Research Committee Head

Members, Research Committee
Dr. Ephraimuel Jose Abellana
Dr. Jocelyn Camalig
Dr. Ramon Sun
Dr. Gypsy Casurao

Ms. Kathrine Camille Nagal, MBA
APacCHRIE 2023 Conference Program Head

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Members, Program Committee

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Mr. Froiland Tabsing
Ms. Diana Varona
Ms. Zyreen Shane Madjus

Assoc. Prof. Rodolfo Cabardo
APacCHRIE 2023 Conference Secretariat Head

Members, Secretariat

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Ms. Abbygale Alburo

Dr. Francia Yvette Magpantay
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Members, Finance Committee

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Mr. Joseph Paras

Dr. Cecilia Uncad
APacCHRIE 2023 Conference Sponsorship Head

Dr. Lee Majors Fajilan
APacCHRIE 2023 Conference Website Head

Dr. Rosan Olalia
APacCHRIE 2023 Conference Transportation Head

Professor Benigno Glenn Ricaforte
APacCHRIE Philippine Country Representative

Dr. Deniz Kucukusta
APacCHRIE Director of Research

CONSULTANTS / PAST APACCHRIE PRESIDENTS

Ms. Ma. Christina Aquino, MAEd
Dr. Evangeline Timbang

PAPER REVIEW TEAM (STUDENTS)

Lau Yuen Ting, Angel
Yeung Cheuk Wing, Cherry
Man Hiu Kiu, Zoe
Cheung Wing Tung, Kelly
Chan Lok Yi, Kelsey

REVIEWERS

FOR ABSTRACTS / PAPERS for the MAIN CONFERENCE

Name	Affiliation
Sam Kim (Paper Review Chair)	The Hong Kong Polytechnic University
Shirley V. Guevarra (Paper Review Chair)	University of the Philippines
Jaehee Gim (Stream Chair)	The Hong Kong Polytechnic University
Sung In Kim (Stream Chair)	The Hong Kong Polytechnic University
Seunghun Shin (Stream Chair)	The Hong Kong Polytechnic University
Linda Woo (Stream Chair)	The Hong Kong Polytechnic University
Kandappan Balasubramanian	Taylor's University
Jacey Choe	University of Macau
Dori Davari	The Hong Kong Polytechnic University
Pipatpong Fakfare	Bangkok University
Lawrence Fong	University of Macau
Emmanuel Gamor	The Hong Kong Polytechnic University
Ermias Gedecho	The Hong Kong Polytechnic University
Warren Goodsir	Auckland University of Technology, New Zealand
Kyungsoo Han	Kyonggi University
Sabrina Huang	The Hong Kong Polytechnic University
Meng-Lei Hu (Monica)	Jin Wen University of Science and Technology
Ivanka Hunag	The Hong Kong Polytechnic University
Jong-Hyeong Kim	Arizona State University
Seontaik Kim	Morgan State University
Sungsoo Kim	Singapore Institute of Technology
Deniz Kucukusta	The Hong Kong Polytechnic University
Soey Lei	Macau Institute for Tourism Studies
Daniel Leung	The Hong Kong Polytechnic University

Claire Liu	Auckland University of Technology, New Zealand
Angie Luo	The Hong Kong Polytechnic University
Sunggyun Mun	The Hong Kong Polytechnic University
Ibrah Mohammed	The Hong Kong Polytechnic University
Hakimeh Nasiri	The Hong Kong Polytechnic University
Felix Otoo	Macau University of Science and Technology
Parikshat Manhas	University of Jammu, India
Jihna Park	The Hong Kong Polytechnic University
Benigno Glenn R. Ricaforte	De La Salle-College of Saint Benilde, Philippines
Richard Qiu	The Hong Kong Polytechnic University
Bongkosh Rittichainuwat	Siam University, Thailand
Saito Hiroaki	Ritsumeikan Asia Pacific University
Hailey Shin	The Hong Kong Polytechnic University
Nicholas Thomas	The Hong Kong Polytechnic University
Penny Wan	Macau Institute for Tourism Studies
Antony Wong	Hainan University (Hainan U.-Arizona St U. Program)
Yuchen Wu	The Hong Kong Polytechnic University

REVIEWERS

FOR ABSTRACTS / PAPERS for the YOUTH CONFERENCE

Name	Affiliation
Shirley V. Guevarra (Paper Review Chair)	University of the Philippines
Corazon F. Gatchalian	University of the Philippines
Woomi Jo	University of Guelph, Canada
Yuan Yulan	Tunghai University, Taiwan
Bongkosh Rittichainuwat	Siam University, Thailand
Ephraimuel Jose L. Abellana	Philippine Women's University
Ramon Benedicto A. Alampay	University of the Philippines
Maricel G. Badilla	University of the Philippines
Lilibeth J. Baylosis	University of the Philippines
Monina M. Buccat	University of the Philippines
Jocelyn Y. Camalig	Lyceum of the Philippines University
Reil G. Cruz	University of the Philippines
Edieser D. dela Santa	University of the Philippines
Richard A. Gonzalo	University of the Philippines
Raymund Gerard I. Guerrero	University of the Philippines
Giovanni Francis A. Legaspi	University of the Philippines
Jennifer P. Loverio	University of the Philippines
Benigno Glenn R. Ricaforte	Dela Salle – College of St. Benilde, Philippines
Mary Delia G. Tomacruz	University of the Philippines
Mary Anne R. Tumanan	University of the Philippines

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- Angeles University Foundation

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TABLE OF CONTENTS

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PROGRAMME

Main Conference

PRE-CONFERENCE WORKSHOP & BOARD MEETING
MAY 25, 2023 (THURSDAY)

9:00 AM – 3:00 PM	**APacCHRIE Board Meeting** *Hilton Clark Sun Valley Hotel*

Pre-Conference

Venue: Systems Plus College Foundation
Masters of Ceremony: Mr. Esiel Cabrera & Mr. Heinz Pelayo

<table>
<tr><td>1:00 PM – 2:00 PM</td><td>Presentation of Sponsors
Dr. Rowena P. Sagaysay
Moderator</td><td>NRA/AHLEI and Asia World
Hosco and Lobster Ink/Ecolab
Haranah Tours Corporation</td><td rowspan="3">1:00 PM – 4:00 PM
APacCHRIE Delegates' Registration
(For Foreign Delegates)
Hilton Sun Valley Hotel</td></tr>
<tr><td>2:00 PM – 2:30 PM</td><td>Motivational Talk</td><td>Mr. David Sison
President - Mama Lou's Group Holdings, Inc.
Represented by:
Mr. Jaime Kliatchko
Marketing Manager - Mama Lou's Group Holdings, Inc.</td></tr>
<tr><td>2:30 PM – 3:45 PM</td><td>Panel Discussion
Now What? Trends in Tourism and Hospitality in the 4N
Dr. Tyrone Yap
Moderator</td><td>Dr. Samir Thapa
Chair & Founder - Silver Mountain School of Hotel Management
Dr. Eric Olson
Fulbright Scholar, College of Business & Management – Vin University
Prof. Edieser Dela Santa, PhD</td></tr>
</table>

		University Scientist 1 – Asian Institute of Tourism, University of the Philippines	
3:45 PM - 4:00 PM	**Awarding of Certificates to Moderators and Panel Members**		

Dress Code: Business Suit / Formal Attire

Welcome Dinner

Hosted by IMS and COHREP

Venue: Hilton Clark Sun Valley Hotel

6:00 PM – 6:05 PM	**Welcome Message**	**Ms. Joji Ilagan Bian** President – APacCHRIE & Chairperson – T.H.E. IMS
6:05 PM – 6:10 PM		**Dr. Rennier Perez** APacCHRIE 2023 Conference Chair
6:10 PM – onwards	Dinner	

Dress Code: Smart Casual

DAY 1 - MAY 26, 2023 (FRIDAY)

Main Conference Venue: Hilton Sun Valley Clark

Paper Presentations Venue: Angeles University Foundation

Master of Ceremony: Prof. Lee Majors M. Fajilan, PhD

7:30 AM – 8:30 AM	**Registration**	
8:30 AM – 9:00 AM	**"Salangi Co Pu"** (We're Open!) Opening of exhibits at Hilton Sun Valley Hotel	
9:00 AM – 9:30 AM	**"Malaus Co Pu" (Welcome!)** *Opening Preliminaries* Parade of Colors / Ecumenical Prayer / Philippine National Anthem	
	Welcome Address	**Ms. Joji Ilagan Bian** President – APacCHRIE & Chairperson – T.H.E. IMS

	Welcome Message	**Hon. Mayor Carmelo Lazatin Jr.** Mayor of Angeles City
	Special Message from the Founding Chair	**Dr. Kaye Chon** Founding Chairman and Past President - APacCHRIE
	Special Message from the ICHRIE President	**Dr. Ralf Burbach** President – ICHRIE
	Introduction of Keynote Speaker	**Dr. Mark Irvin Celis** President - COHREP
9:30 AM – 10:00 AM	**Keynote Address**	**Hon. Maria Esperanza Christina Garcia Frasco** Department of Tourism Secretary Represented by: **Hon. Ferdinand Jumapao** Department of Tourism Undersecretary
10:00 AM – 10:15 AM	**Coffee Break**	
10:15 AM – 11:15 AM	**Plenary 1** Through the FIRe: Fourth Industrial Revolution ***Ms. Ma. Christina Aquino*** *Moderator*	**Prof. Cihan Cobanoglu, PhD** Dean of SHTM - University of South Florida **Dr. Eric Zerrudo** Director - USTGS-CCCPET **Ms. Margaret Heng** Executive Director - Singapore Hotel Association
11:15 AM – 12:15 PM	**Plenary 2** Research in FIRe ***Dr. Andy Nazarechuk*** *Moderator*	**Prof. Peter B. Kim, PhD** Professor - Auckland University of Technology **Prof. Allan De Guzman, PhD** Professor - Research Center for Social Sciences and Education, University of Santo Tomas **Prof. SooCheong (Shawn) Jang, PhD** Professor - Purdue University
12:15 PM – 12:30 PM	**Awarding of Certificates to Moderators and Panel Members** (Plenary 1 & 2)	
12:3 0PM - 1:15 PM	**Lunch** *Hilton Sun Valley Hotel*	
1:15 PM – 1:45 PM	Bus Transfer to Angeles University Foundation	

2:00 PM – 5:00 PM	**Breakout for Research Paper Presentations** *Angeles University Foundation*	**ICHRIE 2023 Research Marathon** *(Online Event / Secretariat Room at Hilton Sun Valley Hotel)*
5:00 PM – 5:30 PM	Bus Transfer from AUF to Hilton Sun Valley Hotel	
5:30 PM – 7:00 PM	Dinner on your own / Explore Clark and Angeles City	

Dress Code: Business Suit / Formal Attire

DAY 2 - MAY 27, 2023 (SATURDAY)

Main Conference Venue: Hilton Sun Valley Clark
Paper Presentations Venue: Angeles University Foundation
Master of Ceremony: Prof. Lee Majors M. Fajilan, PhD

8:30 AM – 9:00 AM	**APacCHRIE Annual General Membership Meeting**	
9:00 AM – 10:00 AM	**Plenary 3** Networking on FIRe **Prof. Perry Hobson, PhD** *Moderator*	**Dr. Ralf Burbach** President – ICHRIE **Mr. Robert John Horrigan** Chairperson – Tourism Industry Board Foundation Inc. **Mr. Arjun Shroff** Managing Director - Shroff International Travel Care Inc.
10:00 AM – 11:00 AM	**Plenary 4** Community Extension on FIRe **Dr. Evangeline E. Timbang** *Moderator*	**Ms. Gisela Tiongson** President and Executive Director – Jollibee Group Foundation **Ms. Maria Montserrat Iturralde-Hamlin** President and Founder – Team Asia **Ms. Denise H.R. Molintas, PhD** General Manager – Hilton Clark Sun Valley

11:00 AM – 12:00 PM	**Plenary 5** Quality Assurance in the FIRe **Prof. Vikneswaran Nair, PhD** *Moderator*	**Ms. Elise Lawrence** Operations Manager – THE-ICE **Mr. E Way Chong** Regional Director - SEA and Japan QS Quacquarelli Symonds **Prof. Alyssa Peleo-Alampay, PhD** AVP for Academic Affairs (Quality Assurance) – UP System
12:00 PM – 12:15 PM	**Awarding of Certificates to Moderators and Panel Members** (Plenaries 3, 4, & 5)	
12:15 PM - 1:15 PM	**Lunch** *Hilton Sun Valley Hotel*	
1:15 PM – 1:45 PM	Bus Transfer to Angeles University Foundation	
2:00 PM – 5:00 PM	**Breakout for Research Paper Presentations** *Angeles University Foundation*	
5:00 PM – 5:30 PM	Bus Transfer from AUF to Hilton Sun Valley Hotel	
6:00 PM - onwards	**Gala Dinner & Awarding** *Hilton Sun Valley Hotel*	

Dress Code: Business Suit / Formal Attire

Gala Night

Venue: Hilton Clark Sun Valley Hotel

6:00 PM – 6:05 PM	**Welcome Message**	**Ms. Joji Ilagan Bian** President – APacCHRIE & Chairperson – T.H.E. IMS
6:05 PM – 6:10 PM	**Best Paper Award**	**Prof. Sam Kim, PhD** Paper Review Co-Chair – APacCHRIE 2023 Conference
6:10 PM – 6:20 PM	**Lifetime Achievement Award**	**Prof. Kaye Chon, PhD** Founding Chairman and Past President - APacCHRIE
6:20 PM – 6:30 PM	**Acceptance Speech of Awardee**	**Ms. Sylvia Chung** Lifetime Achievement Awardee

6:30 PM – 7:00 PM	**Awarding of Plaques of Appreciation**	**Prof. Kaye Chon, PhD** Founding Chairman and Past President – APacCHRIE **Ms. Joji Ilagan Bian** President – APacCHRIE & Chairperson – T.H.E. IMS
DINNER		
8:00 PM – 8:20 PM	**Handover Ceremonies**	**Ms. Joji Ilagan Bian** President – APacCHRIE & Chairperson – T.H.E. IMS
8:20 PM - 8:30 PM	**Closing Ceremonies**	**Dr. Rennier Perez** APacCHRIE 2023 Conference Chair

Dress Code: National / Traditional Attire

Post-conference Tours available at Tour Desk in Hilton Sun Valley Hotel

Youth Conference

DAY 1 – MAY 26, 2023 (FRIDAY)

Venue: Angeles University Foundation

Masters of Ceremony: Mr. Julian Zachary Kit & Ms. Kate Yvette Canlas

7:30 AM – 9:30 AM	**Registration**	
9:30 AM – 10:00 AM	**Keynote Address**	**Dr. Joseph Emmanuel L. Angeles** President – Angeles University Foundation Represented by: **Engr. Jose "Kit" Macapagal** VP for Administration - Angeles University Foundation
10:00 AM – 10:15 AM	**Coffee Break**	
10:15 AM – 10:35 AM	**20 Minutes Talk** A Guide in Students Internationalization Endeavors	**Dr. Ralf Burbach** President – ICHRIE
10:35 AM – 11:45 AM	**Plenary 1** Through the FIRe: Fourth Industrial Revolution **Mr. Jonas Nelson Donato** *Moderator*	**Chef Edward Mateo** Chef Entrepreneur– LRP Group Food Service **Ms. Denise H.R. Molintas, PhD** General Manager – Hilton Clark Sun Valley **Dr. Chere' C. Yturralde** Dean – Angeles University Foundation
11:45 AM – 12:00 NN	**Awarding of Certificates to Moderator and Panel Members**	
12:00 NN – 1:00 PM	**Lunch Break**	
1:00 PM – 2:00 PM	**The Presidents' Hour** Insights on How to Thrive Successfully in the World of Hospitality and Tourism **Dr. Mark Irvin Celis** *Moderator*	**Prof. Kaye Chon, PhD, CHE** **Dr. Amy Siu Ian So** **Ms. Ma. Christina G. Aquino** **Assoc. Prof. Evangeline E. Timbang, PhD** **Dr. Andy Nazarechuk** **Prof. Perry Hobson, PhD** **Prof. Sam Kim, PhD** **Prof. Peter Kim, PhD** **Mr. Alan Williams** **Dr. Qu Xiao**

2:00 PM – 5:00 PM	**Breakout for Research/Paper Presentations**
5:00 PM – onwards	***Free night***

Dress Code: Business Suit / Formal Attire / Gala Uniform

DAY 2 – MAY 27, 2023 (SATURDAY)

Venue: Angeles University Foundation

Masters of Ceremony: Mr. Julian Zachary Kit & Ms. Kate Yvette Canlas

9:00 AM – 10:00 AM	**Plenary 2** Research in FIRe (Fourth Industrial Revolution) **Mr. Rosan Olalia** *Moderator*	**Dr. Ivan Anthony Henares** Assistant Professor – University of the Philippines **Dr. Lawrence Fong** Associate Professor of IRTM – University of Macau **Dr. Reynaldo Bundalian Jr.** Research Director – Angeles University Foundation
10:00AM – 10:10AM	**Awarding of Certificates to Moderators and Panel Members**	
10:10AM – 11:00AM	*****Creative Workshops / Exhibits / Interactive Activities*****	
11:00 AM – 12:00 NN	**Closing Ceremonies**	
12:00 NN – 1:00 PM	**Lunch Break**	
1:00 PM – 5:00 PM	**Tour**	
5:00 PM – onwards	***Free time***	

Dress Code: Official School Shirt & Denim Jeans

PRESENTATION SCHEDULES

Main Conference

DAY 1 - MAY 26, 2023 (FRIDAY)

Venue: Angeles University Foundation

2:00 PM - 3:15 PM

Concurrent Sessions 1

Session 1-1, Room 110

Website & Online Marketing / Tourism & Hospitality Marketing

Session Chair: ***Dr. Eric D. Olson***
Vin University, Vietnam

	Authors	Title
1	**Wang, Dan[1], Shen, Ching-Cheng[1], Loverio, Jennifer Pasion[2] and Liu, Hsi-Lin[1]** *[1]Graduate Institute of Tourism Management National Kaohsiung University of Hospitality and Tourism, Taiwan* *[2]Department of Hotel, Restaurant and Institution Management, College of Home Economics University of the Philippines- Diliman*	Constructing the AISTAS Model To Explore The Relationship Between Trust and Consumer Behavior On Online Tourism Platforms
2	**Park, Sung Hee and Yang, Kuo** *Macau University of Science and Technology, S.A.R. China*	The Effect of Emotional Responses, Empathy and Attitude on Behavioural Intention: Comparing Across DMO Promotional Videos and Travel Vlog
3	**Mohsin Raza** *Prince of Songkla University, Thailand*	Hey Brand, Let me Take a Selfie to Get You Out of the Crisis: A Case of the Luxury Leisure and Tourism Industry

4	**Baylosis, Lilibeth Jordas, Loverio, Jennifer Pasion, and Lucas, Daniel Karlos** *Department of Hotel, Restaurant and Institution Management College of Home Economics, University of the Philippines-Diliman*	Can Technology Bring A Positive Service Quality In Fast Food Restaurants? A Case Study of A Leading Fast Food Chains' Service Quality
5	**Tangpuz, Argenda A., Veloso, Jill Maye C., Marbella, Adrin R., and Abellana, Ephraimuel Jose L.** *School of Hospitality Management, Philippine Women's University*	Selected Milk Tea Customers' Perception on Social Media Advertising during the COVID-19 Pandemic
6	**Quico, Suzette C.** *University of Southeastern Philippines*	A Triangulation Mixed Method Analysis of Social Media Marketing Strategies, E-satisfaction and Loyalty among Hotels in Davao Region, Philippines

Session 1-2, Room 111

Digital Technology Application

Session Chair: ***Dr. Ignacio C. Cordova, Jr.***

Our Lady of Fatima University, Philippines

	Authors	Title
1	**Zainal, Farahdiana, Raihan, Muhammad, Zaheer, Deena, Loh, Yan Qi, Zuhri, Zanadirah, and Kim, Sungsoo** *Hospitality Business Program* *Business, Communication, and Design Cluster* *Singapore Institute of Technology*	The Effect of Visitors' Attitudes toward Interactive Digital Technologies on Overall Satisfaction: The Case of Singapore's Art Science Museum
2	**Lee, Woojin, Kim, Hong Soon, and Jang, SooCheong (Shawn)** *[1]White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management, Purdue University, USA* *[2]Hospitality and Sports Business Management University of Delaware, USA*	Unleashing the Productivity Potential of Restaurant Firms: The Roles of Digital Transformation and Geographic Diversification

3	**Wichupankul, Surarak and Ting, Zhou** [1]*School of Hotel and Tourism Management, The Hong Kong Polytechnic University* [2]*Hospitality and Tourism Management, Prince of Songkla University, Thailand*	Advancing the Understanding of Consumer Trust in Digital Technology: A Review and an Agenda for Hospitality and Tourism Research
4	**Chevtaeva, Ekaterina, Wang, Maxime, and Lin, Michael** *School of Hotel and Tourism Management, The Hong Kong Polytechnic University*	Temporary Digital Nomads: The Essence of Remote Work Trip Experiences
5	**Made Handijaya Dewantara** *Griffith University, Universitas Prasetiya Mulya, Indonesia*	Analyzing Individual Capital from Travel Vlogger – Arousing Travel Motivation Post Pandemic

Session 1-3, Room 113

New Technology-Delivered Services 1
Session Chair: ***Dr. Maricel G.Badilla***
University of the Philippines

	Authors	Title
1	**Mendoza, Janiel Joel J.** *School of Hospitality and Tourism Management Holy Angel University, Philippines*	The Role of Customer E-Satisfaction towards Customer Repurchase Intention on Online Food Delivery Services: An Integration of the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2)
2	**Pelayo, Heinz D.** *College of International Tourism and Hospitality Management, Lyceum of the Philippines University Manila*	Factors Influencing Customer Satisfaction and Continuance Intention in using Food Order and Delivery Applications: Integrating UTAUT with Task-Technology Fit and Expectancy Confirmation Model

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3	**Zhang, Huihui, Zach, Florian J, and Xiang, Zheng** *Howard Feiertag Department of Hospitality and Tourism Management, Virginia Tech, USA*	Understanding Short-Term Rental Classes via Design: A Technology-Enhanced Approach
4	**Hsieh, Yuchin Jerrie[1], So, Siu-Ian (Amy)** *[1] International Hospitality and Service Innovation Saunders College of Business, Rochester Institute of Technology, USA* *[2]Department of Integrated Resort and Tourism Management, University of Macau*	The Application of The Platform-Based Sharing Economy on Solving Hotel Labor Shortage: A Stakeholder Analysis
5	**Jing (Jasper), Yu[1] and Guanrong, Liu[2]** *[1]University of Macau, Macau SAR, China* *[2] UQ Business School The University of Queensland, Australia*	Disentagling the dynamics of Ecogamification Platform:A Triadic Perspective
6	**Lin, Chien-Pang, Wu, Chi-Mei Emily, Ho, Yi-Hu[3], and Li, Chiung-Ying[1]** *[1]Department of Finance, Chang Jung Christian University, Taiwan, ROC* *[2]Department of Restaurant, Hotel and Institutional Management, Fu Jen Catholic University, Taiwan, ROC* *[3]Department of International Business Chang Jung Christian University, Taiwan, ROC*	Small and Medium-Sized Hotel Digitalization: Exploring Stakeholder Salience and Interactions

Session 1-4, Room 105

New Technology-Delivered Services 2

Session Chair: ***Dr. Lawrence Fong***
University of Macau

	Authors	Title
1	**Abellana, Ephraimuel Jose L. and Abellana, Janice A.**	Innovating for Sustainable Tourism: The Role of Fourth Industrial Revolution Technologies

	[1]*School of Tourism and Hospitality Management, Philippine Women's University* [2]*School of Information Technology, MAPUA University, Philippines*	
2	**Banquiles, Aron Joseph, De Villa, Joshua Angelo, Dimailig, Christian Roi, and Yuzon, Vandolf** *Lemery Colleges, Inc., Philippines*	Restaurant Innovation: Efficency of Self-Service Technology Kiosk as a Non-Contract Service Maximization on Local Fast Food Chains in Lemery, Batangas
3	**Llewellyn, Guy, Mun, Sung Gyun** [1]*EHL Hospitality Business School, HES-SO University of Applied Sciences and Arts Western Switzerland* [2]*School of Hotel and Tourism Management The Hong Kong Polytechnic University, SAR China*	Prediction of Restaurant Site Success Using Logistic Regression and an Artificial Neural Network
4	**Aji, Divakar Aji; Qamarzeb, Aurangzeb; Terence, Goh Chye Yeow; Isaac, Joshua and Joseph Darwin** *School of Tourism and Hospitality MDIS Singapore*	Transformational Learning for Sustainability; A Comprehensive Examination of Topic Selection for Capstone projects by Undergraduate Students and Learning Outcomes of Tourism Programs in a PEI in Singapore
5	**Hailu, Tadesse Bekele and Kim, Sam** *School of Hotel and Tourism Management, The Hong Kong Polytechnic University, SAR China*	Understanding of Hospitality Service Robot Consumption Value
6	**Maranan-Montano, Larissa Mae, and Tomacruz, Mary Delia** *Department of Hotel, Restaurant, and Institution Management, College of Home Economics, University of the Philippines Diliman*	Planning Pandemic Weddings through Facebook Groups: A Netnographic Study

Session 1-5, Room 114

New Trends in Tourism and Hospitality
Session Chair: ***Dr. Lilibeth C. Aragon***
Lyceum of the Philippines University, Manila

	Authors	Title
1	**Li, Miao** *Department of Integrated Resort and Tourism Management, University of Macau, SAR China*	The Post-Pandemic Atomization of Tourism
2	**Lee, Hsin Ru, Liu, Ting Yu, Lo, Peiyi , Chen, Zhi Shiuan, Chen, Zhi Shiuan , Hsu, Xue Ni , Chuang, Hsin Yu , and Kuo, Shirley H.** *Hospitality Management* *Tunghai University, Taiwan ROC*	The Current Development of Taichung Pet Hotels in Taiwan
3	**Lin, Gu Yang** *The Hong Kong Polytechnic University, SAR China*	Why Zoo Can't Be Our Spiritual Sanctuary: The Potential Impact of Animal-based Tourism on Mental Health
4	**Manhas, Parikshat Singh[1] and Singh, Ranjeet[2]** *[1]The Business School, University of Jammu, India* *[2]School of Hospitality and Tourism Management University of Jammu, India*	Internationalization of India's Cultural Heritage: Optimizing the Soft Power
5	**Hsu, Meng-Jun, [1] Yang, Junko, [2] Hsieh, Yen-Ling[3]** *[1]Department of Hotel Management National Kaohsiung University of Hospitality and Tourism, Taiwan ROC* *[2]The International Master's Program of Tourism and Hospitality National Kaohsiung University of Hospitality and Tourism, Taiwan ROC* *[3]Graduate Institution of Hospitality Management, National Kaohsiung University of Hospitality and Tourism, Taiwan ROC*	The Mediating Effect of XR Mindfulness in Metaverse Tourism on Users' Willingness to Travel

Session 1-6, Room 104

Food and Culture / Gastronomy

Session Chair: ***Dr. Warren Goodsir***
Auckland University of Technology, New Zealand

	Authors	Title
1	**Bartolata, Ivan L.** *College of International Tourism and Hospitality Management, Lyceum of the Philippines University Cavite*	Local Appreciation of Cavitenos Towards Cafe Amadeo Pahimus Blend
2	**Miralles-Hije, Maria Asuncion L. and Guevarra, Shirley V.** *Department of Hotel, Restaurant, and Institution Management, College of Home Economics University of the Philippines- Diliman*	An Inquiry into the Continuity of the Guagua and Sasmuan Tamales as a Culinary Heritage
3	**Moriuchi, Emi[1] , Agrusa, Jerome[2] , Lema, Joseph[3]** *[3]Saunders College of Business Department of MIS, Marketing, and Digital Business Rochester Institute of Technology, USA* *[3]Shidler College of Business School of Travel Industry Management University of Hawaii, USA* *[3]William F. Harrah College of Hospitality University of Nevada, Las Vegas, USA*	Evolving Coffee Shop Culture
4	**Cabayan, Jose Rizalito Jr. and Pablo, Charlene Gay B.** *College of International Tourism and Hospitality Management, Lyceum of the Philippines University-Manila*	Taste and Heritage: The Potential of Bulakan as Premier Local Tourist Destination in the Province of Bulacan

3:15 PM – 4:30 PM

Concurrent Sessions 2

Session 2-1, Room 102

Agricultural Tourism / Food Tourism
Session Chair: ***Dr. Sunny Ham***
Yonsei University, South Korea

	Authors	Title
1	**Andaya, Reinald;** [1] **Abad, Jonathan;** [1] **Contreras, Jose Miguel;** [1] **Cristobal, Kobe Bryan;** [1] **Esguerra, Kevin;** [1] **Kho, Jillan**[1], **Serrano, Keiko Cedric**[1] **and Bandojo, Agnes Jocelyn;** [2] [1]*College of Tourism and Hospitality Management* [2] *College of Commerce and Business Administration, University of Santo Tomas, Philippines*	Acceptability of Spent Coffee Grounds as an Ingredient in Selected Bakery Product
2	**Arthittaya, Mondhol and Wisuwat, Wannamakok** *Dusit Thani College, Thailand*	Unveiling Tourists' Gastronomy Tourism Intentions through the Moderating Role of Sustainable Behavior: Perspectives of Generation Y and Z
3	**Joy, Chiu Ying Kao Pearl, Y. H. Lin** *Kainan University, School of Transportation and Tourism, Taiwan ROC*	For life, Taste, Delicacy, and Well-being
4	**Junlanan, Chutima; Khumban, Julalak; Lateh, Fatima; Yodrak, Anisa and Bostan Ali, Wanamina** *Prince of Songkla University, Thailand*	Halal Gastronomy Tourism Consumption Behavior of Malaysian Tourists in Songkhla
5	**Kruesi, Michael Alexander; Remy, Detlev; and Shi, Jieyu (Jade)** *Hospitality Business, Singapore Institute of Technology*	Green Arithmetic: Carbon Footprint Calculators for Tourist Attractions

Session 2-2, Room 103

Environmental Management / Sustainable Practices in Hospitality and Tourism

Session Chair: ***Dr. Sungsoo Kim***

Singapore Institute of Technology

	Authors	Title
1	**Florent, Girardin and Luciano, Lopez** *EHL Hospitality Business School* *HES-SO University of Applied Sciences and Arts, Switzeland*	Guests' Perceptions of Circular Economy Practices in Hotels: Reduce, Reuse and Recycle Is Not Enough
2	**Rahman, Imran,** [1] **Nanu, Luana,** [2] **Sozen, Erol** [3] *[1]School of Hospitality Management* *Auburn University, Alabama, USA* *[2]School of Hospitality & Tourism Management* *University of South Florida, USA* *[3]Department of Family and Consumer Sciences* *Illinois State University, USA*	The Adoption of Environmental Practices in Craft Breweries: The Role of Owners' Consumption Values, Motivation, and Perceived Business Challenges
3	**Carpio, Sheryll** *Lyceum of the Philippines University, Manila*	Waste Sustainability: An Inventory of Edible Food Waste Products From Selected Hotels in Manila
4	**Sun, Li[1]; Wu, Xuan[1]; Lee, Donghwa[2] and Chon, Kaye[1]** *[1]School of Hotel and Tourism Management* *Hong Kong Polytechnic University, Hong Kong S.A.R. China* *[2]School of Hotel and Tourism Management* *Kyunghee University Korea*	Asian Philosophy Behind Sustainability: An Investigation of Hotel Guests' Use of Bathroom Amenities
5	**Villostas, Cris A., Almendras, Jeremie E. Reyes, Maricris M.Carable, Arjay E.** *Hospitality and Tourism Management Department* *Lemery Colleges, Philippines*	Occupational Health and Safety Practices of the Service Crew Onboard Domestic Passenger Vessel in Batangas City

Session 2-3, Room 104

Tourism Destination / Product Development and Marketing 1
Session Chair: ***Dr. Parikshat Manhas***
University of Jammu, India

	Authors	Title
1	**Li, Xiangning** *Beijing Normal University-Hongkong Baptist University United International College, China*	Conversion Rate of Tourism Product Advertisement: Does the Exposure on Tiktok Matter?
2	**Cano, Mylen C.** *Hospitality Management Program* *Assumption College of Davao, Philippines*	Price Elasticity of Demand of Hotels in Davao Region
3	**Chen, Yue** *The Hong Kong Polytechnic University, SAR China*	Nostalgic Marketing of Hong Kong Traditional Culinary - A Case Study of Tong sui to Generation Z Tourists
4	***Wun, Zhong Hun, K, Dinessh Raaj, Tan, Kelly, Liau, Hui Xuan, Lim, Jaycee, and Kim, Sungsoo*** *Hospitality Business Program* *Business, Communication, and Design Cluster* *Singapore Institute of Technology*	The Impact of Brand Equity and Loyalty on Brand Choice Intention – the Case of Far East Hospitality Management in Singapore
5	**Manhas, Parikshat Singh [1] and Ashraf, Faheem[2]** [1]*The Business School, University of Jammu, India* [2] *School of Hospitality and Tourism Management University of Jammu, India*	Does Millennials' Perception of a Destination Rely on its Reputation?

Session 2-4, Room 105

Tourism Destination / Product Development and Marketing 2
Session Chair: ***Dr. Joseph Lema***
University of Nevada, Las Vegas, USA

	Authors	Title
1	**Vicente, Khrisna** *College of Business and Accountancy* *Romblon State University, Philippines*	Assessing the Factors that Impede the Lodging Establishments for DOT Accreditation in Tablas Island, Romblon: Basis for a Proposed Intervention Plan
2	**Wai, Sun and Carola Raab** *William F. Harrah College of Hotel Administration* *University of Nevada, Las Vegas, USA*	Internationalization Strategies of Asian Hotel Companies – An integration Perspective
3	**Singh, Shweta and Nicely, Annmarie** *White Lodging JW Marriott Jnr School of Hospitality and Tourism Management, Purdue University, USA*	Improving Visitors' Loyalty Intentions for Destinations With Bothersome Micro-Trading Issues
4	**Badilla, Maria Criselda G.** *Asian Institute of Tourism* *University of the Philippines-Diliman*	Collaborative Stakeholder Approach on Destination Branding: The Case of Davao City, Philippines
5	**Jiang Haolin, Cai Jun, Lin Shiyu** *Landscape Architecture, Beijing Forestry University, China*	Nostalgia of Residents in Traditional Village: A Case Study on Xixinan Ancient Village

Session 2-5, Room 110

Tourism Destination / Product Development and Marketing 3
Session Chair: ***Dr. SooCheong (Shawn) Jang***
Purdue University, U.S.A.

	Authors	Title
1	**McCartney, Glenn** *University of Macau, SAR China*	Diversifying a Developed Tourism Economy: The Case of Macao

2	**Costa, Rui Augusto[1]; Chim-Miki, Adriana F.[1&2] and Fong, Hoc Nang Lawrence[3]** *[1]GOVCOPP* *Department of Economics, Management, Industrial Engineering and Tourism,* *University of Aveiro, Portugal* *[2]GOVCOPP, University of Aveiro* *Federal University of Campina Grande, Portugal* *[3]Department of Integrated Resort and Tourism Management, Centre for Cognitive and Brain Sciences, University of Macau, SAR China*	Is My City A Competitive Tourism Destination? A Residents' Perspective Assessment
3	**Loverio, Jennifer Pasion, [1] Chen, Li-Hsin; [2] She, Ching-Chen[2]** *[1]Department of Hotel Restaurant and Institution Management, College of Home Economics* *University of the Philippines-Diliman* *[2]The International Master of Hospitality and Tourism and Hospitality National Kaohsiung University of Hospitality and Tourism, Kaohsiung, Taiwan, SAR China*	Tourist Destination Resilience: Developing Indicators of Resilience for a Nature-Based Tourism Destination
4	**Yoshioka, Tsutomu and Yasumi, Mayumi** *Toyo University, Tokyo Japan*	A Study on the Factors of Sauna as a Potential Destinstion in Sauna Tourism: The case of Japan
5	**Zhang, Jianlun; Choe, Jacey and Lim, Christine** *Department of Integrated Resort & Tourism Management, University of Macau, SAR China*	Film-Induced Tourism

Session 2-6, Room 112

Tourism Destination / Product Development and Marketing 4
Session Chair: ***Dr. Rovena Dellova***
Lyceum of the Philippines University, Manila

	Authors	Title
1	**Torres, Susana Y. and Yturralde, Chere' C.** *Graduate School, Angeles University Foundation, Philippines*	Religious Tourism Visitors' Motivational Factors and Experiences in the Philippines
2	**Phucharoen, Chayanon and Sangkaew, Nichapat** *Prince of Songkla University, Thailand*	The Linkage Between Relative Wealth and Geographical Dispersion of Accommodation in Andaman Region
3	**Li, Keqing, Wang, Siyi and Wang, Xi** *School of Culture and Creativity* *Beijing Normal University-Hongkong Baptist University United International College, China*	Hierarchy Needs of The Elderly: Exploring the Diverse Functions of Timeshare Resorts for Seniors
4	**Chua, Bee-Lia[1]; Quainoo, Ruby Elsie[2]; Blankson-Stiles-Ocran, S.[3]; Hailu, T.[4]; Ling, E.[5]; Yu, Y.[6]; and Moon, H.[7]** [1]*University Putra Malaysia* [2]*University of Cape Coast, Cape Coast, USA* [3]*Department of Hospitality and Tourism Management, Ho Technical University* [4]*School of Hotel and Tourism Management, The Hong Kong Polytechnic University, SAR China* [5]*University Putra Malaysia* [6]*College of Business Division of Tourism and Hotel Management, Cheongju University, South Korea* [7]*College of Business Administration Department of Tourism Management, Keimyung University, South Korea*	Is Armchair Tourism Enjoyable? Authentic Armchair Travel Experience And Its Effect On Stickiness
5	**Loreto, Myla Medrano[1] and Lloyd, Simon David[2]** [1]*Pathway Program, Dusit Thani College, Thailand* [2]*International Programs, Dusit Thani College, Thailand*	Crafting Inspiring Leadership Stories of Hospitality Students: A Preliminary Study

DAY 2 - MAY 27, 2023 (SATURDAY)

Venue: Angeles University Foundation

2:00 PM - 3:15 PM

Concurrent Sessions 3

Session 3-1, Room 101

Tourism Destination / Product Development and Marketing 5
Session Chair: ***Dr. Chere' C. Yturralde***
Angeles University Foundation, Pampanga, Philippines

	Authors	Title
1	**Kelly, Jason Willis Michael** *School of Hotel & Tourism Management, The Hong Kong Polytechnic University, SAR China*	Streaming Asianness in Hospitality: An Inventory of Japanese Cultural Elements and Their Impact on Travel Intentions through a Case Study of Netflix's Midnight Diner Series
2	**Kim, Eunhye** *Central Connecticut State University, USA*	Impact of Hybrid WOM on Loyalty and Spending Behaviour: Case Study of OHV Recreation Markets
3	**Raboy, Mary Grace,[1] Bajas, Nikki Corales[2]** [1] *National Grid Corporation of the Philippines* [2] *College of Management and Entrepreneurship, Leyte Normal University, Philippines*	Unlocking The Wanderlust: An Exploration of Millennial Travel Motivations in Baybay City Amidst the Covid-19 Pandemic
4	**Park, Jihwan, Busser, James and Bai, Billy** *William F. Harrah College of Hospitality University of Nevada*	The Mediating Role of Travel Live Streaming Attachment and Authentic Experience Between the Tour Leader and Visit Intention

Session 3-2, Room 102

Tourism Destination / Product Development and Marketing 6
Session Chair: ***Dr. Daniel Leung***
The Hongkong Polytechnic University

	Authors	Title
1	**Kaewprakop, Nichakorn; Rungrojwattanakul, Teeradech;Thammakarn, Purinut;Raethongkham, Siraprapa; and Bostan Ali, Wanamina** *Prince of Songkla University, Thailand*	Bidding Strategies to Win International Event in Southern Thailand
2	**Raksachum ,Wuttipong; Phemhansa, Supapit; Ananvilas, Atitaya; Siriwat, Sutthida and Wanamina, Bostan Ali** *Prince of Songkla University, Thailand*	Forecasting Tourism Accessibility in One Decade Era
3	**Planuntapong , Thantita; Sathainyuk , Manthita; Nookaew , Kittipos; and Bostan Ali, Wanamina** *Prince of Songkla University, Thailand*	Assessing Entrepreneur Expectation Towards Special Economic Zone Project in Songkhla
4	**Ong, Yu Ting; Lee, Xin Li; Goh, Yu Qi; Oh, Leon; Toh, Kuen Lin; Kim, Sungsoo** *Hospitality Business Program* *Business, Communication, and Design Cluster* *Singapore Institute of Technology*	Developing a Framework for Assessing Hotel Experiences of People with Disabilities - PWDs vs. Management Team Perspective
5	**Leung, Daniel and Wang, Regina** *School of Hotel and Tourism Management* *The Hong Kong Polytechnic University, SAR China*	To Compare or Not to Compare? The Impact of Comparative Appeal on Viewers' Processing and Response Towards Hotel Advertisements

Session 3-3, Room 103

Tourist / Foodservice Consumer Behaviour 1
Session Chair: ***Dr. Jennifer P. Loverio***
University of the Philippines

	Authors	Title
1	**MacInnes, Sarah; Demeter, Csilla and Dolnicar, Sara** *School of Business, University of Queensland, Australia*	An Investigation into Hedonia and Eudaimonia's Relationships to Pro-Environmental Behaviour on Vacation
2	**Zhou, Yang[1]; Lin, Guyang[1] ; Li, Mimi[1] and He, Zeya[2]** [1]*School of Hotel and Tourism Management, The Hong Kong Polytechnic University, SAR China* [2]*School of Management, Shandong University, China*	Investigating the Psycho-Physiological Characteristics of Experiential Luxury Moment and its Impact on Tourists' Lives
3	**Moon, Won Wi** *Department of Food & Nutrition, Yonsei University, South Korea*	Changes in Consumers' Hedonic and Utilitarian Values for Luxury Restaurants in the Post-Epidemic Era
4	**Manner-Baldeon, Fanny[1]; Li, Mimi [1] and Shen, Han[2]** [1] *School of Hotel and Tourism Management The Hong Kong Polytechnic University, SAR China* [2]*Tourism Department, Fudan University, Shanghai, China*	Capturing the Emotional Dynamics in the Danger Zone: A Multi-Methods Approach
5	**Talabucon, Amiel C.; Felomino, Raquel S. and Park, Maria Cecilia C.** *College of Business and Accountancy, Angeles University Foundation, Philippines*	Behaviors and Attitudes of Students toward Sustainable Tourism: Exploring Environmental, Economic, and Socio-Cultural Dimensions

Session 3-4, Room 104

Tourist / Foodservice Consumer Behaviour 2
Session Chair: ***Dr. Evangeline E. Timbang***
University of Santo Tomas, Philippines

	Authors	Title
1	***Ureta, Apple R.*** [1] ***and Alejandro, Antonino F.*** [2] *[1]Hotel and Restaurant Management Department, University of Southern Mindanao, Philippines* *[2]Lyceum of the Philippines University*	Influence of Servicescape on Image, Customer Perceived Value and Revisit Intentions Among Resorts in Soccsksargen
2	**Lee, ChienChing**[1], **Ng, Lee Keng**[2], **Woo, Emily Yee Fun and Ng, Yin Kai**[3] *[1]Centre for Communication Skills, Singapore Institute of Technology* *[2]Hospitality Business, Singapore Institute of Technology* *[3]Professional Officers Department, Singapore Institute of Technology*	Scaffolding Student's Ability to Manage Workplace Ethical Dilemmas Using Interactive Case Study Videos
3	**Dalagan, Juninah D. and Ligan, Victoria O** *International Management School, Joji Ilagan International Schools, Philippines*	Influence of Demographics, Capability, and Opportunity on the Research Motivation of Joji Ilagan International Schools Faculty: A Hierarchical Regression Analysis
4	**Bang, Dohyung and Jang, SooCheong (Shawn)** *School of Hospitality and Tourism Management Purdue University, USA*	Navigating Consumer Uncertainty: Investigating the Roles of Information Quantity and Polarity in eWOM Environment
5	**Ho, Jo Ann, Liew, Sien Leong, Mohd Rosli, Nadhia Melissa** *School of Business and Economics Universiti Putra Malaysia*	Navigating the Complexities of Retirement Village Development in the Senior Housing Industry: An examination of Current Challenges

Session 3-5, Room 105

Tourist / Foodservice Consumer Behaviour 3
Session Chair: ***Asst. Prof. Daniel Karlo Lucas***
University of the Philippines

	Authors	Title
1	**Ngoenteerachot, Kayanee; Lah-alee, Nurita; Rattanapan, Phrueksa; Chankong, Panwasa; Jantalert, Saharat and Bostan Ali, Wanamina** *Prince of Songkla University, Thailand*	Marketing Tourism Destination Factor Analysis on Influence of Soft Power in Phuket Thailand: A Case Study by a Popular Thai Series
2	**Khongaiang, Thornyada; Suwanno, Chanittha Musikawan, Sarinda; Jamroennusit, Supawadee; Artthayapan, Hatsaluk Bostan Ali, Wanamina** *Prince of Songkla University, Thailand*	Marketing Mix Factors Influence Accommodation Selection in Songkla By Malaysian Business Travelers
3	**Zhao, Ying** *School of Hotel and Tourism Management Hong Kong Polytechnic University, SAR China*	Influence of Ancient Chinese Philosophies on the Development of Hospitality Culture in China
4	**Fan Pui Kuan, Tina and Choe, Jacey** *Department of Integrated Resort and Tourism Management, University of Macau, SAR China*	Hierarchical value maps of casino restaurants in Macau

Session 3-6, Room 110

Tourism and Hospitality Impact
Session Chair: ***Dr. Janice A. Abellana***
Mapua University, Philippines

	Authors	Title
1	**Wang, Ying-Ying[1&2] and Huang, Wei-Jue[1]** *[1]School of Hotel and Tourism Management The Hong Kong Polytechnic University, SAR China* *[2]School of Culture and Tourism, Chengdu Polytechnic, China*	Why Do Tibetan Buddhist Monks Engage in Tourism? The Impact of Tourism on Religious Prosperity in Tibet, China

2	**Tirtaatmadja, Raffael** *Graduate School of Tourism, Wakayama University, Japan*	An Empirical Analysis of Tourism Disaster Communication in Tanjung Lesung Special Economic Zone, Indonesia
3	**Sincharoenkul, Kris[1&2]; Kannan, Suresh N.[2] and Subramaniam, Thanam [2]** *[1]Prince of Songkla University, Thailand* *[2]School of Hospitality, Tourism and Events, Taylor's University, Malaysia*	Moderation Effect of Government Support on the Crisis Management of Phuket Hotels
4	**Tayco, Ryan O.; Tubog, Millard Vaughn; Rizada, Ma. Leroz P.; Antique, Cynie T.; Zamora, Glennen Y.; and Espinosa, Lyra B.** *Hospitality Management Department* *Negros Oriental State University, Philippines*	The Effects of the COVID-19 Pandemic on the Tourism Industry in Negros Oriental

3:15 PM – 4:30 PM
Concurrent Sessions 4

Session 4-1, Room 101
Human Resource Management 1
Session Chair: ***Asst. Prof. Lilibeth J. Baylosis***
University of the Philippines

	Authors	Title
1	**Erfe, Christopher C. and Perez, Marga Clarence C.** *School of Hotel, Restaurant, and Institution Management* *De La Salle-College of Saint Benilde, Philippines*	Property Management Systems: A Descriptive Analysis of Hospitality Employers' Preference in Choosing a Job Applicant
2	**Olivar, Kiven G., Ubaldo, Kester Tom and Espinosa III, Severo R.; Gutierrez, John C.** *College of Hospitality Education* *University of Mindanao, Philippines*	The Mediating Effect of Career Competency from Management to Employees' Satisfaction of Tourism Industry

3	**Zhu, Di (Judy)[1] and Chen, Ming-Hsiang[2]** *[1]School of Hospitality Business Management Washington State University, USA* *[2]School of Management, Xiamen University, China*	How Does Gender Diversity Affect Hotel Risk?
4	**Wang, Chih-Hung** *Graduate Program of Sustainable Tourism and Recreation Management, National Taichung University of Education, Taiwan, ROC*	Relationships Among Tour Leader Role Identity, Employee Resilience, and Work Engagement
5	**Jung, Hyojung (Julie) and Koo, Bonhak** *Department of Hospitality and Retail Management, Texas Tech University, USA*	Thriving Together: Exploring the Role of Servant Leadership and Its Impact on Individual and Group Performance
6	**Yasumi, Mayumi,Yoshioka, Tsutomu and Yoshioka, Tsutomu** *International Tourism Management Toyo University, Tokyo, Japan*	The Effects of Assertive Communication on Organizations: Implications from an Interview Survey of Airline Companies

Session 4-2, Room 102

Human Resource Management 2
Session Chair: ***Dr. Jo Ann Ho***
Universiti Putra Malaysia

	Authors	Title
1	**Yuan, Lu[1], Kim, Hyun Jeong[1] and Ryu, Kisang[2]** *[1]Hospitality Business Management Washington State University, USA* *[2]Department of Foodservice Management Sejong University, South Korea*	Cultural Intelligence's Effect on Voice Behavior for Employees in the Hospitality Industry

2	**Dai, You-De, Tan, Yi-Hang, Yeh, Giun-Ting and Lin, Zih-Han** *Department of Tourism, Leisure and Hospitality Management, National Chi Nan University, Taiwan, ROC*	Exploring the Impact of Regulatory Focus on Hotel Employees' Job Crafting
3	**Khalid, Rimsha and Raza, Mohsin** *Prince of Songkla University, Phuket Campus, Thailand*	Women as a Leader Participation in Civil Society and Social Reconstruction: New opportunities and Future Directions
4	**Hu, Xingbao (Simon); Hu, Changwei; Liu, Lucy; Lai, Ivan; and Wu, Mengqia** *City University of Macau, China SAR*	Stay or Leave? The Impact of COVID-19 Pandemic on Casino Employees and Their Behavioural Intentions
5	**Oblianda, Leomar Jay** *Samal Island City College, Philippines*	Structural Equation Model on Organizational Resilience of the Hotel Industry in Relation Organizational Capital, Corporate Social Responsibility, and Organizational Commitment of Managers: COVID 19 Pandemic Context
6	**Goopio, Joselyn and Cheung, Catherine** *School of Hotel and Tourism Management, The Hong Kong Polytechnic University, SAR China*	Understanding Genuine Hospitality Now and in the New Normal: A Grounded Theory Approach in Defining Filipino Hospitality

Session 4-3, Room 103

Food Service and Hotel Management
Session Chair: ***Ms. Kimberly Joy E. Alcaraz***
Lyceum of the Philippines University - Cavite

	Authors	Title
1	**Dai, You-De; Chen, Kuan-Tai, Lin, Chun-Ting and Chen, Kuan-Yu** *Department of Tourism, Leisure and Hospitality Management, National Chi Nan University, Taiwan, ROC*	Study of Regulatory Focus on Hotel Employees' Voice Behavior

2	**Fong, Hoc Nang Lawrence[1]; Choe, Jacey[2]; Agyeiwaah, Elizabeth[3]; and Lei, Sut Ieng Soey[4]** *[1]Department of Integrated Resort and Tourism Management Centre for Cognitive and Brain Sciences University of Macau, SAR China* *[2]Department of Integrated Resort and Tourism Management, University of Macau, SAR China* *[3]Macau University of Science and Technology, SAR China* *[4]School of Hospitality Management, Macao Institute for Tourism Studies, SAR China*	Insolation and Unserved Food in Hotel Staff Canteens
3	**Balaysoche, Danilo** *Lyceum of the Philippines University - Manila*	Managing the Casual Dining Experience: The Challenges and Coping Strategies of Selected Restaurant Managers in Metro Manila
4	**Younghee, Suk and Sunny, Ham** *Department of Food and Nutrition, Yonsei University, South Korea*	Risk Assessment of High-Contact Surfaces at the School Foodservices: Comparison Between Users' Perception and Objective Measurement
5	**Kim, Dong Young and Ham, Sunny** *Department of Food & Nutrition, Yonsei University, South Korea*	How to Get them Involved in the Restaurants' Hygiene Grade Certificate System: Operators' Perspectives

Session 4-4, Room 104

Tourism and Hospitality Education 1

Session Chair: ***Dr. Deniz Kucukusta***

The Hongkong Polytechnic University

	Authors	Title
1	**Mapalad, Gina and Dalisay, Joanne and Adriguez, Ruel B. Virgil**	Online Learning Challenges and Effects on Mental Health of the Hospitality Management Students at Romblon State University

	[1]*College of Business and Accountancy, Romblon State University, Philippines* [2]*Romblon Campus, Romblon State University, Philippines*	
2	**Aragon, Lilibeth C. and Aquino, Ma. Christina G.** *Lyceum of the Philippines University- Manila*	Readiness of the Philippines in the Implementation of ASEAN Mutual Recognition Arrangements on Tourism Professional's Common ASEAN Tourism Curriculum
3	**Cabatic, Gemili; Cordova, Jr., Ignacio; Dizon, Raffy; Lago, Elpedia and Villamater, Jovelyn Ann** *College of Hospitality and Institutional Management Our Lady of Fatima University, Philippines*	An Evaluation of the Effectiveness and Efficiency of the Flexible Practicum Training Program (FPTP) on Fourth Year Students of Bachelor of Science in International Hospitality Management S.Y. 2021-2022: Basis for Industry Preparedness and Employability
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University of the Philippines

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	Taiwan, R. O. C. *[2]Department of Tourism Management, National Kaohssiung University of Science and Technology Taiwan, R. O. C*	in Tourism English Conversation Course of Kaohsiung City, Taiwan
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University of the Philippines

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Angeles University Foundation, Pampanga, Philippines

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3	**Wichitsin, Kanok-orn; Cherdchooteerakul Nopparuj; Leung Chi Wan** *Dusit Thani College, Thailand*	Exploring the Socio-Economic Impacts of Rural Tourism in Nan Province, Northern Thailand: A Community-Based Approach

4	**Cariño, Dylan M. [1], Cera, Victor Ian P. [1], Medina, Ma. Sophia Shayna J. [1], Reyes, Louise Orlane R. [1], Zaldivar, Arrian Karl A. [1], Zambrano, Thomas Dominic M. [1], Fernandez, Tammy Marie C. [2] Quinit, Gerard L. Mercado[2], Jame Monren T.[3]** *[1]Department of Hospitality Management, College of Tourism and Hospitality Management, University of Santo Tomas, Manila, Philippines* *[2]Municipal Government of Calasiao, Pangasinan, Philippines* *[3]College of Tourism and Hospitality Management, Research Center for Social Sciences and Education & The Graduate School – Center for Conservation of Cultural Property and Environment in the Tropics, University of Santo Tomas, Manila, Philippines*	Amputi Balitok (White Gold): Explicating the Culinary Significance and Safeguarding Dimensions of Puto Calasiao in Pangasinan, Philippines
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Holy Angel University, Pampanga, Philippines

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2	**Yu, Beatriz Yu and Leung, Daniel** ***School of Hotel and Tourism Management*** ***The Hong Kong Polytechnic University***	What Makes a Restaurant Cool in the Eyes of Consumers? Conceptualizing Restaurant Coolness and Exploring Its Business Implications
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4	**Santiago, Chalane, Henzon, Ayen Jill, Reyes, Cay Marie, Vispo, Patricia Joy, and Gamoso, Ryan A.** *College of International Tourism and Hospitality Management, Lyceum of the Philippines University – Laguna*	Exploring the Effects of Travel Vloggers to Visit Intention: The Role of Experiential Quality
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Guests' perceptions of circular economy practices in hotels: reduce, reuse and recycle is not enough

Florent, Girardin
EHL Hospitality Business School
HES-SO University of Applied Sciences and Arts

Luciano, Lopez
EHL Hospitality Business School
HES-SO University of Applied Sciences and Arts

Abstract:

Circular economy (CE) practices aim to limit the negative impact of industries by reducing both the use of non-renewable resources and the wastes resulting from companies' activities. In a hospitality context, hotels, restaurants and other companies can implement a range of practices with the intention to achieve a more circular business model. In this research, we conduct an online experiment to empirically test the effect of hotels' CE practices on guests' attitude and willingness to pay a price premium (WTP). We show that the "3Rs" CE practices, (Reduce, Reuse, Recycle) do not lead to higher WTP. By contrast, the CE practices that involve a "Rethink" or "Redesign" component of the hotel processes or infrastructure do in fact increase WTP. By using a mediation analysis, we also show that attitude towards the hotel mediates the effect of CE practices on WTP. Our research has concrete implications both for hotel owners and managers who wish to implement CE practices in their hotels and for academic researchers in hospitality.

Keywords: Circular Economy, Guests' Perceptions, Willingness to Pay

1. Introduction

"If you would like to have your bath towels replaced, please place them on the floor", is the tried-and-true message that is omnipresent in hotels nowadays. The message is then marketed by hoteliers as part of their sustainability efforts to reduce their consumption of resources and their CO_2 emissions. While some guests will undoubtedly welcome this initiative, others may regard this practice as diminishing the quality of the service they are being provided or even a deceitful attempt to cut costs at the expense of guests' comfort. Consequently, contingent on the perception of the majority of clients, the impact of the practice on hotel brand perception, willingness to stay, or willingness to pay can be positive or, unexpectedly, negative.

This risk of sending a counterproductive signal to clients can happen for any circular economy (CE) practice that is mainly put in place to reduce the use of resources like water or energy without necessarily changing the production processes towards a more sustainable world (Reike et al., 2018). Put differently, when a company implements a CE practice, it may or may not be rethinking and overhauling the relevant process. To take an example, a room could be cleaned only every other day to reduce the use of resources. Alternatively, the cleaning staff could be trained to optimize the use of resources and products. While the former practice does not imply much commitment from the hotel, as it is primarily a cost-cutting measure, the latter implies a substantial commitment from the hotel as training and overseeing the cleaning staff may be costly and will affect the overall production process.

In both cases, the objective is to reduce the use of resources. Nevertheless, guests' perception differs considerably because in one instance the hotel has rethought or redesigned its processes to reduce the use of resources without impacting guests' well-being, but not in the other one (Blomsma et al., 2017).

Surprisingly, despite its increasing importance, CE has only received scant attention in the hospitality and tourism literature (Naydenov, 2018; Rodríguez-Antón & Alonso-Almeida, 2019). Indeed, while the concept of sustainability is increasingly investigated in tourism research, the implications of CE in tourism have not been extensively studied. Interested readers about the differences between CE and sustainability can refer to Geissdoerfer et al. (2017) who have done a thorough analysis of the two concepts. Their research's central conclusion is that sustainability and CE have different goals: sustainability is "open-ended [with a] multitude of goals depending on the considered agent and her interests" (Geissdoerfer et al., 2017, p.765), while CE is a "closed-loop, ideally eliminating all resource input into and leakage out of the system" (Geissdoerfer et al., 2017, p. 765). In other words, to be considered as CE, a practice must aim towards narrowing, slowing, and closing the loop of resource usage and waste (Geissdoerfer et al., 2017; Pieroni et al., 2019). For instance, the use of organic food without any objective to reduce waste may be classified as a sustainable practice. By contrast, using organic food combined with an effort to reduce food waste, while using the remaining waste as an input to produce another resource (e.g. biogas), can be considered a CE practice. However, the distinction is not always straightforward, as sustainability and CE are umbrella concepts (Sorin & Sivarajah, 2021).

In light of the above, there is a clear lack of research about consumers' reactions to specific CE practices in a hospitality context. Even though some recent research suggests that consumers "are willing to consider green and circular economy practices when choosing their hotels" (Bica et al., 2020, p. 290), to the best of our knowledge, no empirical research has investigated the causal relation between the implementation of CE practices in a hotel or restaurant and guests' perceptions. Therefore, the current research aims to fill this gap by evaluating the impact of hotels' specific CE practices on guests' general attitude towards those hotels as well as their willingness to pay a price premium.

2. Literature Review

The literature on specific CE actions' impact on the hospitality sector is scarce compared to the diversity and volume of existing research on sustainable tourism (Sorin & Sivarajah, 2021). While the concept of sustainability is increasingly applied in tourism research, the implications of CE in tourism have not been extensively studied. However, Manniche et al. (2021) argue that the tourism sector holds great potential for developing a more circular economy. Their report identifies potential CE drivers and barriers for hospitality establishments in the South Baltic area. On the one hand, the CE concept can serve as a reliable tool to engage tourists in consuming resources more mindfully and thus play an essential role in transformational tourism (Reisinger, 2013). Touristic visits could act as learning platforms for guests to understand the impacts of their current behavior and how they could change (Breiby et al., 2020; Reisinger, 2013). On the other hand, the extent to which tourists demand circular hotel and tourism products and services is unclear. Against this backdrop, our research is a first attempt to better understand tourists' reactions regarding hotels' CE practices.

Despite the lack of literature regarding CE in the tourism sector, it appears that the European Union (EU) has recently realized the potential of CE in tourism (Naydenov, 2018). Indeed, the CenTOUR initiative was launched in 2020 to "foster innovative circular solutions in the tourism sector through transnational cooperation and knowledge transfer, by focusing on SMEs and their local value chains"

(CenTOUR, 2020, p. 3) and to help reach the targets of the 2030 Agenda for Sustainable Development. Institutions such as the EU, the World Economic Forum (WEF), in collaboration with the Japanese and Dutch governments (Lacina & Di Caro, 2021), and the Government of China (2008), are beginning to launch initiatives for circular tourism and circular hospitality practices. Seeing such institutions launching CE initiatives provides opportunities for future research on CE in the hospitality industry; it has also raised questions about whether the money invested in CE initiatives is used efficiently.

Given the increasing interest in CE in the context of tourism and hospitality industries, there is a need for a better understanding of what CE means in hospitality and how hospitality businesses can implement CE practices.

2.1. Existing circular economy practices in the hospitality industry

Scholars have started to assess existing CE practices of hotels and restaurants. For example, Rodríguez-Antón & Alonso-Almeida (2019) have determined that, so far, the transition to a circular business model in the hospitality industry has focused mainly on energy, water and recycling measures to promote sustainability. Some circular initiatives have also been deployed in this industry in building and construction, refurbishing and redecorating, and operations. Hotels rely mainly on eco-innovations as the determinant of their transition towards a circular business model. However, Florido et al. (2019) argue that these eco-innovations are not sufficient. The CE goes beyond eco-innovations to become a central part of the host-guest relationship by including and involving guests from an environmental perspective and making them participants in their actions to contribute to sustainability. The authors reveal that the imperative factor to effectively transition towards a more circular activity in the hotel sector is an establishment's awareness and responsiveness to environmental issues. Other researchers have identified concrete examples of CE actions that hotels have implemented. For example, Jones & Wynn (2019) have found that Martin's Hotels, a Belgian hotel chain, has included a CE model in its *purchasing*, waste, and renovation projects. Accordingly, it prioritizes local, natural, recycled, recyclable, and seasonal products to maximize waste recycling. Menegaki (2018) has identified examples of CE practices in a sample of 25 4- and 5-star hotels in Greece and found that the most hotels' CE practices concern water consumption and waste recycling. Menegaki (2018) found that the strength of Greek hotels is in designing waste out of the system, as many of the examined hotels donate food leftovers, second-hand linens and used equipment. In Hungary, Naydenov (2018) found an example of a leisure farm hotel with a 'waste=money' principle, where visitors can pay part of their entrance fee with reusable waste (plastic, paper, aluminum), which the hotel can then recycle and reuse. In their "handbook for transitioning toward a circular economy within the tourism and hospitality sectors in the South Baltic Region", Manniche et al. (2021) provide examples of best CE practices in the tourism and hospitality sectors. One example of a frontrunner is the Crowne Plaza Copenhagen Towers, built in 2009. The hotel has a water-based climate control system, which allows for cooler temperatures during the summer and enables the storing and reusing of heated energy to heat the hotel during winter (Manniche et al., 2021). Additionally, the hotel has linked smart booking technologies to smart home features to control and monitor water and energy use in guest rooms.

2.2. Type of circular economy practices

In a hospitality context, the "classic 3Rs" CE strategies – Reuse, Reduce, Recycle – are mainly related to waste management policies, which is just one of CE's goals (Ghisellini et al., 2016). In fact, the 3Rs do not necessarily contribute to moving in the direction of a more circular economy. Indeed, multiple authors (Blomsma & Brennan, 2017; MacArthur, 2013; Reike et al., 2018) have claimed that companies should go beyond the 3Rs and implement more impactful strategies by redesigning and rethinking processes to enable higher value retention of resources over multiple product lifecycles. Similarly, Costa et al. (2020) explain that the rethink and redesign dimensions of CE are crucial for the shift from a linear economy model to a viable CE model. Hence, we argue that only hotel CE practices that include a rethink and/or redesign component are likely to impact guests' WTP because they may perceive these practices as a hotel's commitment to the planet rather than a mere cost-reduction strategy, or worse, an example of distasteful 'greenwashing'. Furthermore, the classic "3Rs" practices may be perceived as cost-reduction strategies instead of a commitment towards a better planet. Consequently, this difference in customers' perception may have an impact on their willingness to pay for a hotel room. Costa et al. (2020) explain that the rethink and redesign dimensions of CE are crucial for the shift from a linear economic model to a viable CE model. Hence, we argue that only hotel CE practices that include a rethink and/or redesign component are likely to impact guests' WTP because they may perceive these practices as a hotel's commitment to the planet rather than a mere cost-cutting strategy.

H1: The implementation of rethink and redesign (vs. 3Rs) CE practices in a hotel leads to a higher (lower) guests' willingness to pay a price premium.

2.3. The mediating role of guests' attitude towards hotels

According to the well-established theory of planned behavior (Ajzen, 1991), a behavioral intention, such as a willingness to pay for a hotel room, is impacted by the attitude towards the behavior in question, subjective norms and perceived control. The theory of planned behavior is the most widely used theory to explain a behavioral intention towards a sustainable purchase behavior in touristic settings (Garay et al., 2018). Backed by this theory, researchers have found that touristic green consumption behaviors are largely influenced by the overall attitude towards the product or service, which is formed by affective and cognitive attitude (Han, 2021). For example, Lee et al. (2010) have shown that the overall image of a green hotel increases guests' willingness to pay a premium. We assume that when a hotel implements a CE practice, the same psychological process takes place. Clients form an overall attitude towards the hotel based on affective and cognitive images. This overall attitude, in turn, influences their behavioral intentions such as WTP. Therefore, we formulate the following hypothesis:

H2: Attitude towards the hotel mediates the relationship between rethink and redesign (vs. 3Rs) CE practices on willingness to pay a price premium.

Our research hypotheses are summarized in the succeeding theoretical model.

3. Methodology

First, we selected 6 CE practices from the literature on circular economy in tourism. We classified them according to whether they include a "rethink or redesign" component or if they only include the classic "3Rs". Then, we transformed these 6 different CE practices in marketing slogans to be displayed on a hotel website with a detailed explanation for each of them (see Table 1). To test our hypotheses, we created an experiment with 7 conditions (6 CE practices + control). We recruited 706 UK citizens (67.4 % women; MAge = 39.3) on the online platform Prolific.com and we randomly assigned them to one of the 7 conditions. To ensure the reliability of responses, only participants with an approval rate above 95% and more than 50 submissions could participate in our study. They were first shown a fictitious hotel homepage and then had to answer questions about their general attitude towards the hotel (bipolar 4-item scale: Dislike-Like, Bad-Good, Unfavorable-Favorable, Negative-Positive; α = .96) and their willingness to pay a price premium (single item). They were then asked to fill out an attention test and had to answer several demographic questions.

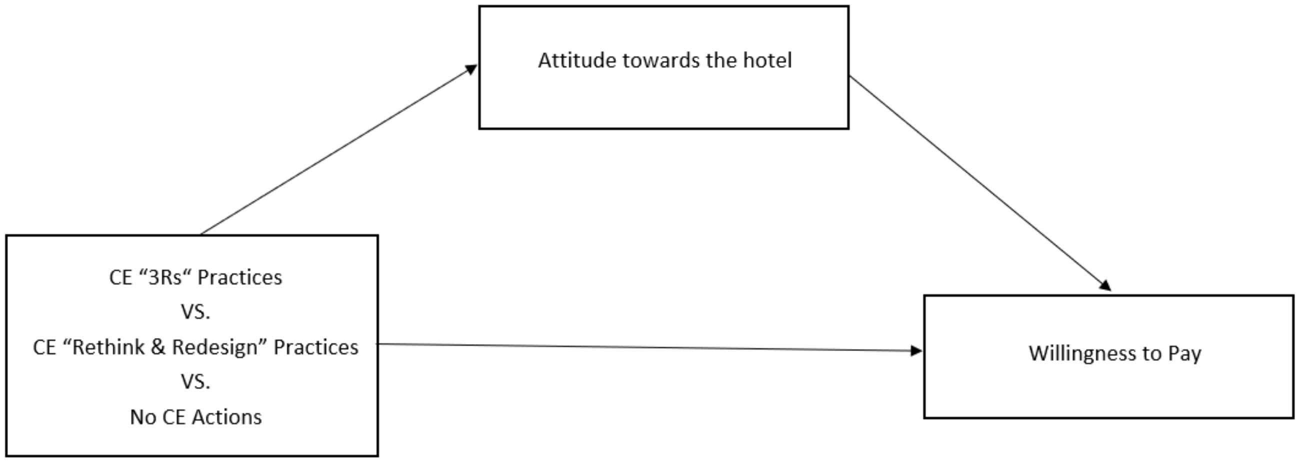

Figure 1. Theoretical model

Table 1. Slogans and explanation for hotel homepage

ID	Type of practice	CE practice	Slogan	Explanation
1	“Rethink or Redesign”	Guest can choose remotely the room temperature (via smartphone), heat and air conditioning are generated by own produced renewable energy.	“Consume renewable energy and only when you need it”	“When staying at our hotel, you consume renewable energy, and you can decide how much energy you consume.”
2	“3Rs”	Switch on air conditioning or heating system only when clients enter the room	“Energy consumption only starts when you enter your room”	“When staying at our hotel, you consume heating/cooling energy only when you are present in the room.”
3	“Rethink or Redesign”	Cook mainly with own produced food	“We grow the food you eat”	In our restaurant, most of our fruits, vegetables and herbs are own produced thanks to our roof-top gardens.
4	“3Rs”	Reduce food waste (e.g. produce on demand, share excess food)	“We reduce food waste to its minimum”	In our restaurant, we do our best to reduce food waste by producing on demand and sharing excess food.
5	“Rethink or Redesign”	Cleaning staff follow a training to reduce the use of energy and resources to clean a room	“Our staff are trained to reduce resources waste”	We provide training to our cleaning staff to reduce the use of energy and resources without compromising the quality of their work.
6	“3Rs”	Reduce frequency of room cleaning	“We carefully reduce resources waste”	We carefully reduce the frequency of room cleaning to reduce the use of energy and

			resources without compromising cleanliness.
Control	n.a.	"Relax and enjoy the city while staying with us"	"When staying at our hotel, enjoy a relaxing atmosphere while discovering the city"

4. Results

A between-subjects analysis of variance (ANOVA) with CE practice (6 CE practices + control) as the fixed factor and WTP as the dependent variable revealed a main effect of CE practices on WTP ($F(699, 6) = 3.261$, $p = .004$). Simple contrasts revealed that only CE practice 4 ($M = 4.20$, $SD = .134$) led to a higher WTP than the control condition ($M = 3.64$, $SD = .134$, $p = .003$, 95% CI [.191, .935]). There was no difference in WTP between the other CE practices and the control condition. These results provide a first indication about the different impact of CE practices, as none of the classic "3Rs" increased guests' WTP; whereas 1 out of 3 CE practices with a rethink or redesign dimension led to a higher WTP. To further test our hypothesis H1, we grouped CE practices by type and performed an ANOVA with the type of CE practices ("3Rs" vs. "Rethink or Redesign" vs. control) as fixed factors and WTP as the dependent variable. Results revealed a marginally significant main effect of CE practice type on WTP ($F(703, 2) = 2.384$, $p = .093$). In line with H2, simple contrasts revealed that "Rethink or Redesign" types of CE practices ($M = 3.89$, $SD = .078$) led to a higher WTP than the control condition ($M = 3.64$, $SD = .135$, $p = .050$, 95% CI [-.438, .000]), whereas WTP did not differ between the "3Rs" ($M = 3.670$, $SD = .079$) and the control condition ($p = .112$). This result confirms our hypothesis whereby only CE practices that include a "rethink" or "redesign" element can in fact lead to a higher WTP. It shows that promoting 3Rs has no beneficial effects on guests' reactions.

To test the mediation effect of attitude towards the hotel (H2), we performed a mediated regression analysis using the PROCESS macro (Hayes, 2017; model 4; 5,000 bootstrap samples). The type of CE practice ("3Rs" vs. "Rethink or Redesign") was included as the independent variable, attitude towards the hotel as the mediator, and WTP as the dependent variable. We predicted that CE practices including a "rethink" or "redesign" component will lead to a higher WTP and that attitude towards the hotel will mediate the effect. The results support our hypothesis: the mediation analysis revealed a positive effect of CE practice type on attitude ($b = .231$, $SE = .092$, 95% CI = .052; .411), a positive effect of attitude on WTP ($b = .625$, 95% CI = .539; .710), no direct effect of CE practice type on WTP ($b = .074$, 95% CI = -.118; .267), and a significant indirect effect of CE practice type on WTP ($b = .1445$, 95% CI = .032; .258) whereby a rethink or redesign practice (vs. 3Rs) positively impacts attitude towards the hotel, resulting in higher willingness to pay. Table 2 provides a summary of the mediation results.

Table 2. Summary of the mediation results

	Mediator			**Outcome**		
	***M*: Attitude**			***Y*: Willingness to Pay**		
	Coeff.	*SE*	*p*	Coeff.	*SE*	*p*
Constant	5.58	0.07	0.00	0.18	0.25	0.46
X: "3Rs" (vs "rethink or redesign") CE practice	0.23	0.09	0.01	0.07	0.10	0.45
M: Attitude				0.62	0.04	0.00
	$R = 0.10$			$R = 0.51$		

	Indirect effect	95% bootstrap CI
X–>M –>Y	0.14	.04 to .26

5. Discussion and Conclusion

5.1. Discussion and implications

Our research sheds light on the different reactions hotel guests demonstrate when made aware of CE practices in a hospitality context. First, we show that not all CE practices lead to a higher willingness to pay a price premium. Therefore, hotel managers need to select carefully which CE practices they would advertise if their goal is to increase their average daily rate. In this regard, our results suggest that rethink and redesign types of CE practices are more effective than reuse, reduce or recycle CE practices to justify a price increase. Because the guests' perception of a hotel's CE practices vary, hotel managers are strongly advised to conduct market analyses before implementing CE practices and investing in communication campaigns to promote such practices.

Our contribution to the existing literature is twofold. First, by demonstrating that specific CE practices can increase guests' WTP, we add knowledge to research exploring how and through which practices hotels can improve their average daily rate and performance (Boronat-Navarro & Pérez-Aranda, 2020; Kang et al., 2010; Kang et al., 2012; Nicolau et al., 2020). Second, we contribute to the literature on CE in hospitality by providing evidence on the type of CE practices that should be promoted (Batle et al., 2018; Julião et al., 2020; Rodríguez-Antón & Alonso-Almeida, 2019). Indeed, we highlight that the impact of rethink and redesign CE practices on WTP is stronger than 3Rs practices. Additionally, we demonstrate that guests' overall attitude mediates the relationship between the type of CE practices implemented by a hotel and their WTP. This observation is in line with the well-established theory of planned behavior (Ajzen, 1991) and the existing literature, which asserts that touristic sustainable consumption is influenced by guests' attitudes (e.g., Xu & Gursoy, 2015). Mediators and moderators influencing circular or sustainable behavior is an additional strand of the literature to which we contribute (e.g., Koch et al., 2020).

5.2. Conclusion

Our research is a first attempt to study the causality between CE claims and consumers' reactions in a hospitality context. While CE is unquestionably a very important and current topic, its conceptualization should still be better tailored to the hospitality and tourism industry. Although our study does not aim to define CE, we have made sure to consider only practices that are circular. We believe further research is needed to better categorize the type of CE practices as they impact hotel guests differently. Our results are sometimes contrasted and call for more research to further identify which CE practices are more effective in improving guests' intentions and behavior. Additional research is needed to generalize our results and assess the effects of other CE practices. To understand the reasons behind the differences in terms of guests' reactions, the effect of potential mediators such as 'warm-glow feeling' could, for example, be tested. Based on our results, we also believe that more attention should be devoted to investigating how service companies should communicate about their CE efforts. Against the backdrop of the ongoing Covid-19 pandemic, clients' perceptions and expectations may evolve rapidly.

5.3. Limitations

The main limitation of our research is the fact that it is solely based on an online experiment with all the caveats that such experiments imply. Of course, to mitigate potential biases, the experiment has been designed to be as realistic as possible and the type of respondents has been carefully selected. As a subsequent step, we highly encourage future research to test our hypotheses with field experiments, involving real hotels, to extend our findings' reliability. Furthermore, in our experiment, we have expressly selected two hotel segments (i.e., three- and five-star hotels). Further research could focus on other hospitality sectors like camping, private lodging or other hotel types to test the reliability of our model and potentially identify differences in consumers' behavior across the different types of services and experiences.

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Property Management Systems: A Descriptive Analysis of Hospitality Employers' Preference in Choosing a Job Applicant

Erfe, Christopher C.
School of Hotel, Restaurant, and Institution Management
De La Salle-College of Saint Benilde

Perez, Marga Clarence C.
School of Hotel, Restaurant, and Institution Management
De La Salle-College of Saint Benilde

Abstract:

The study determined how technological skills became a criterion for hiring in the hotel industry. This study was only limited to DOT-accredited hotels in the National Capital Region as this was only a pilot study. Using descriptive statistics, the study found that 70% of the employers confirmed that knowledge and skills in PMS were important in their hiring process. In fact, applicants with advanced knowledge of PMS were preferred because it was a necessity in hotel operations.

Keywords: Technology, Skill, PMS, Hotel, Employer, Applicant

1. Introduction

For years, hospitality management graduates found themselves working in hotels of their choice where one of the tasks was using a Property Management System (PMS). A PMS was a necessity for hotels because it is the center of all activities. It acted as the main contact point between the hotel and the guest, and it provided information and received data from every other department that influenced hotel staff and managers to make decisions and perform necessary actions (Pizam, 2005). To prepare hospitality management students for employment in the industry, they would need to be educated in using the PMS.

In 2022, the COVID-19 restrictions eased in the Philippines (PricewaterhouseCoopers, 2020; Venzon, 2021; Department of Tourism Philippines, 2022; TTG Asia, 2022), which resulted in various job vacancies in hotels. However, the hiring process became more competitive as a lot of hospitality applicants are vying for limited vacancies in the Rooms Division because of the effects of the pandemic. This paper explored hotel employers' preference in hiring hospitality graduates and workers with knowledge and skills in PMS. Furthermore, the authors would like to use this research as a starting point to explore a more in-depth study on the relationship between selecting job applicants and hospitality employers' preference with the use of PMS as a criterion for the hiring process.

This study aimed to answer the following research questions: What did hospitality employers look for in job applicants when it comes to knowledge and competencies in operating a PMS? Upon acceptance, did these newly hired employees undergo training to meet the standard operating procedures of the hotels?

2. Literature Review

A. Property Management System (PMS)

The PMS is an automated lodging information system with a set of applications that directly relate to hotel front office and back office activities (Kasavana, 2016). According to Gruen (2007), many of the largest hotel chains were using a PMS that they developed in-house, possibly after buying the source code from one of their vendors. PMS had been developing rapidly to fit the innovations of the time to meet and even exceed end-user requirements (Berezina et al., 2014).

B. Knowledge of PMS as an Essential Skill in the Industry

Various researchers affirmed the importance of knowledge and skills in PMS in the hospitality industry. Hsu (1995) confirmed that the majority of the hotel managers believe that industry-based programs such as PMS must be taught in school. Moolman and Wilkinson (2014) stated that IT skills are necessary for graduates to ensure employability. Berezina et al. (2014) also stated that IT skills are necessary for students who will soon become hospitality leaders. This was confirmed by Aguba (2005) who revealed that the expectations of hospitality managers were not met in the Front Office Department because new hires were not equipped with sufficient knowledge and skills in basic reservations and its system, a PMS. On the other hand, Lertwannawit et al. (2011) discovered that computer skills were one of the important skills required for hospitality employees along with language, work spirit and ethics, teamwork and leadership, and other technical skills. Dimalibot et al. (2014) also found out that applicants should be equipped with communication, human relations, critical thinking, problem-solving, information technology, and entrepreneurial skills to be competitive in the hospitality industry. Despite various criteria, computer skills were definitely one of the factors that hospitality employers considered in hiring (Dimalibot et al., 2014). In Thailand, IT skills were ranked as the first important skill needed by hotel employees (Lertwannawit et al., 2011).

In 2009 in the Philippines, Micros-Fidelio Software (Philippines) Inc. worked together with different educational institutions to equip students with the knowledge and technological skills in learning the Fidelio Front Office System. The initiative aimed to enable hospitality students to become more competitive in the job market (PhilStar Global, 2009).

3. Methodology

The researchers utilized descriptive statistics to analyze the preferences of the hospitality employers' on their likelihood to hire applicants based on their knowledge and skills in using a PMS. To ensure reliability and reproducibility, the researchers ran a reliability test using SPSS. The result of the Cronbach's Alpha was .704, which meant that the data was reliable and reproducible. Data was gathered through Google Forms from July 15 – August 15, 2022. The targeted participants were hotel employers from three to five-star DOT-accredited hotels in Metro Manila based on the list of the Department of Tourism (2021). This was a pilot test and the researchers will explore further based on the findings of the study.

4. Results

4.1. Profile of the respondents

The researchers were able to gather 73 respondents from 54 Rooms Division and 19 Human Resources Managers from 41 DOT-accredited hotels in NCR. Out of the 41 hotels, 22 or 54% were 5-star hotels, 12 or 29% were 4-star hotels and 7 or 17% were 3-star hotels.

4.2 PMS Knowledge & Skills of Applicants

Based on the findings of the study, 70% of the respondents confirmed that knowledge and skills in PMS were important in their hiring process. This was because 96% of them noted that PMS was essential in their hotel operations.

Before the pandemic, 51% of hotel employers hired applicants with no knowledge of PMS however during the peak of the pandemic, only 49% of them hired applicants with no knowledge of PMS. Likewise, pre-pandemic, the majority of hotel employers showed more preference towards applicants with basic knowledge (75%) and advanced knowledge (67%). In the present, there was more preference towards applicants with advanced knowledge (64%) compared to applicants with basic knowledge (60%) and no knowledge of PMS (53%). Similarly, 74% of the responders preferred applicants with educational and real-life experience in using the PMS, regardless of the brand. This was because basic and/or advanced training was provided to newly hired employees.

5. Discussion and Conclusion

5.1. Discussion and implications

Based on the results gathered, it can be concluded that the use of PMS was essential to the hotel's daily operations regardless of hotel classification, as supported by Pizam (2005). PMS was a useful tool to manage and process guest information within the Rooms Division. This was why knowledge and skills in PMS were important in the hiring process of hotels especially in the Rooms Division, as found in the study.

Hotel employers were looking for applicants with advanced knowledge in PMS, regardless of the brand. This was because of its significance in hotel operations and perhaps, a result of the pandemic. Before the pandemic, the preference was towards applicants with basic and/or advanced knowledge in PMS. However, nowadays, the preference was towards applicants with advanced knowledge already. Also, basic and/or advanced training in PMS was provided to newly hired employees, depending on their prior skillset, in compliance with the standard operating procedures of the hotel.

The findings of the study may serve as a base to update the curriculum of hospitality management schools so students will be equipped with advanced knowledge and skills in using a PMS in the future.

5.2. Conclusion

A PMS was a necessity for hotels. It was the center of all activities and acted as the main contact point between the hotel and the guest (Pizam, 2005). With its importance in hotel operations, it was essential for hospitality management graduates and workers to be equipped with the right knowledge and skills in PMS. The study confirmed that knowledge and skills in PMS were important in the hiring process. However, hospitality employers were not only keen on technological skills. Recruiters also considered other skills such as communication, teamwork, leadership, work ethics, and other technical skills (Lertwannawit et al., 2011).

5.3. Limitations of this study and suggestions for future studies

All DOT-accredited hotels with available contact information were invited. Due to time constraints, only hiring managers who were willing to partake during the allotted time were considered in the study. Also, the study was limited to three-to-five-star hotels accredited by the Department of Tourism in the National Capital Region as this was only a pilot test. Future researchers may consider other hotel classifications, hotels in other regions in the Philippines and in other parts of the world. Future researchers may also consider a qualitative approach to get a more in-depth understanding of the research topic.

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Green Arithmetic: Carbon Footprint Calculators for Tourist Attractions

Kruesi, Michael Alexander
Hospitality Business, Singapore Institute of Technology

Remy, Detlev
Hospitality Business, Singapore Institute of Technology

Shi, Jieyu (Jade)
Hospitality Business, Singapore Institute of Technology

Abstract:

This study focuses on the perception that visitors to the parks of Mandai Wildlife Reserve (MWR) in Singapore have of carbon footprint calculators as interpretation tools at zoological parks. This study is a preliminary round of research that will set the stage for the creation of a working carbon footprint calculator that will be trailed at the four parks run by MWR. The research team aims to create this tool to educate and raise awareness among the visitors of the MWG parks about the importance of sustainability.

Keywords: Sustainability, Wildlife Parks, Interpretation, Eco-Feedback Technology, Carbon Footprint Calculators

1. Introduction

Climate change is one of the most pressing issues facing humanity today (United Nations, n.d.). Despite the growing urgency to reduce our environmental impact, greenhouse gas emissions continue to rise (Lamquin et al 2012; United Nations, n.d.). Therefore, although it is clear how important it is to decrease emissions globally, it is a challenge to accomplish this in practice, as sustainability is a complex topic, involving many interconnected factors (Verplanken et al., 2021) and because it is often not clear where the responsibility of one individual or organization ends and another's begins (Boyd et al., 2021).

Due to inadequate sustainability education, most of the population is unaware that the detrimental effects on the environment can be mitigated through increased engagement with nature, such as by visiting a zoological park (zoo). Specifically, recent developments in environmental education at zoos now encompass topics such as sustainability, personal environmental responsibility, and global climate change (Taylor & Duram, 2021). Wildlife tourism that educates the public about climate change and sustainability can play a crucial role in conservation and promoting environmentally friendly practices. However, research has shown that simply having knowledge or intentions does not necessarily lead to sustainable behaviour changes (Bueddefeld, & Van Winkle, 2017).

The sharp reduction of biodiversity in recent times indicates that the world may be undergoing its sixth mass extinction (Ceballos et al., 2015), largely resulting from human activities (Dirzo et al., 2014). However, it is still possible to halt further loss of biodiversity and the benefits provided by ecosystems through immediate and expanded conservation efforts. Zoos and aquariums, which are visited by

HOST & PARTNERS

approximately 700 million people annually (Grajal et al., 2017), can play an important role in this by providing educational experiences that can motivate visitors to change their behaviour, as well as influencing broader social, legislative and market changes (Dunstan et al., 2016).

As environmental education, both formal and informal, becomes more integrated into the strategic planning for zoos, visitors are increasingly looking to zoos to provide conservation education as part of their experience. In today's digital age, zoos are striving to find a balance between in-person and virtual education methods to increase visitor engagement, learning, and positive behavioural change. In order to continually enhance their programs, zoos are also recognizing the importance of using evaluation tools to assess the effectiveness of their conservation efforts (Peterson et al., 2015).

However, despite the important role that zoos play in sustainability education, research on this topic is limited. This study aims to gauge perceptions that visitors to MWG have of global climate change and of tools to track their carbon footprint. It will also help MWR to track their visitors' carbon footprints on a regular basis and monitor the sustainability improvements in the parks. Furthermore, the findings of the project will also offer insights for other leisure travel destinations and attractions such as national parks, aquariums and zoos to consider adopting carbon footprint calculators and other sustainable practices.

2. Literature Review

2.1. Interpretation in Wildlife Tourism

Interpretation is a means of educating and engaging visitors by stimulating their interest, promoting learning, encouraging appropriate behaviour for sustainable tourism, and fostering satisfaction and enjoyment. It encompasses a range of educational activities, such as signs, brochures, guided tours, displays, and exhibits, that are used in places like museums, heritage sites, national parks, and zoos to convey the significance of what visitors are experiencing. According to Tilden, the original definition of interpretation is "an educational activity which aims to reveal meanings and relationships through the use of original objects, by first-hand experience, and by illustrative media, rather than simply to communicate factual information" (1977, p.8). A more recent definition from the Society for Interpreting Britain's Heritage defines interpretation as "the process of communicating to people the significance of a place or object so that they enjoy it more, understand their heritage and environment better and develop a positive attitude toward conservation" (cited in Moscardo, 1999, p.8).

2.2 Eco-Feedback Technology

Eco-feedback technology is becoming one of the most effective green technologies currently used in the attraction industry, and it is defined as "technology that provides feedback on individual or group behaviours with the goal of reducing environmental impact" (Froehlich et al. 2010 p. 1999). It is a technology that encourages a re-evaluation of unsustainable behaviour by providing feedback on the impact of these behaviours on the environment. For example, by measuring data on a specific activity, such as energy usage, eco-feedback technology can calculate the impact of certain behaviours on CO_2 emissions and present this information to the user (Froehlich et al. 2010). The goal of such technology is to raise awareness about the environmental impact of certain behaviours, encouraging users to engage in more sustainable and environmentally friendly behaviours. Although the impact of such technology has been debated in the literature (Chalal et al., 2022), Fischer (2008) suggests that feedback on energy consumption can lead to emission reductions of up to 12%. Therefore, it is not surprising that there is a significant body of literature dedicated to eco-feedback technologies, focusing

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on areas such as citizen participation in local climate change policies (Aichholzer et al. 2012), visualization of energy consumption (Holmes, 2007), and education on behaviours related to water and energy usage, waste disposal, and transportation (Froehlich et al. 2010).

2.3. Carbon Footprint Calculators

A widely used form of self-administered eco-feedback technology is the carbon footprint calculator. These calculators allow users to understand their impact on the environment by entering data about their various activities, which estimates the greenhouse gas emissions resulting from these activities (Biørn-Hansen et al, 2022). A carbon footprint calculator could therefore be incorporated as a form of interpretation at zoos to educate visitors about the importance of sustainability. It could be used to show the impact of various actions on the environment and encourage visitors to make more environmentally friendly choices in their daily lives. Additionally, zoos can use the calculator to measure and reduce their own carbon footprint by implementing sustainable practices in their operations.

Carbon footprint calculators are widely available online, however, finding the right one can be a challenge as they are generally created for different industries and purposes by both the public and private sectors. Carbon footprint calculators are diverse, varying in their complexity and the way in which users can interact with them (Bottrill, 2007). They range from low-tech spreadsheet versions to advanced web-based platforms that require users to go through a multi-step process to assess their carbon footprint. Moreover, the scope of these calculators varies greatly, some focusing on specific domains such as water or energy usage, while others provide a more comprehensive overview, including consumption patterns, travel behaviour, and the use of category 3 service providers (Bottrill, 2007). Additionally, it must be noted that the results of these calculators can vary significantly, with some cases showing results that vary as much as several metric tons of greenhouse gas emissions on an annual basis, highlighting the lack of consistency among such technology (Padgett, 2008).

In summary, although carbon footprint calculators are widely available, identifying the appropriate one for accurate evaluation and clear communication of the real impact of consumer behaviours on the environment can be challenging. This has led some researchers to argue that, despite their popularity, the effectiveness of using these tools in making a significant impact on combating climate change is limited (Biørn-Hansen et al., 2022). However, as stated by Boulard et al. (2017), it is not a question of the effectiveness of the technology, but rather the selection of the most suitable option based on the context, leading to this project's objective of creating a dedicated carbon footprint calculator for the parks of MGR.

3. Methodology

3.1. Research Design

The declared objective of this research is to develop a tool that objectively measures the carbon footprints of visitors to the wildlife parks operated by MWR. To achieve this, the proposed preliminary study outlined in this abstract will use a quantitative methodology in the form of a self-administered survey questionnaire to assess the perception of visitors to the MWR parks of the usefulness and such a tool. Sample survey questions include "Are you a domestic or international visitor?", "What kind of transportation did you use to get to MWR parks?", and "What types of meals did you have in the MWR parks". The survey will be inserted in the carbon footprint calculator.

3.2. Sampling

This study will employ convenience sampling, asking any visitor to the MWR parks to complete the

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survey at the beginning and the end of their trips at the parks. The research team will visit the parks and approach the visitors to complete the survey and gauge their expectations and perceptions regarding the sustainability efforts of the zoo, their reflection of their own sustainable behavioural patterns and value of objectively measuring the carbon footprint of their visit.

4. Expected Results and Implications

The project is proposed against the backdrop of increasing environmental problems and the significance of sustainability in leisure travel. The question of how to reduce the carbon footprint has become a critical topic in sustainability and has received attention from both academia and the industry. The research project is currently in the data collection phase. The carbon footprint calculator is currently in development. Ultimately, the research team aims to build a complete version of the carbon footprint calculator that will be implemented across the four parks of MWR. It is hoped that in the future, this calculator will become a widely used and accepted tool in the attraction industry that could significantly simplify the process of tracking overall visitor carbon footprints.

The current study will have significant implications. The project will provide empirical evidence on the importance and approaches of promoting sustainability in leisure travel. The carbon footprint calculator that the research team is developing will raise the awareness of visitors about how their travel behaviours impact the environment and the MWR parks in particular. It will also help the parks track visitors' carbon footprints on a regular basis and monitor the sustainability improvements in the parks. By focusing on sustainable development, visitors' travel experience at the parks will be improved. Furthermore, the findings of the project will offer insights for other leisure travel destinations and attractions such as national parks and zoos to consider adopting the carbon footprint calculator and sustainable practices.

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The Role of Customer E-Satisfaction towards Customer Repurchase Intention on Online Food Delivery Services: An Integration of the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2)

Mendoza, Janiel Joel J.
School of Hospitality and Tourism Management
Holy Angel University

Abstract:

This study aims to explore the factors contributing to customer e-satisfaction and customer repurchase intention. This study integrated the unified theory of acceptance and use of technology 2 (UTAUT2). Using self-administered survey, a total of 263 OFD services users participated in the study. The results confirmed that among the mentioned constructs of the UTAUT2 model. Mediation analysis also revealed that customer e-satisfaction plays as a mediator between these factors, other latent constructs, and customer repurchase intention.

Keywords: Online food delivery services, unified theory of acceptance and use of technology, customer e-satisfaction, customer repurchase intention

1. Introduction

As the current pandemic limits the physical access to food establishments, online food delivery (OFD) services have risen in popularity (Partridge et al., 2021). Various restaurants are shifting their operations to modern advances in contact-less food deliveries (Gavilan et al., 2021). And even the rise of technology creates hybrid third-party delivery platforms that reshapes the business of food deliveries (Lavu, 2021). These services are being availed by millions of people around the world (Curry, 2021). With astonishing amount of 704.7 million OFD services users in 2020, it is anticipated to increase up to 791 million by the end of 2021 (Ajot, 2021). Majority of the OFD services are dominated by what we call OFD aggregators (Feldman, 2020). An OFD aggregator, is a third-party application that connects the link between the consumers, and the food establishment by accepting orders from the customers that will be transmitted in the restaurant (Palienko, 2018). In Southeast Asia, OFD services continuously expands with a compound annual growth rate (CAGR) of 24.4%, indicating Myanmar, Vietnam, and the Philippines as the fastest emerging markets projected to contribute a total gross merchandise value (GMV) of $28 billion in 2025 (Grab, 2021). As of 2021, it is documented that the Philippines garnered the greatest number of new online food delivery services consumers since the start of the global pandemic (Bautista, 2021). And there is a huge possibility that this continuance purchase intention will persist to grow better (Matt, 2021). Meanwhile, there is a growing interest on both the food industry, and academic researchers regarding consumers' purchase intention towards OFD services (Zhao, & Bacao, 2020). Other researchers are incorporating technology acceptance models such as the "unified theory of acceptance and use of technology" (UTAUT & UTAUT2) to further explore mainly on purchase intentions of consumers towards OFD services (Troise et al., 2020). However, the issue of continuous repurchase intention, and the role of e-satisfaction are yet to be fully explored. Especially, the mystery whether these consumers will continue to avail OFD services during post COVID-19 pandemic remains unanswered. (Yusra, & Agus, 2020). Hence, this paper addressed gaps by equipping the UTAUT2 model with additional key constructs that might influence customer

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repurchase intention. As well as investigating the intervening factor of employing customer e-satisfaction as a mediating variable.

2. Literature Review

2.1. Repurchase Intention

In the context of OFD services, repurchase intention refers to an online medium where customers can consume their food repeatedly that will be delivered at their location (Dazmin, & Ho, 2019). It is a repetitive online interaction between food businesses, food delivery riders, and consumers who frequently avail their meals and choose it to be delivered to their doorsteps (Wang et al., 2021). Various studies on other industries have identified multiple contributors that influence repurchase intention involving hedonic motivation (Bilgihan, 2016), prior online purchase experience (Alalwan, 2020) price saving orientation (Yeo et al., 2017), packaging material (Waheed et al., 2018) and privacy and security (Belanche, et al., 2020). It is also considered that continuous intention towards technology is strongly influence by the constructs of the UTAUT model (Li, & Zhao, 2021; Yu et al., 2021). And these factors are also contributors to customer satisfaction, which then translates into repurchase intention (Herjanto, & Amin, 2020).

2.2. Unified Theory of Acceptance and Use of Technology 2 (UTAUT2)

The Unified Theory of Acceptance and Use of Technology (UTAUT) was developed through the review and integration of eight dominant theories and models, namely: The Theory of Reasoned Action (TRA), the Technology Acceptance Model (TAM), the Motivational Model, the Theory of Planned Behavior (TPB), a combined TBP/TAM, the Model of PC Utilization, Innovation Diffusion Theory (IDT), and Social Cognitive Theory (SCT) (Williams et al., 2015). The theory suggests that four core constructs (performance expectancy, effort expectancy, social influence and facilitating conditions) are direct determinants of behavioral intention and ultimately behavior, and that these constructs are in turn moderated by gender, age, experience, and voluntariness of use (Venkatesh et al., 2003). In the previous years, UTAUT model incorporated three additional constructs that emphasize on the consumer perspective developing UTAUT2 (Venkatesh et al., 2012).

Venkatesh et al. (2003) has defined the variable "performance expectancy" as it is a degree to which one believes that the job performance will improve by using innovative technologies. Effort expectancy (EE) refers to the effort needed to use the system, whether it is simple or complicated (Catherine et al., 2017). Social influence (SI) is "the degree to which an individual perceives those important others believe he or she should use the new system" (Venkatesh et al. 2003). Facilitating conditions (FC) are perceptions of individuals that technical and organizational infrastructure required to use and support an intended system are available and thus intention to adopt new technologies should not be an issue (Kasse, et al., 2015). Hedonic motivation (HM) in the context of psychology denotes that the primary contributor of human behavior is the pursuance of pleasure (Veenhoven, 2003).

Various studies on different industries have confirmed that the constructs of the UTAUT2 model influences customer e-satisfaction (Marinkovic et al., 2019; Rahman et al., 2020; Trisnawati, 2020). Hence the following hypotheses are proposed:
H1: Performance expectancy has a significant influence on customer e-satisfaction.
H2: Effort expectancy has a significant influence on customer e-satisfaction.
H3: Social influence has a significant influence on customer e-satisfaction.
H4: Facilitating condition has a significant influence on customer e-satisfaction.

H5: Hedonic motivation has a significant influence on customer e-satisfaction.

2.3. Price-Saving Orientation

Price is defined as the monetary value spent by a consumer in return for any product or service sold by a business (Surbhi, 2014). Olajide et al. (2016) indicated that this is the total cost charged by a seller for a specific commodity. Price-saving orientation depicts the financial savings of consumers by not suffering from further costs in purchasing a product of service (Escobar-Rodriguez, & Carvajal-Trujillo, 2014).

In the context of OFD services, it is identified that price-saving orientation of consumers results to a highly satisfied customers, making them to continue their purchase intentions (Prasetyo et al., 2021; Ramos, 2021). Therefore, the following hypothesis is proposed:
H6: Price-saving orientation has a significant influence on customer e-satisfaction.

2.4. Prior Online Purchase Experience

A person's response to a task of judgment is rooted from three facets, this includes the individual's previous experiences, context, and motivation (Helson, 1964). And this is aligned in terms of online purchase wherein this practice consists of five phases which starts from (1) problem recognition, (2) information processing, (3) assessment of choices, (4) choice/purchase, and (5) post-purchase behavior (Butler & Peppard, 1998). So, it is argued that online consumers immensely rely on the quality of their experience which they achieve through prior purchase experience (Ling et al., 2010).

In the industry of OFD services, it is confirmed that part of the satisfaction of customers making them to repurchase is their prior online purchase experience from these apps (Yeo et al., 2017). Therefore, the following hypothesis is proposed:
H7: Prior online purchase experience has a significant influence on customer e-satisfaction.

2.5. Privacy and Security

Privacy is defined as "accessing, copying, using, and destroying personal security information" (Belanger, & Crossler, 2011). In today's time, web browsers, mobile devices, and the internet of things are considered to pose potential threats that may erode peoples' privacy and security (Osborne, & Whittaker, 2020). Personal information is the direct or indirect identification of an individual (e.g., name, identification pin, location address, physical, physiological, genetic, intellectual, financial, cultural, social personality, etc.). (Irwin, 2020). That is why online consumers are hesitant in trusting online platforms since online purchasing is vulnerable to these data security breaches (Aseri, 2021).

Consumers of OFD services on different countries have agreed that one of the influences that drives customer satisfaction, leading to repurchase intention is their privacy and security of data (Vinish et al., 2021). Hence, the following hypothesis is proposed:
H8: Privacy and security has a significant influence on customer e-satisfaction.

2.6. Packaging Material

Product packaging serves as the cover in protecting a specific product from external damages when storing, handling, and shipping (White, 2019). It is considered as one of the most important components of a product, since it also ensures customer protection (Orzan et al., 2018). Products that are purchased in physical stores are displayed in a traditional package material. This is not the case when it is purchased online, that is why the consuming behavior of online consumers also changes from that in physical stores (Zhou, 2016). The packaging material of a product are assessed by customers mostly through its visual appeal and design (Silayoi, & Speece, 2004).

OFD services, safety packaging is included as part of the driving factors that affects customer satisfaction and repurchase intention (Prasetyo et al., 2021). Hence, the following hypothesis is proposed:
H9: Packaging material has a significant influence on customer e-satisfaction.

2.7. The Mediating Role of Customer E-Satisfaction
Satisfaction is an emotional state that results from an affective and intellectual evaluation process of a transaction (Jameel, & Ahmad, 2019; Karem et al., 2019). If a customer is in this state, they continue to consume products and services unlike those who are dissatisfied (Ghane et al., 2011). As e-commerce is emerging, the concept of online customer satisfaction is regarded as e-satisfaction (Sasono et al., 2021). E-satisfaction is a type of customer satisfaction that concludes from a prior purchase experience from an electronic business (Liu, 2012). In the process of purchasing products online, a consumer is considered satisfied if real products and services purchased are aligned with his expectations (Hidayat, and Anasis, 2018). In this regard, customer e-satisfaction is considered as the assessment of consumer experience in the OFD services context which includes launching, browsing, ordering, waiting, and payment (Marcias-Rendon et al., 2021).

Several factors are confirmed on different industries to have a direct relationship on customer e-satisfaction (Anand et al., 2019; Barusman, 2019; Regina et al., 2020) Therefore, the following hypotheses are proposed:
H10: Customer e-satisfaction mediates the relationship between performance expectancy and customer repurchase intention.
H11: Customer e-satisfaction mediates the relationship between effort expectancy and customer repurchase intention.
H12: Customer e-satisfaction mediates the relationship between social influence and customer repurchase intention.
H13: Customer e-satisfaction mediates the relationship between facilitating conditions and customer repurchase intention.
H14: Customer e-satisfaction mediates the relationship between hedonic motivation and customer repurchase intention.
H15: Customer e-satisfaction mediates the relationship between price-saving orientation and customer repurchase intention.
H16: Customer e-satisfaction mediates the relationship between prior online purchase experience and customer repurchase intention.
H17: Customer e-satisfaction mediates the relationship between privacy and security and customer repurchase intention.
H18: Customer e-satisfaction mediates the relationship between packaging material and customer repurchase intention.
H19: Customer e-satisfaction has a significant influence on customer repurchase intention.

Research Questions
1. How the customer e-satisfaction towards OFD services can be predicted based on:
    a. Performance Expectancy
    b. Effort Expectancy

   c. Social Influence
   d. Facilitating Conditions
   e. Hedonic Motivation
   f. Price-Saving Orientation
   g. Prior Online Purchase Experience
   h. Privacy and Security
   i. Packaging Material
2. How does performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price-saving orientation, prior online purchase experience, privacy and security, and packaging material individually predict customer e-satisfaction towards OFD services?
3. How does customer e-satisfaction mediate between performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price-saving orientation, prior online purchase experience, privacy and security, and packaging material individually and customer repurchase intention?

3. Methodology

To answer the following problem statements, this study is a causal predictive in design. This approach identifies a causal relationship behind a wide range of processes, with a high predictive precision (Pratap, 2018). Stratified sampling technique was utilized within Angeles City since most of the OFD services in Pampanga could only operate within this area (Lagman, 2020). Respondents who participated in the survey are currently at the age qualification of 18 to 56 years old to augment demographic diversity of three generational cohorts (Gen X, Millennials, and Gen Z). Since they were reported to possess various motivations in using technology (Ayunu, 2019; Calvo-Porral, & Pesqueira-Sanchez, 2019; Nguyen, 2019; Wilson, 2020).

Self-administered survey questionnaire was utilized as a primary tool in collecting the data. All questions of the constructs were adopted from the previous studies of other researchers, who developed and validated these measurements. In gathering data, a whole month process of survey facilitating was coursed through google forms. The google form includes the survey questionnaire, together with the informed consent. Partial least squares-structural equation modelling (PLS-SEM) was utilized in testing all 19 hypotheses, using the statistical software Warp-PLS version 6.0. Since it provides a wide-ranging evaluation criterion in determining the appropriateness of a model (Chin et al., 2020). This allowed the researcher to determine the model fit, tests the causal models with a linear equation system, confirmatory factor analysis, the regression model, and identify the mediating effect of customer e-satisfaction, if any (Hair et al., 2019).

4. Results

4.1. Profile of respondents

Table 1 shows the demographic profile of the respondents. It indicates that the respondents within the ages of 18-25 (73%) are most people who answered the survey. In terms of sex, 31.2 percent are male, and 68.8 percent are female respondents. Most of the respondents are single (87.5%). Majority of the respondents are students with 41.4 percent, followed by full-time employed (33.8%). 11 percent stated that they are seeking opportunities, and it is followed by self-employed (9.1%), employed part-time (4.2%), and retired (0.4%). Regarding their educational attainment, most of them are college degree level (81.7%), followed by doctorate level (17.2%), and a close number between master's degree at 5.3 percent, and high school level at 4.2 percent. It is followed by people who have vocational training with 1.1 percent, and grade school level (0.4%). 66.5 percent of the respondents receives a monthly salary/allowance of less than Php 25,000, while 25.9 percent takes Php 25,000 – 50,000, and only 7.6 percent receives more than Php 50,000. Finally, majority of the respondents reveals that they are using online food delivery services once a week (35.4%), followed by 19 percent of respondents that using these services three times a month. There is a close number between more than twice a week with 16.3 percent, and twice a week with 16 percent. It is followed by respondents who uses OFD services for more than three times a month (11%), and people who use it every day with 2.3 percent.

Table 1. Respondents' Demographic Characteristics

Demographics	Frequency	Percent
Age		
18-25	192	73
26-32	40	15.2
33-40	17	6.5
41-48	8	3.0
49-56	6	2.3
Sex		
Male	82	31.2
Female	181	68.8
Marital Status		
Single	230	87.5
Married	32	12.2
Widowed	1	.4
Household Size		
1	11	4.2
2-4	134	51
More than 4	118	44.9
Employment Status		
Employed Full-Time	89	33.8
Employed Part-Time	11	4.2
Self-Employed	24	9.1
Student	109	41.4
Seeking Opportunities	29	11.0
Retired	1	.4
Educational Attainment		
Grade School	1	.4
High School	11	4.2
Vocational Training	3	1.1
College	215	81.7
Master's	14	5.3
Doctorate	19	17.2

Monthly Salary/Allowance		
Less than Php 25,000	175	66.5
Php 25,000 – 50,000	68	25.9
More than Php 50,000	20	7.6
Usage of Online Food Delivery Services		
Once a week	93	35.4
Twice a week	42	16
More than twice a week	43	16.3
Three times a month	50	19
More than three times a month	29	11
Everyday	6	2.3

4.2. Results

In measuring the structural model, path coefficients, standard error, and effect sizes were gauged. Figure 1 and Table 2 revealed that, among the UTAUT constructs, performance expectancy ($\beta = 0.135$, $p = 0.013$) effort expectancy ($\beta = 0.113$, $p = 0.032$), and hedonic motivation ($\beta = 0.129$, $p < 0.001$) showed significant and positive influence on customer e-satisfaction. Therefore, H1, H2, and H5 are supported.

On the other hand, the following latent constructs were found to have a significant and positive effect on customer e-satisfaction – prior online purchase experience ($\beta = 0.423$, $p < 0.001$), and packaging material ($\beta = 0.168$, $p = 0.003$). Moreover, customer e-satisfaction was found to have a significant and direct influence on customer repurchase intention ($\beta = 0.814$, $p < 0.001$). Hence, H7, H9, and H19 are supported.

All direct hypothesized relationships were also measured using effect sizes. Using Cohen (1988) recommendation, the following are used in interpretation the magnitude of effect of each hypothesis – 0.02 – small; 0.15 – medium; 0.35 – large. With all the significant hypothesized relationships, PE à CES has small effect size ($f2 = 0.103$); EE à CES ($f2 = 0.084$) small effect size; HM à CES small effect size ($f2 = 0.096$); POPE à CES large effect size ($f2 = 0.357$); PM à CES small effect ($f2 = 0.124$); and CES à CRI large effect ($f2 = 0.662$).

The indirect hypothesized relationships (mediation analysis) were also gauged. The showed that customer e-satisfaction has a mediating effect on the following: between performance expectancy and customer repurchase intention ($\beta = 0.110$, $p = 0.005$, $f2 = 0.077$) with small effect size; between effort expectancy and customer repurchase intention ($\beta = 0.092$, $p = 0.017$, $f2 = 0.061$) with small effect size; between hedonic motivation and customer repurchase intention ($\beta = 0.105$, $p = 0.007$, $f2 = 0.070$) with small effect size; between prior online purchase experience and customer repurchase intention ($\beta = 0.344$, $p < 0.001$, $f2 = 0.256$) with medium effect size; and between packaging material and customer repurchase intention ($\beta = 0.136$, $p < 0.001$, $f2 = 0.088$) with small effect size. Therefore, H10, H11, H14, H16, and H18 are supported.

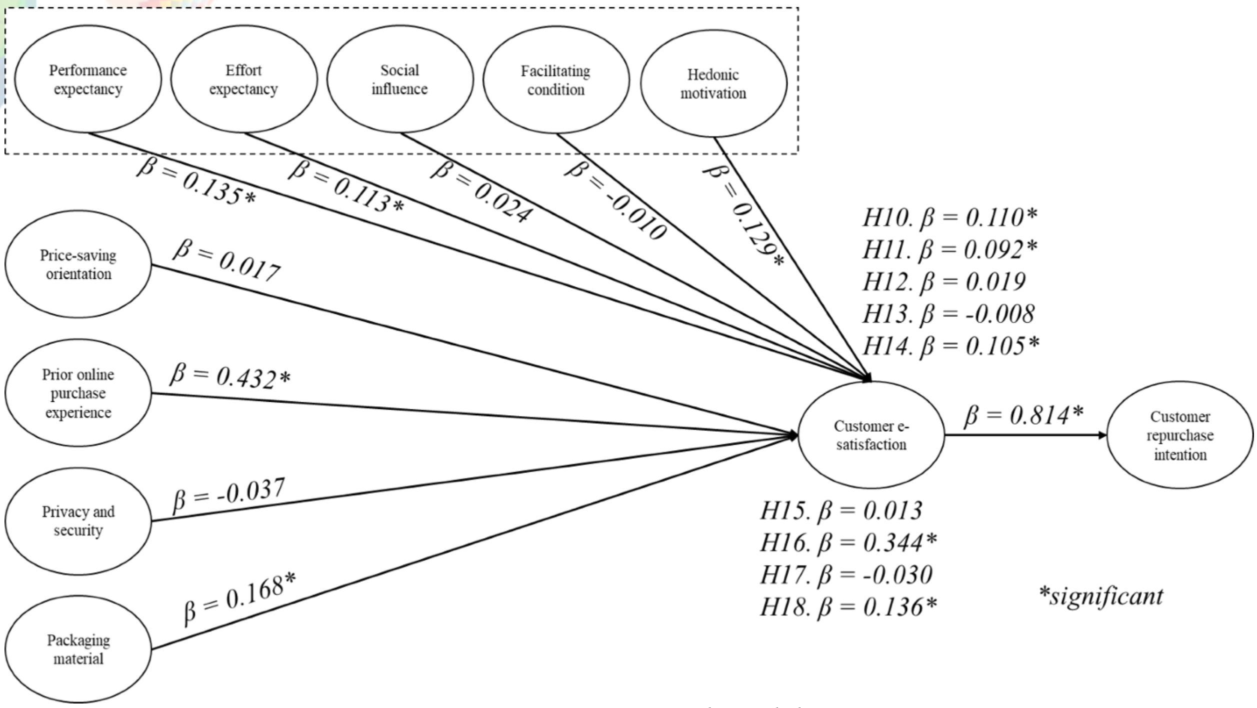

Figure 1. Structural Model

Hypothesis	Path coefficient	p-value	Standard error	Effect size	Decision
Direct effects					
H1. PE à CES	0.135	0.013	0.060	0.103	S
H2. EE à CES	0.113	0.032	0.061	0.084	S
H3. SI à CES	0.024	0.350	0.061	0.015	NS
H4. FC à CES	-0.010	0.435	0.062	0.007	NS
H5. HM à CES	0.129	0.017	0.060	0.096	S
H6. PSO à CES	0.017	0.394	0.061	0.011	NS
H7. POPE à CES	0.423	<0.001	0.057	0.357	S
H8. P&S à CES	-0.037	0.273	0.061	0.023	NS
H9. PM à CES	0.168	0.003	0.060	0.124	S
H19. CES à CRI	0.814	<0.001	0.054	0.662	S
Indirect effects					
H10. PE à CES à CRI	0.110	0.005	0.043	0.077	S
H11. EE à CES à CRI	0.092	0.017	0.043	0.061	S
H12. SI à CES à CRI	0.019	0.329	0.043	0.011	NS
H13. FC à CES à CRI	-0.008	0.425	0.044	0.006	NS
H14. HM à CES à CRI	0.105	0.007	0.043	0.070	S
H15. PSO à CES à CRI	0.013	0.378	0.044	0.008	NS
H16. POPE à CES à CRI	0.344	<0.001	0.041	0.256	S
H17. P&S à CES à CRI	-0.030	0.244	0.043	0.017	NS
H18. PM à CES à CRI	0.136	<0.001	0.043	0.088	S

NS – not significant; S – significant.

Figure 2. Hypothesis Testing

5. Discussion and Conclusion

5.1. Discussion

The results of the study revealed that among the five mentioned constructs of the UTAUT2 model, performance expectancy, effort expectancy, and hedonic motivation possessed a significant and positive influence on customer e-satisfaction. These findings are supported by the outputs of different studies (Ahmad 2014; Cinjarevic et al., 2011; Izzati and Hamzah, 2021) which means that customers are greatly satisfied with the use of OFD services because it provides simple transaction when ordering food. OFD services are equipped with features, and experiences that makes the navigation enjoyable for customer e-satisfaction. Additionally, the respondents are satisfied with OFD services because of its simple and straight forward transactions.

Meanwhile, effects of two latent constructs towards customer e-satisfaction were also deemed to have a significant relationship. Prior online purchase experience, packaging material were discovered to have a significant and positive influence on customer e-satisfaction. This signifies that an intention of a customer to avail OFD service is partly set by their previous experiences with its service offerings (Schwager, & Meyer, 2017). And the quality of the packaging material and its ability to attract creates an impression towards the customers that the product is better resulting to their satisfaction This is in line with numerous studies (Ling et al., 2010; Xie et al., 2021 Waheed et al., 201) explaining that customers prior purchase experience, and packaging material promotes their e-satisfaction on OFD services.

In addition, customer e-satisfaction was revealed to have a strong influence towards customer repurchase intention. This denotes the fact that when a customer recognized a delightful and positive experience from OFD service, it will result on the continuous purchase in the future. These satisfied customers can also have the desire to encourage people close to them to utilize OFD services. This result supports several studies (Marcias-Rendon et al., 2021; Regina et al., 2020; Anand et al., 2019).

The mediation analysis confirmed that customer e-satisfaction works as a mediator in the relationship between performance expectancy, effort expectancy, hedonic motivation, prior online purchase experience, packaging material, and customer repurchase intention. It signifies that when customers of OFD services experience the five mentioned constructs, it will create a positive impact on customer e-satisfaction, which then turn into customer repurchase intention. This agrees with the outputs of Rivai, and Zulfitri (2021), Pei et al (2020), Barusman (2019), Adelbsi, and Akinruwa (2019), and Bahati (2019) which confirms that having these types of factors employed on OFD services will guarantee satisfaction among customers and generate continuous intentions.

5.2. Conclusion

This study found out that the constructs of the UTAUT2 namely, performance expectancy, effort expectancy, hedonic motivation together with prior online purchase experience, and packaging material are the factors that influences customer e-satisfaction of the OFD services customers in Angeles City. And customer e-satisfaction has a positive mediating effect between these factors (performance expectancy, effort expectancy, hedonic motivation, prior online purchase experience, packaging material), and customer repurchase intention.

OFD services provides sufficient features that enables a customer to be more productive on their everyday lives. The industry as well improves the ability of the customer in performing this type of food ordering. The OFD industry are likely to receive this implication since the system of food ordering through OFD services offers comprehensible procedures that enables the customers in Angeles City to have a faster transaction. These customers highly appreciate the service if it presents more efficient transactions. Their positive experiences from previous purchase are also a contributing factor to their satisfaction. This implies that the industry of OFD services is filled with numerous purchase activities that their customers are judging from one purchase to another. Meanwhile, packaging materials that are being deployed by food establishments also influences satisfaction of the customers of OFD services in Angeles City. This implicates the OFD services industry and the food industry because the customers of Angeles City are critical when it comes to the presentation of the food.

5.3. Limitations of this study

The data were extracted from majority of the customers who are ageing 18-25 years old. Thus, the results may only in this sampling unit. Future researchers could explore the study focusing on the customers that belongs on a different generational cohort. A comparative assessment between people ageing from 18-25 years old and older age groups, to further understand how the UTAUT2 model works with the age as a factor. The findings also exhibit a coefficient of determination of performance expectancy, effort expectancy, hedonic motivation, prior online purchase experience, and packaging (76%) to the influence of customer e-satisfaction. And the explanatory power of customer e-satisfaction (66.2%) to the influence of customer repurchase intention. Hence, future researchers may explore other variables that could affect customer e-satisfaction and customer repurchase intention. Sampling other location and expanding the sample unit could also harvest much reliable data. And lastly, this study focused on the customers who are only using third party OFD services (aggregators) towards their satisfaction and repurchase intention. Thus, a comparative analysis between OFD service aggregators and self OFD service apps by restaurants could also be explored by future researchers.

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Insolation and unserved food in hotel staff canteens

Fong, Hoc Nang Lawrence
Department of Integrated Resort and Tourism Management
Centre for Cognitive and Brain Sciences
University of Macau

Choe, Jacey
Department of Integrated Resort and Tourism Management
University of Macau

Agyeiwaah, Elizabeth
Macau University of Science and Technology

Lei, Sut Ieng Soey
School of Hospitality Management
Macao Institute for Tourism Studies

Abstract:

This study explored the relationship between insolation and unserved food, as well as the moderating role of temperature based on the affect-regulation model. The data were obtained from a food waste management system installed in the hotel canteen and Meteorological & Geophysical Bureau. Insolation duration positively predicts unserved food in hotel staff canteens. Moreover, the relationship between insolation and unserved food fluctuates with temperature. This study extended the affect-regulation theory by using it to explain the insolation-unserved food relationship. Practically, this study inspires hotel kitchen practitioners to consider seasonal effect to reduce food waste.

Keywords: Insolation, unserved food, temperature, food waste, tourism sustainability, affect-regulation model

1. Introduction

Environmental sustainability and low operating costs are the dual goals of many tourism businesses (Juvan et al., 2018). One of the more significant and plausible approach to realize these two goals is reducing food waste. However, the determinants of food waste have not been fully investigated in the tourism literature and relatively few studies focus on hotel staff canteens (Chen & Jai, 2018).

According to the food motivation model (Fotopoulos et al., 2009), food demand is influenced by multiple factors including: personal factors, food factors, and market factors. Environmental factors are missing even though they impact behavior. According to the seminal theory in Mehrabian and Russell (1974) in environmental psychology, emotional state intervenes in the environment—behavior relationship. Against this theoretical rationale, this study proposes insolation duration as an environmental stimulus that predicts unserved food (buffet food that has not been touched) based on their theoretical relations with emotions.

2. Literature Review

2.1. Insolation duration

Insolation duration, defined as "the amount of time that direct radiation exceeds a certain threshold, usually taken at 120 W m−2" (Sanroma et al., 2010, p. 2). So far, the direct relationship between insolation duration and food consumption behaviors remains unexplored. However, the weather—emotion literature provides relevant implications, that sunlight exposure is beneficial for emotional states, such as happiness and life satisfaction (Kämpfer & Mutz, 2013). Hence, long (short) exposure to sunlight is likely to nurture positive (negative) emotions. This insolation—emotion proposition, following the aforementioned assumption of environmental effect on behavior through the emotional state, can be extended to unserved food.

2.2. Conceptualization

According to the affect-regulation model (ARM) (Hepworth et al., 2010), people with negative emotions comfort and distract themselves by binge eating. Binge eating also suppresses capacity to reason about emotions, which is generally known as emotional eating (Macht, 2008). Considering the ARM with our insolation—emotion proposition, the negative (positive) emotions of diners resultant of short (long) exposure to sunlight is more (less) likely to elicit emotional eating and hence they take more (less) food at the buffet line. Then, there is less (more) unserved food. Therefore, we propose:

H1: Insolation duration is positively related to unserved food.

Temperature affects the desire to eat, hunger, and prospective consumption at meals (Zheng et al., 2019). Appetite is more reduced in hot than cold weather (Zheng et al., 2019). In winter, sunlight is valued because its warmth helps to reduce physiological stress and sadness caused by the cold weather. Accordingly, sunlight might trigger a positive emotional state. Following the ARM, positive emotions will lead to less desire to eat so that there will be more unserved food. Therefore, we infer that the positive relationship between insolation duration and unserved food increases with declining temperatures during winter.

However, sunlight is likely to lead to misery during summer from the heat. The dual threats of high temperature and long insolation may escalate the negative emotions caused by thermal warmth. As the ARM suggests, binge eating may occur with a bad mood. So, we infer a negative relationship between insolation duration and unserved food during the summer and this relationship increases in strength when the temperature rises.

During moderate temperatures, the comfortable feelings probably render insolation unimportant. Then, the insolation—emotion mechanism is disconnected and hence unlikely to influence unserved food. Taking these arguments together, we propose:

H2: The relationship between insolation and unserved food fluctuates with temperature. Specifically, when the temperature is very low (high), insolation is positively (negatively) related to unserved food, whereas the relationship is insignificant when the temperature is moderate.

3. Methodology

This study was conducted in collaboration with a hotel in Macao, which employs over 12,000 employees and has two staff canteens. The unit of analysis is the daily records. The hotel provided data from 1st January 2021 to 31st July 2021. The unserved food information (in kilograms) was obtained from a food waste management software. The daily number of diners is retrieved from the canteen admission system and treated as a covariate in the analysis. The employees are entitled to one complimentary meal in the canteen each day. The weekday effect (1: Monday to Friday, 0: Saturday and Sunday) is also controlled because non-shift staff are off duty during the weekend.

The meteorological data were obtained through a formal request to the Macao Meteorological and Geophysical Bureau. PROCESS Model 1 was deployed to test the hypotheses.

4. Results

As shown in Table 1, H1 is supported because of the significantly positive relationship between insolation duration and unserved food (coeff.=3.472, $p<0.01$). As for H2, the interaction effects of insolation duration and temperature on unserved food is significant (coeff.=-0.152, $p<0.01$). Figure 1 illustrates the interaction effects based on floodlight analyses. The positive insolation—unserved food relationship increases when the mean temperature is 16.70°C and below, whereas the negative insolation—unserved food relationship increases when the mean temperature is 28.20°C and above (see shaded areas). The relationship is not significant when the mean temperature is within 16.70—28.20°C. In sum, the results support H2.

Table 1. Model that Predicts Unserved Food (n = 212)

	Coefficient (SE)
Insolation duration (A)	3.472 (1.271)**
Temperature (B)	1.312 (0.494)**
Humidity	-0.165 (0.139)
Cover	-0.027 (0.005)***
Weekday	9.559 (2.754)**
Wind speed	0.169 (0.343)
Precipitation	0.031 (0.048)
Interaction (AxB)	-0.152 (0.053)**
R2	0.168***

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

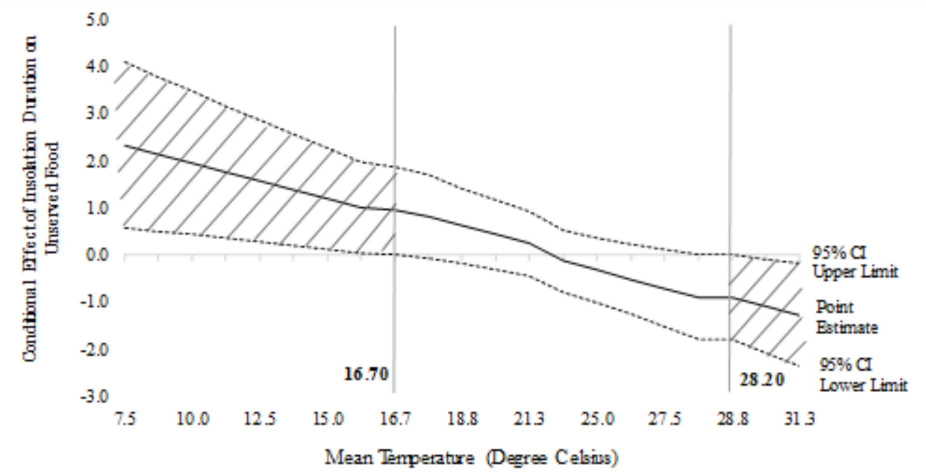

Figure 1. Results of floodlight analyses

5. Discussion and Conclusion

To conclude, insolation shapes emotions which then, according to the ARM, influences unserved food. Limited exposure to sunlight is likely to cultivate negative emotions which then lead to binge eating in order to relax and avoid life issues. The testing of the second hypothesis delves into the insolation—unserved food relationship. Their positive relationship works only if the temperature is low, and the relationship gains strength when the temperature drops. Due to coldness, the warmth of sunlight is valued, especially on freezing days. The warmth of the sunlight decreases appetite so that diners take less food and leave behind more unserved food. In contrast, the relationship is reversed when the temperature is high, and the strength of this negative relationship rises with temperature. The dual effects of high temperature and long insolation contributes to negative emotions so that the diners binge to relax, especially if the temperature continues to rise. On the other hand, when there is a moderate temperature, insolation becomes negligible. The fluctuation of the insolation—unserved food relationship across temperature signals that the seasonal effect should be considered in examining meteorologically induced behavior.

This study has several contributions. First, the literature on weather and food consumption/waste is enriched, particularly the under-researched topic of unserved food. Second, this study first links insolation and unserved food, which lends credence to the integration of the weather—emotion effect and ARM. Third, as insolation is only one of the many meteorological factors, the potential effects of other meteorological factors on food waste deserve more research attention. Finally, the fluctuating insolation—unserved food relationships due to temperature indicates the importance of the seasonal effect.

The limitation of this study is that it focuses on Macao so the implications may not be applicable to other places with a different climate.

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The Mediating Effect of Career Competency From Management To Employees' Satisfaction of Tourism Industry

Olivar, Kiven G.
College of Hospitality Education
University of Mindanao, Philippines

Ubaldo, Kester Tom
College of Hospitality Education
University of Mindanao, Philippines

Espinosa III, Severo R.
College of Hospitality Education
University of Mindanao, Philippines

Gutierrez, John C.
College of Hospitality Education
University of Mindanao, Philippines

Abstract:

This study aimed to investigate the mediating effect of career competency from management on 500 employees' satisfaction with the tourism industry in Davao City. Results revealed in determining the level of career management, career satisfaction and career competency in the tourism industry in Davao City was found to be very much observed. However, the correlation between management and satisfaction, management, and competency, and competency and career satisfaction has a very strong relationship. Lastly, it was found that there were full mediation results that career competency acted as a significant mediator between career management and employees' satisfaction.

Keywords: Career Competency, Management, Employees Satisfaction, Tourism Industry

1. Introduction

In this age of globalization and technological innovation, organizations may encounter difficulties that have a negative impact on the satisfaction of their employees. Therefore, organizations play a significant role in managing individuals' careers and aid in developing their knowledge, skills, and abilities (Nasir, Rahman, Rahim, Rusbadrol & Fakhruddin, 2021). Also, attracting and retaining qualified talent is a significant issue in the tourism industry today. Employee satisfaction is crucial when defining organizational performance, particularly in the service sector. Enhancing employee satisfaction is essential for improved business operations since it boosts long-term employee productivity and keeps profitable clients (Kurdi, Alshurideh & Alnaser, 2020).

Career management refers to the actions businesses take to support the professional growth of their staff members, assisting with wage increases, promotions, and the transfer into leadership roles (Bagdadli & Gianecchini, 2018). As espoused by Greco & Kraimer (2020), career goal is a ubiquitous and significant component of career management approaches. However, relatively little is known about the variables affecting career goals and when and how career goal setting occurs.

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Knowledge, skills, and abilities crucial to career development, which may be modified by the individual," is how career competencies are characterized (Blokker, Akkermans, Tims, Jansen & Khapova, 2019). Hence, career development aims to achieve gradual improvement by operating in harmony with efforts to enhance employees' career competency. Moreover, competency may also be a constellation of these qualities; it is the collection of information, abilities, attitudes, and skills essential for someone to carry out a task successfully and effectively (Suhairom, Musta'amal, Mohd Amin, Kamin & Abdul Wahid, 2019). It is thus helpful to explore the mediating effect of career competency on the relationship between hotel career management and career satisfaction.

This study aimed to probe the mediating effect of career competency from management to employee satisfaction in the tourism industry in Davao City. Moreover, this study was guided by the following objectives:

H1. To measure the level of career management of the tourism industry in Davao City in terms of appraisal, development, and training;

H2. To ascertain the level of career satisfaction of the tourism industry in Davao City;

H3. To assess the level of career competency of the tourism industry in Davao City in terms of Knowing Why, Knowing Whom and Knowing How;

H4. To discover the significant relationship in terms of Career management and career satisfaction, Career management and career competency and Career competency and Career satisfaction.

H5. To determine the mediating effect of career competency from career management to employees' career satisfaction in the tourism industry in Davao City.

2. Literature Review

2.1. Career Management

Career management can be defined as the process of making educated decisions about an individual's working life. Career management considers many aspects at the individual (private), organizational (business), and social levels. Both organizational and societal deterrents have an impact on career management. (Vienna, January 2019). Career management refers to a procedure that aims to influence and shape the careers of potentially upwardly mobile employees inside a company. It is a crucial aspect of human resource management since it focuses on ensuring the organization has the essential talent to ensure its long-term success.

According to Bagdadli and Gianecchini (2018), career management refers to the actions businesses take to support their employees' professional growth. This includes assisting them in getting increases and promotions and moving up the corporate ladder (Vinkenburg & Weber, 2012; Bagdadli & Gianecchini, 2018). The capacity to establish a career and consciously control how employment, learning, and other areas of a person's life interact is known as career management (Zakaria, Hamzah, Yamin, Izeanty, Hamidon & Rubani, 2021).

2.2. Career Competency

According to Blokker, Akkermans, Tims, Jansen, and Khapova (2019), career competencies are knowledge, skills, and abilities crucial to career development that can be influenced by the individual. These competencies fall into three categories: reflective, communicative, and behavioral career competencies. The ability to reflect on one's values, motivations, strengths, and weaknesses in relation to one's profession falls under the reflective career competencies, which refers to one's awareness of one's motivation and qualities. While communicative career competencies refer to the ability to communicate effectively to increase one's chances of career success, this also includes developing and growing a network for professional reasons and self-profiling to communicate one's knowledge, skills, and abilities to the labor market. The ability to actively explore job and career prospects in the environment and proactively plan and attain career goals are examples of behavioral career competencies (Blokker et al., 2019).

2.3. Employees' Satisfaction

Employee career satisfaction refers to intrinsic and extrinsic career values, which may include things like compensation, wages, and possibilities for professional development (Kong, Cheung, & Song, 2012; Salleh, Omar, Aburumman, Mat & Almhairat, 2020). Employee career satisfaction reflects the satisfaction for employees with internal aspects such as compensation and promotion, while external aspects such as performance appraisal and training & development) along their career (Aburumman, Salleh, Omar & Abadi, 2020), which is considered a result of work-related psychological consequences accumulated for the employee through work experience (Kang, Gatling & Kim, 2015; Aburumman et al., 2020), which include outcomes for employees well-being and the quality of their life-career (Stauffer, Abessolo, Zecca & Rossier, 2018).

2.2. Correlation Between Measures

Previous studies show that to develop employees' careers, the organization should ensure their career management planning involves individual and organizational needs (Nasir, Rahman, Rahim, Rusbadrol & Fakhruddin, 2021). This process not only can make employees feel valued in the organization, but it also can increase employees' career satisfaction. Generally, employees' career satisfaction can be measured through the employees' career satisfaction (Rahim & Rohaida, 2015; Nasir et al., 2021). A study by Tresna, Muhyi & Bagaskara (2019) found that when employees received better career management, their satisfaction with the job was high. According to Dorasamy and Letooane (2015) and highlighted by Nasir et al. (2021), employees are satisfied with their job if the organizations develop their career management by providing training, giving them opportunities to apply their new skills and knowledge towards their jobs and when they can achieve their career goals. In other words, employees would be satisfied with their jobs when they have become more expert and knowledgeable as a result of undergoing the training and development programs.

The study was anchored from the theory of Arthur, Claman, & DeFillippi, (1995). The theory states that career competency has a direct influence on career satisfaction. It also mediates the relationship between the three dimensions of hotel career management (career appraisal, career development, and career training) and career satisfaction. This study presents a first step in empirical research on this topic and provides initial evidence of the mediating effect of career competency. Building on the theory of Arthur et al. (1995), the findings reveal the importance of career competency. They suggest that hotel managers will be better able to enhance their career competency to achieve higher career satisfaction when their career management is supported through hotel career activities such as mentoring, job rotation, and career appraisal. Both hotels and individual employees should thus adopt proactive and effective practices to improve career competency. Individuals must be committed to their careers and navigating by identifying career goals, developing diverse networks, and engaging in continuous learning.

The study also supported Eby, Butts & Lockwood (2003) and Kong et al. (2012) that career competency was previously found to be a significant predictor of career satisfaction. However, empirical evidence of its mediating role is limited. This study finds that, in addition to being directly associated with career satisfaction, career competency mediates the relationship between perceived hotel career management and career satisfaction. The identification of this mediating role provides a relational approach that emphasizes the function of the "knowing why," "knowing whom," and "knowing how" types of career competency. This study adds to the literature by developing three dimensions of hotel career management and examining their effects on career competency and career satisfaction. In addition to the general influence of hotel career management, this study explored the influence of each dimension on career competency and career satisfaction, respectively.

3. Methodology

The study utilized a descriptive survey using a questionnaire for data gathering. In the study of Salaria (2012), Descriptive research is dedicated to collecting information about prevailing conditions or situations for description and interpretation. The descriptive survey is suited wherever the goal of any class differs among themselves, and one is interested in knowing the extent to which differences attain among these objects. A non-experimental design known as correlational analysis examines the association between two or more variables in a natural situation without the use of manipulation or control (Olivar, 2021; Olivar, Ocio, & Sitier, 2022.).

This study's respondents were 500 employees in the tourism industry. The researchers distributed the survey questionnaires via Google forms.The primary purpose of this research is to determine the mediating effect of career competency from career management on employees' satisfaction in the tourism industry in Davao City.

Table 1. Demographic Profile of Respondents

Profile Variables	Group	Frequency	Percent
Gender	Male	272	54.4
	Female	228	45.6
Civil Status	Single	425	85.0
	Married	75	15.0
	Widow	0	0.0
Age	Under 18	0	0.0
	19-24	225	45.0
	25-34	257	51.4
	35-44	18	3.6
Educational Level	College Level	217	43.4
	Bachelor’s Degree	242	48.4
	Master’s Degree	41	8.2
Total		**500**	**100**

The researcher has used an adapted questionnaire from Kong et al. (2012) for career management which was modified to suit the context of the study and was presented to the panel of experts for validation. Career management includes the following indicator: appraisal, development, and training. The second part of the questionnaire was adapted from Eby et al. (2003) career competency, which was modified to fit into the study and subjected to the validation of the experts. The career competency questionnaire includes the following indicators: knowing why, knowing whom, and knowing why. The third part of the questionnaire was an adapted questionnaire from Greenhaus et al. (1990) on career satisfaction which was modified to fit into the study and subjected to the validation of the experts. In evaluating career management, career competency and employees career satisfaction, the scale used was five-point Likert scale (Strongly Agree 4.20-5.00; Agree 3.40-4.19, Moderately Agree 2.60-3.39, Disagree 1.80-2.59, Strongly Disagree 1.00-1.79)

In the statistical treatment of the data, the following statistical tools were used to compute data testing the hypothesis at a 0.05 level of significance. Mean. This was used in determining the level of career management, career competency, and career satisfaction in the tourism sector in Davao City. Pearson Product Moment Correlation (Pearson r). This statistical tool was used to determine the significance of the relationship between Regression as input to the Medgraph. This was utilized in determining the number of respondents based on their demographic profile. Sobel Test. This was utilized in determining the ratio of the respondents based on their demographic profile in percentage form.

4. Results

4.1. Career Management

The level of career management in the tourism industry in Davao City is shown in table 2. The overall level of career management, as shown in the table, is 4.68, with a standard deviation of 0.52, which is considered strongly agree or very much observed. The standard deviation indicated that the respondents' responses were almost uniformly distributed across the scale. When the data were examined attentively, it was discovered that the mean and standard deviation scores differed slightly. All mean scores fall into the same "strongly agree" category. The highest mean score was 4.69 with a standard deviation of 0.52 in training; development program and appraisal and advice got the same average score of 4.68 with a standard deviation of 0.57 and 0.53.

Table 2. Level of career management of the tourism industry in Davao City

Indicators	Mean	Std. Deviation	Descriptive Level
Training	4.69	0.52	Strongly Agree
Development Program	4.68	0.57	Strongly Agree
Appraisal and Advise	4.68	0.53	Strongly Agree
Overall	**4.68**	**0.52**	Strongly Agree

Based on the findings, authors have asserted that career management is the action companies take to support the professional development of their personnel (Bagdadli &Gianecchini, 2018). This includes helping them advance up the corporate ladder, as well as helping them receive raises and promotions (Vinkenburg & Weber, 2012; Bagdadli & Gianecchini, 2018). Career management is the ability to create a career and actively manage interactions between a person's employment, learning, and other areas of their life (Zakaria, Hamzah, Yamin, Izeanty, Hamidon & Rubani, 2021). Thus, it is an essential aspect of employee engagement, boosting organizational productivity and increasing career satisfaction. As it helps close the gap between employee and organizational expectations, it is advantageous for both the employer and the employee.

4.2. Career Satisfaction

Table 3 shows the career satisfaction level in Davao City's tourism industry. The overall mean score for career satisfaction is 4.70 with a standard deviation of 0.51, which is described strongly agree or very much observed.

The finding supported the study of Aburumman, Salleh, Omar, and Abadi (2020). An employee's career satisfaction reflects how they feel about their career's internal and external aspects concerning performance reviews, training, and development. This satisfaction is thought to result from work-related psychological consequences the employee has accumulated throughout their employment (Stauffer, Abessolo, Zecca & Rossier, 2018). Employees' psychological well-being, including their identity, health, and overall pleasure, is influenced by their career satisfaction. Therefore, employees who are more content with their jobs

Table 3. Level of career satisfaction in the tourism industry in Davao City

Items	**Mean**	**Std. Deviation**	**Descriptive Level**
1. I am satisfied with the success I have achieved in my career.	4.69	0.57	Strongly Agree
2. I am satisfied with my progress toward meeting my overall career goals.	4.70	0.54	Strongly Agree
3. I am satisfied with the progress I have made toward meeting my goals for income.	4.69	0.54	Strongly Agree
4. I am satisfied with my progress toward meeting my goals for advancement.	4.72	0.52	Strongly Agree
Overall	**4.70**	**0.51**	Strongly Agree

4.3. Career Competency

Data outputs of the level of career competency of the tourism industry in Davao City are shown in table 4. It can be seen that the overall mean score of 4.70 with a standard deviation of 0.50. The overall mean score is described as strongly agree, which means that the level of career competency of the tourism industry towards employees was very much observed. Examining the data closely revealed slight differences in the mean and standard deviation scores. All mean scores belong to the same category of strongly agree level. The knowing why (why do we do a job) and knowing whom (with whom do we work) obtained the highest mean score of 4.71 with a standard deviation of 0.51 and knowing how (how do we do a job) obtained the lowest mean score of 4.70 with a standard deviation of 0.50.

The authors asserted that career competencies are knowledge, skills, and abilities that are essential to career development and that may be changed by the individual, according to Blokker et al. (2019) because they are known as career competencies, the knowledge, abilities, and attitudes that a person needs to perform well in an organization. Professional competencies are employed in critical roles to support career planning and long-term growth. Career competencies provide a possibility to achieve organizational success. The notion is that both individuals and businesses can profit from having the appropriate job skills and abilities. Organizations must, in this circumstance, ascertain which work skills and competencies are necessary for a successful career.

Table 4. Level of career competency in the tourism industry in Davao City

Indicators	Mean	Std. Deviation	Descriptive Level
Knowing Why	4.71	0.51	Strongly Agree
Knowing Whom	4.71	0.51	Strongly Agree
Knowing How	4.70	0.52	Strongly Agree
Overall	**4.70**	**0.50**	**Strongly Agree**

4.4 Correlation between management and satisfaction, management and career competency, and career competency and satisfaction.

Table 5 shows the correlation between career management and career satisfaction, Career management and career competency, and Career competency and Career satisfaction. It can be seen that career management correlated to career satisfaction has r=0.883**, career management and career competency has r=0.924**, and career competency and career satisfaction has 0.895**. All variables correlated to each other's, which has a very strong positive relationship and significance.

Table 5. Correlation between management and satisfaction, management and career competency, and Career competency and satisfaction.

Variables Correlated	*r*-value	Verbal Description	df (n-2)	*p*-value	Decision
Management vs Satisfaction	0.883**	Very Strong Positive Relationship	500	0.000	Ho is rejected
Management vs Career Competency	0.924**	Very Strong Positive Relationship	500	0.000	Ho is rejected
Career Competency vs Satisfaction	0.895**	Very Strong Positive Relationship	500	0.000	Ho is rejected

Legend: * *Correlation is significant at 0.01 level (2-tailed)

4.5. Mediation Analysis of the Three Variables

The result of the mediation is displayed in Figure 1. The Sobel test yielded a z-value of 10.6377 with a *p*-value of 0.000, which is significant at a 0.05 level. This means that the full mediation results generated by MedGraph tell us that career competency was a significant mediator between management and employee satisfaction.

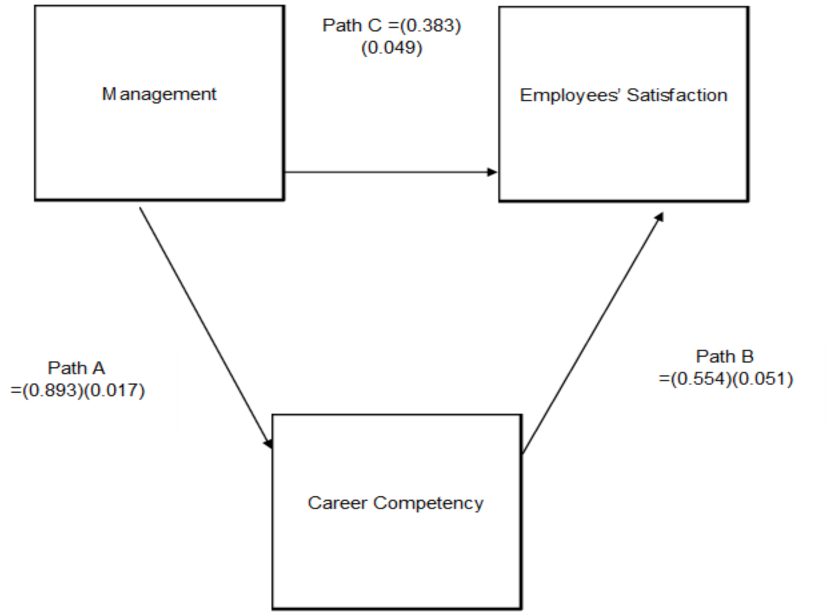

Figure 1. Mediating effect of career competency from management to employees' satisfaction of tourism industry in Davao City

In addition, the causal relationship between management and employees' career satisfaction has been reduced from a significant beta coefficient value of 0.383 to 0.049, which is significant with the inclusion of career competency as a mediator variable. Also, The indirect effect between management to employees' satisfaction with the tourism industry in Davao City via career competency is statistically significant.

According to the authors' conclusions, organizations should ensure that their career management planning considers individual and organizational needs (Nasir, Rahman, Rahim, Rusbadrol & Fakhruddin, 2021). This method not only helps employees feel appreciated by the company but also helps them be more satisfied with their careers. In general, employees' career satisfaction can be assessed by looking at their career satisfaction (Rahim & Rohaida, 2015; Nasir et al., 2021).

5. Conclusion

5.2. Conclusion

This research advances our understanding of the mediating effect of career competency from career management to employees' career satisfaction in Davao City. With consideration of the findings of the study, conclusions are drawn in this section. The initial results can be concluded thus:

In determining the level of career management of the tourism industry in Davao City concerning training, development program, appraisal and advice was found to be very much observed or strongly agreed upon. It is an essential aspect of employee engagement, boosting organizational productivity and increasing career satisfaction. As it helps close the gap between employee and organizational expectations, it is advantageous for both the employer and the employee.

The career satisfaction level in Davao City's tourism industry was very much observed. Employees' psychological well-being, including their identity, health, and overall pleasure, is influenced by their career satisfaction. Therefore, employees who are more content with their jobs work harder and miss fewer sick days than those who are less satisfied.

The level of career competency of the tourism industry in Davao City with regards to knowing why (why do we do a job), knowing whom (with whom do we work), and knowing how (how do we do a job) was found to be very much observed or described as strongly agree. The knowledge, skills, and attitudes an individual needs to function well in an organization are career competencies. Key roles are applied with professional competencies to promote career planning and long-term development. Therefore, career competencies so offer a chance to attain organizational success. The idea is that having the right job skills and competencies can benefit both individuals and companies. In this situation, it is crucial for organizations to determine which job skills and competencies are essential for a successful career.

The correlation between career management and career satisfaction, career management, and career competency, and Career competency and career satisfaction has a very strong relationship or significant.

Lastly, it was found that there were full mediation results generated by MedGraph telling us that career competency acted as a significant mediator between career management and employees' career satisfaction.

5.3. Limitations of this study and suggestions for future studies

5.3.1 Industrial Implications
In the tourism sector were highly recommended on continuing and alleviating the career management of their employees concerning development programs, training, appraisal, and advice. Since career management is a lifelong process of allocating resources to reach your long-term professional objectives, you can adjust to the shifting demands of our dynamic economy through this ongoing process. The career management process encompasses several ideas, including networking, lifelong learning, professional growth planning, and self-awareness. This can be done by supporting the employees to attend and participate in training, development program, and appraisals which can lead to career development and increases employee motivation and productivity.

Also, to maintain the career satisfaction of their employees through appreciation or recognition, achievement, responsibility, growth, and other matters associated with the individual's motivation in their career.

Similarly, to persist the career competency of the employees regards knowing why (why do we do a job), knowing whom (with whom do we work), and knowing how (how do we do a job) because career management is the proactive development of oneself and career through lifelong learning, understanding of one's strengths and weaknesses, navigating career possibilities and networking to forge connections both inside and outside of one's business.

5.3.2 Academic Implications
Academically, career development will assist the students to reflect on their ambitions, interests, strengths, and abilities. It helps them to have a greater understanding about career options, pathways,

the labour market, and employment, and relate this to what they know about themselves. This can be done by having career guidance or career and personality subjects in the curriculum that provides direction, provision, and ability to students to have career readiness, able to plan, making career decisions, achieving career maturity and satisfaction. Through this career development will increase motivation and productivity.

Outcome-based education was one of the competency's strongest results. It is a system where all educational components and dimensions are concentrated on the course's objectives. Students enroll in courses with the intention of mastering a certain skill or obtaining knowledge, and they are required to do so by the course's completion. This is possible after obtaining assessments and certificates of the competencies from Technical Education and Skills Development (TESDA). It is used for technical education and skill development in the Philippines.

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Collaborative Stakeholder Approach on Destination Branding: The Case of Davao City, Philippines

Badilla, Maria Criselda G.
Asian Institute of Tourism
University of the Philippines Diliman

Abstract:

Research in destination branding has emerged in recent years and has gained significant attention in the past 15-20 years. Previous research has concentrated on tourists than residents, hence this research contributes to the limited studies conducted on the context of the locals. This study looks into the involvement of local stakeholders following the four steps of destination branding outlined by Morrison (2019) which looks into a situational analysis, stakeholder consultation, core value identification and brand development. Davao's branding exercise resulted in the Definitely Davao slogan which can elucidate Davao's brand promise of positivity and fun.

Keywords: Technology, Tourism, Image, Intention

1. Introduction

Destination branding is involved in creating differentiation, a promise to the tourist, an expectation of a set of experiences, and a mark of integrity and reputation (Travis, 2000). Pre -COVID19, destinations have been involved in branding their destinations in a desire to capture a significant volume of travel demand. With more than 200 countries in the world, destinations need to offer differentiation in order to stand-out and be noticed. In the UNWTO Handbook of Destination Branding, a destination brand refers to its competitive identity; what makes the destination distinctive and memorable and what differentiates it from all other destinations. The destination's brand represents the dynamic interaction between the destination's core assets and how potential tourists perceive them. Branding, on the other hand, is the creation of a brand, a promise of a memorable tourist experience that is uniquely associated to a specific place (Ford and Peeper, 2008). It is the process of creating a slogan from a message and designing a symbol or logo; that together, will communicate to potential visitors the image of the city along with the features, benefits and values it has to offers (Kolb, 2006). A brand is a distinctive name or symbol which identifies a product or set of products that differentiates it from its competitors (Cooke, 1996). A brand conveys the promise of a memorable travel experience that is uniquely associated with a specific destination (Berry, 1989). A destination brand helps shape the image of a destination as perceived by others, it is the sum of their perceptions, feelings and attitudes towards a destination (Crompton, 1979). Destination branding seeks to develop a consistent brand strategy that helps a destination build a strong positive image which differentiates itself from others (Cai, 2002).

This research seeks to find out the involvement of the stakeholders in coming up with the tourism brand and the processes used to develop it particularly looking into the involvement of local residents in the branding process. In particular, the study seeks to describe and investigate how the tourism stakeholders participated in the crafting of the destination brand.

2. Literature Review

2.1. Destination Branding

Research on destination branding have emerged in recent years with the first journal article published in 1998. It may not yet be an exact science, but it has gained significant attention in the past 15 to 20 years (Morrison, 2019). Strategies on destination branding have emerged. St. Hill and Acolla (2015) apply collaboration in tourism marketing, defining it as voluntary arrangements between tourism organizations involved in marketing and promoting the destination in a collective way. Previous researches on destination branding have predominantly focused on tourists more than residents (Zhao, Cui & Guo 2022) and there have been a dearth of studies on the destination branding process. Further, residents are integral to the destination brand, and a destination's identity is derived from the identities held by residents (Baxter, Kerr & Clarke, 2013). Gray defines collaboration as a process whereby "a group of autonomous stakeholders engage in interactive process, using shared riles, norms and structures, to act or decide on issues related to that domain" (Wood and Gray , 1991, p. 146).

2.2. Tourism Stakeholders

Stakeholders, as defined in the seminal work of Freeman (2010) is "any group or individual who can affect or is affected by the achievement of the organization's objectives". All the different stakeholders in tourism development namely the Destination Management Organization, national and local government agencies, tourism-related businesses, tourists and local residents should be included in the branding process. Stakeholder collaboration for destination branding may have been proven successful in some regions but research on the topic still continues to be underdeveloped and does not offer a comprehensive understanding of stakeholder interaction (Perkins, Khoo-Lattimore, Arcodia, 2020).

2.3 Resident Involvement

Zhao et. al (2022) espouses that DMOs need to engage residents in the brand construction process which will elicit a positive brand response and establish a loyal and active relationship between the residents and the brand. This paper argues the fact that the destination brand should emanate not only from tourists and external branding experts but should take into account the brand identity that local stakeholders have of the place. Further, through collaboration, consensus building and buy-in of locals can be created and strengthened.

Figure 1. Destination Brand and Stakeholders

3. Methodology

3.1. Focus Group Discussions

Focus group discussions were conducted with stakeholders namely business owners, local residents, government officials and academe. A descriptive qualitative study was employed to elucidate the branding process used in the workshops in the midst of the COVID19 global pandemic. Morrison's (2019) steps in destination branding was used as framework to organize the data gathered. Participant observation and comparative literature review were used to analyze the stakeholder representation in coming up with the destination's brand.

3.2. Stages in the Branding Process

To describe the process of branding, Morrison (2019) outlined the four major steps in destination branding namely situational analysis, consultation with stakeholders, identification of the destinations core brand and unique selling proposition and the actual branding. It starts with a situational analysis which provides the current status of the destination using facts, figures and information helpful as a starting point of the entire process. This step analyzes the destination's situation, its competitors, market, image, local community, businesses and other related factors such as accessibility and activities. The second step which is crucial to collaboration is the consultations with tourism stakeholders to get their important inputs on the destination's image and identity. The third step is identifying the brand's core and unique selling proposition creating its differentiation from other destinations. Lastly, the actual branding of the destination ensues through brand identity development and strategic brand delivery. A brand is not just a logo and a slogan but is a holistic representation of the promise that the destination represents.

4. Results

4.1. Branding Options

In the preparation for the 25-year Davao City Tourism Master Plan, a series of stakeholders' consultations were done for the period of November 2021-June 2022. The destination brand was developed using the collaborative stakeholders' approach. The first step was to do an extensive situational analysis that was prepared using secondary data analysis, key informant interviews and focus group discussions. After which, the same set of stakeholders were invited to a branding workshop to identify Davao's brand image and brand identity from the point of view of the stakeholders. Through identifying key words and asking pertinent questions, several concepts were expressed. There were three branding options identified by the stakeholders. First was *Davao City, your portal to a thousand delights* highlighting the variety of attractions Davao has to offer. Second was *Experience "our" Davao* which highlighted the local's pride of place and lastly was *Definitely Davao!* that expresses the tourists' positive reactions of their Davao experience. After another set of consultations and revisions, the stakeholders recommended Definitely Davao! as their branding in the same tone as the national brand It's more fun in the Philippines.

4.2. Challenges of Branding

Coming from the national brand "It's more fun in the Philippines" and the regional brand "From Islands to Highlands", the challenge was to come up with a local brand that will tie in to the concept of fun and nature. Definitely Davao provides this connection to the mother brand. Having a brand communicates a clear and consistent message that is clearly associated with the unique identity of the destination which further provides focus on the marketing decisions to be made.

5. Discussion and Conclusion

5.1. Discussion and implications

The collaboration among participants during the stakeholders consultations created synergy among them. Local residents and tourism business owners expressed their ideas and contributed to the brand identity through the visualization exercises and reflexive questions asked during the consultative workshops. Zhao et.al. (2022) elucidates that "government decision makers and tourism developers need to consider the needs of community residents, create more opportunities for residents to engage in tourism development, improve residents' quality of life and economic income, reduce environmental and social costs, increase overall satisfaction, obtain community support, and promote sustainable tourism development". The branding activities conducted during the course of the process enabled stakeholders to identify with the branding "Definitely Davao". It resonates the positive emotions tourists will experience when they visit Davao. This collaborative branding process enables the local community to build affinity and loyalty with the destination. The collective efforts in creating the brand can contribute to having the residents to become more participative in the tourism development process in general.

5.2. Conclusion

The DMO decision makers and tourism plans should involve the local community and consider their needs as they are an important stakeholder in tourism development. Thus, tourism development should be able to create more opportunities, improve quality of live, reduce environmental and social costs, increase overall satisfaction, obtain support and promote sustainable tourism development for local residents (Zhao et.al 2022). The local community contributes to the overall satisfaction of the tourist experience through the host-guest interaction, as such, they are integral to tourist satisfaction and hence, should be involved in tourism development. Inclusion of stakeholders, then, is particularly important for destination planning and management as well as strategic and coordinated marketing efforts to ensure that institutional strategies "converge towards the same goals" (d'Angella and Go 2009, p. 432).

5.3. Limitations of this study and suggestions for future studies

The study was conducted during the pandemic via zoom, a teleconferencing platform. Richer data collection could have been conducted had it been face to face. Also, attendees were based on the list circulated by the Davao City Tourism Office and may be limited to who they know.

Future research can look at the impact of the marketing and branding campaign. The method used to draw out the brand can also be analyzed to determine its viability as a tool for branding. Also looking into institutionalizing this branding process taking local residents' perspective as the main element of the brand. Research can also look into comparing this branding process where marketing agencies are contracted for brand development. Lastly, comparing how locals perceive their destination compared with tourist's brand perception may also be a good area of research.

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The Post-Pandemic Atomization of Tourism

Li, Miao
Department of Integrated Resort and Tourism Management
University of Macau

Abstract:

The prevailing post-pandemic geopolitical, sociological, and technological forces appear to make the physical, social, and psychological world more disintegrating and fragmented – a phenomenon known as atomization. In this conceptual research, we attempt to theorize the phenomenon of tourism atomization, with particular attention to three major aspects of tourism atomization: spatial, temporal, and functional dispersal of tourism destinations, experiential encapsulation of tourism encounters, and existential singularity of tourists. Built upon research findings in isolated pockets of tourism literature, this research offers a theoretical foundation for the atomization of tourism, identifies focused future research directions, and discusses practical implications.

Keywords: Post-pandemic, Atomization, Destination dispersal, Contactless service, Virtual experience, Solo travel

1. Introduction

Major geopolitical, sociological, and technological forces are reshaping the physical and social world. One salient phenomenon that emerged is the increasingly apparent trend of deglobalization and polarization, a process that can be loosely described as disintegration and fragmentation. Similar fragmentation process is observed at societal and individual levels as well, which are manifesting in the rise of one-person households worldwide, COVID-induced individualistic social environment characterized by individual isolation and alienation, and replacement of in-person communication by technology-mediated communication. Such trends have prompted sociologists to suggest that social atomization is occurring (Liu & Kim, 2021).

Atomization, a concept originated from physical science, describes the process of a substance splitting into smaller parts such as bulk liquids broken into small droplets (Ashgriz, 2011). The sociology literature borrowed this term to describe social atomization as a process of dividing society into subclasses, groups, or individuals (Liu & Kim, 2021). Tourism, a collective term for activities based on the implicit assumptions of seamless physical movement and expectations of human encounters, is inevitably being molded by the above forces at geopolitical, societal, and individual levels. Indeed, COVID-induced travel restrictions and remote work arrangements have led to the geographic dispersal of tourism destinations, as evidenced by the growing prevalence of regional travel (Sohn et al., 2021). Meanwhile, tourism encounters are increasingly mediated by technology; thus, the proliferation of robotic services and virtual tours has resulted in more contactless and isolated tourism experiences (Tussyadiah et al., 2020). According to a recent report, the global hospitality robot market size was valued at $295.5 million in 2020, and is estimated to reach $3,083 million by 2030, suggesting an increase in technology-mediated tourism encounters (Anil, 2021). At the individual level, tourists have become more singular/solitary in their existential presence in travel (Solo Travel, 2022), voluntary social distancing, and in their search for more idiosyncratic meaning (Miao et al., 2022). For example, data from travel search engine Kayak showed that searches for single-traveler flights are 36% higher

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for 2023 travel than in 2022 (Solo Travel, 2022). The aforementioned evidence suggests the existence of fragmentation phenomena in tourism.

Despite its existence, little is known about the driving forces and patterns of such fragmentation phenomena. Moreover, studies related to such phenomena are often in an isolated pocket of tourism literature, calling for a systematical framework to better understand it. The current research aims to address these gaps. We label such fragmentation in tourism as the *atomization of tourism* and use *atomization* as a theoretical thread to unify seemingly disconnected research findings in the tourism literature. Building on such empirical evidence, we develop a tripartite dimensional framework to define and delineate the substantive domain of tourism atomization, particularly in the post-pandemic context. Specifically, the tripartite dimensions are 1) spatial, temporal, and functional dispersal of tourism destinations; 2) experiential encapsulation of tourism encounters; and 3) existential singularity of tourists. We also embed in the discussion with some major post-pandemic geopolitical, sociological, and technological forces as *atomizers* and tourists as *atoms*.

Figure 1 below illustrates the theoretical framework. This framework contributes to the tourism literature by offering a comprehensive and systematical understanding of fragmentation phenomenon in tourism, particularly from the atomization perspective. To demonstrate the usefulness of this notion, we identify key areas of tourism research and practice that might benefit from a better understanding of the atomization of tourism.

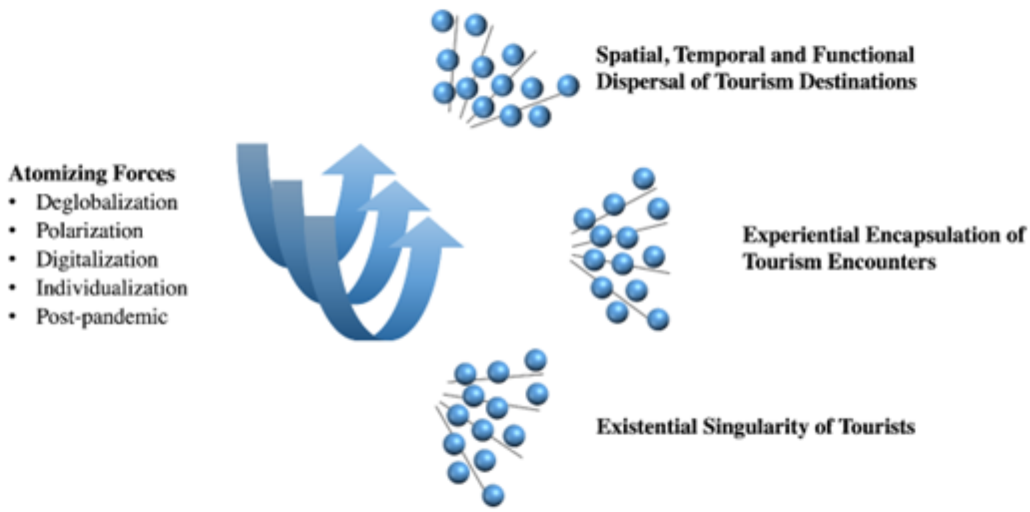

Figure 1. Atomization of Tourism

2. Spatial, Temporal, and Functional Dispersal of Tourism Destinations

2.1. Spatial dispersal of tourism destinations

The present study proposes that spatial dispersal of tourism destinations is taking place, catalyzed by the COVID-19 pandemic. Spatial dispersal of tourism destinations refers to movements of traveling away from tourism centers to regions or areas of destinations with less well-developed tourism facilities (Cooper, 1981). Travel has become more domestic, localized, and regionalized as a result of multiple forces. First, tourism is being deglobalized through social polarization, populism, and/or the tightening of border restrictions resulting from immigration shocks. The pandemic has further shifted the global travel demand from international to domestic destinations, facilitating the process of deglobalization in tourism. Second, in recent years, domestic travel demand has shifted from major gateway destinations to regional and local areas that are often less crowded (Sohn et al., 2021). Third, in the wake of the pandemic, many travelers switch their preferences from long-haul destinations to neighboring regions without requiring overnight stays, which is also known as "staycation" (Lin et al., 2021). Furthermore, the omnipresence of digital infrastructure and the rise of remote working has spawned a group of "digital nomads" who can live in a nomadic manner and travel anywhere while remote working by utilizing technologies (Chevtaeva & Denizci-Guillet, 2021).

2.2. Temporal dispersal of tourism destinations

We further propose that temporal dispersal of tourism destinations, a tendency of engaging in travels with short lengths and dispersing travel times throughout the year rather than focusing on the peak season, is also becoming more prevalent. People have traditionally flocked to tourism destinations during high seasons, leading to "over-tourism" in many places. In the wake of the pandemic, people start to voluntarily or involuntarily avoid crowds by traveling during off-seasons (Miao et al., 2021). In addition, the ongoing growth of remote working arrangements offers people more flexibility to spread out their travels throughout the year and the weeks. The number of digital nomads, who are continuously "on the move," is also on the rise (Chevtaeva & Denizci-Guillet, 2021). Together, in the post-pandemic era, people become less concentrated on peak seasons and weekends but spread out their travels throughout the season and week, leading to the temporal dispersal of tourism destinations.

2.3. Functional dispersal of tourism destinations

Tourism destinations have traditionally functioned as sites that satisfy people's need to escape from their routine lives, seek novelty and adventure, nurture social relationships, or/and explore different culture (Kim et al., 2003). Recent years, however, have seen the diversification of their role; which refers to as functional dispersal of tourism destinations in this paper. For one thing, flexible working arrangements have enabled tourism destinations to provide recreation and employment concurrently (Chevtaeva & Denizci-Guillet, 2021). For another, tourism destinations' function of healing has become more salient in the post-pandemic era with an alarming rise in mental health issues (e.g., depression, anxiety, and post-traumatic stress disorder).

2.4. Future research in spatial, temporal, and functional dispersal of tourism destinations

In the post-pandemic era, the rise of regionalization of tourism, the popularity of backyard tourism, and the diminished prominence of urban centers require more research attention to re-examine the underlying assumptions about tourism and tourism experiences and modify the existing frameworks to better understand such phenomena. Moreover, the diminishing urban tourism centers may cause some problems, such as the survival of hotels and restaurants, the appeal to tourists, and the vibe and vibrancy of these areas, which need future explorations.

overcrowding in certain destinations was a critical issue in the pre-pandemic because it often had negative short-term and long-term effects on the host communities and sustainability. In a sense, post-pandemic temporal dispersal of tourism destinations is a refreshing and welcome relief for certain destinations that were plagued by pre-pandemic overcrowding. We hope that the recognition of the temporal dispersal of tourism destinations may encourage scholarly attention to tourists' travel temporal patterns based on characteristics such as demographic profiles and working modes, etc.

With the popularity of flexible work arrangements, certain destinations have become enclaves for remote workers, and tourism destinations' functions have diversified. Will the travel undertaken by digital nomads be considered as business or leisure travel, or is it a new form of travel that needs to be further defined? Are they residential tourists or touristy residents? Their sense of community, identity, and attachment to the destination all require new understanding. Furthermore, the crave for healing tourism also opens a fruitful area for further exploration.

3. Experiential Encapsulation of Tourism Encounters

Tourism as an experience is inherently encountered rich. Yet, technology has brought automation into the tourism sector, reducing tourists' contact with these human actors (e.g., service providers, other tourists, and local residents) and even the destination itself in tourism encounters. We label the phenomenon of having more contactless and isolated tourism experiences in tourism encounters as *experiential encapsulation of tourism encounters* and elaborate further on the phenomenon in the following section.

3.1. Less engagement with service providers

Today's tourists have less contact with service providers in the entire tourism experience. In the pre-trip stage, tourists in the past often need to interact with service providers in travel agencies or other related companies to plan their trips. Nowadays, people can plan their trips on a host of digital platforms or mobile applications without needing to talk to a human representative. In addition, many companies have used AI to implement chatbots and personal virtual travel agencies (e.g., American Express's Mezi) to respond to inquiries, give recommendations and offer reservation services (Travekopro, 2020). Automation has increasingly permeated into the during-trip stage. For example, self-service kiosks and facial recognition technologies enable tourists to check in/out and make orders without service providers' involvement. During the journey, service robots can serve as tour guides (e.g., Smithsonian museum's tour guide), waiters and chefs (e.g., robots in FOODOM Tianjiang Food Kingdom), or concierges (e.g., Hilton's Connie), etc. The pandemic has accelerated the adoption progress of AI and robot (Wan et al., 2020). In the post-trip stage, virtual assistants can help with experience sharing, confirm reward accrual, plan future trips, etc. The infusion of automation in tourism encounters reduces tourists' contact with service providers throughout their entire tourism experience, making the experience more encapsulating.

3.2. Less engagement with other tourists and local residents

The experiential encapsulation of tourism encounters is also reflected in the decreased contact with other tourists and local residents. The presence of other tourists is often unavoidable in tourism encounters, such as in group tours and cruises. Travelers may also interact with other tourists and local residents when they have inquiries (e.g., wayfinding and advice seeking). However, such interactions have declined in recent years. Tourists' voluntary social distancing behaviors driven by the pandemic reduce their contact with others in destinations (Miao et al., 2021). Technology has also played a part in reducing physical interactions with other tourists and local residents. Smartphones act as maps, restaurant/attraction locators, and tour guides, thereby making tourists more independent. Furthermore, with social media, tourists can connect with others in their home environment (e.g., family members and friends) and share their real-time travel experiences during the trips. However, such sharing may take away some desire to interact with others in physical reality (e.g., other tourists and local residents), and to some extent, encapsulate themselves from interpersonal contacts during the journey.

3.3. Less engagement with physical destinations

Experiential encapsulation of tourism encounters is also reflected in tourists' less contact with the physical destination when they engage in virtual tourism or metaverse. Virtual tourism refers to "a process of experiencing super-real scenes in a three-dimensional virtual environment through various visualization technologies, including virtual reality (VR) and augmented reality (VR)" (Zhang et al., 2022, p. 2). Specifically, VR technology enables tourists to enter individually a virtual world and experience a destination at any time and from any location. AR technology augments reality by supplementing the real environment with computer-generated content or creating an artificial environment that does not exist in the real world. Thus, VR and AR technologies allow tourists to "experience" the destinations and tourism-related products (e.g., hotel rooms) without having to engage physically with the destination itself.

Metaverse refers to "a collective, persistent, and interactive parallel reality by synthesizing all virtual worlds to form a universe that individuals can seamlessly traverse" (Gursoy et al., 2022, p. 529). Beyond the VR or AR experiences that are mostly consumed individually, metaverse allows people from different locations to enter or leave the metaverse by using their digital avatars, creating a shared and interconnected experience at any time. With the metaverse, tourists can enter a virtual world, for example, an airplane, a hotel, or a destination, and interact with other human actors. While metaverse can provide a near-realistic experience, it can easily encapsulate tourists' experiences from the outside world.

3.4. Future research directions in experiential encapsulation of tourism encounters

The sociology literature portrays social atomization as an isolating and alienating experience with negative connotations. Does a sense of isolation and alienation ensue with the experiential encapsulation of tourism encounters? If so, could a greater sense of control and autonomy be achieved at the same time? Will tourists' preference for contactless service continue to grow in the post-pandemic era? Will the less contact with service providers influence tourists' attachment and brand loyalty, which are often built on interpersonal interactions?

Whether less contact with other tourists and local residents influences the experience and recollection of tourist experiences also warrants further investigation. Although contact with other tourists and local residents decreases, it can be argued that tourism is capsulated in a tourist's experience and memory with social construction from others in their home social network. While virtually, the capsulation of tourism experience also entails more subjective co-creation and input by other virtual *bystanders* of tourism experience. Is such virtual social contact more engaging or isolating for the subjective experience of a tourist? How do subjectively and virtually displayed/presented tourism experience co-create tourism experience and their recollection?

The prevailing approach in the current literature on VR and AR is to consider such tourism experiences as more immersive (Zhang et al., 2022). In the much-hyped metaverse, physical and virtual reality merge to create a sense of surreality. What's the difference between immersive and surreal tourism experiences? What's the subjective experience of surreal tourism experience? How does the growth of virtual tours influence tourists' future travel modes in short term and long term? Does less contact with the physical world impact tourists' mental and physical health? All these questions are timely and critical that shape the next wave of tourism scholarship.

4. Existential Singularity of Tourists

Tourism is by and large assumed as a communal activity - think surcharge for single occupancy on cruise ships - that is experienced with family & friends and shared with strangers. Yet, in recent years, an increasing number of tourists travel alone, and they mainly focus on themselves and expect the derive benefits more related to the self from travel experiences. We label such a phenomenon as the *existential singularity of tourists* and further discussed it in the following section.

4.1. The existential of solo travelers

One salient manifestation of the existential singularity of tourists is the rise of solo travelers who arrive at a destination without a companion, making more tourists get into the state of being as *atoms*. According to a global study in 2019, 76% respondents have either traveled alone or were considering it, and particularly around 85% of them are women (Solo Travel, 2022). The rise of solo travel can be attributed to the growing population of singles due to divorces, delayed marriage, or otherwise (Bianchi, 2016). The rise of single households is so salient that sociologists even coined a term to refer to the segment of the population – singletons. Being solitary makes it difficult for an individual to find a companion to travel with. At the same time, while some solo travelers are solitary, some may live with others (e.g., family members or partners) but deliberately travel alone.

4.2. Singularity of self-focus on travel experiences

The existential singularity of tourists is also reflected in the decided self-focus on travel experiences by solo travelers. Previous research indicates that solo travelers are often faced with multiple constraints such as fears of being a solo traveler, loneliness, perceived vulnerability, and disapproval from family members or friends (Yang et al., 2018). Why do people still take the plunge of traveling alone? Prior research finds that solo travelers are intrinsically motivated to enjoy meaningful travels where they can search for self, identity, self-development, challenges, and meet new people (Wilson & Harris, 2006). Solo travelers do not want to accommodate other people; they want to have me-time so they can find themselves. In addition, by dealing with the constraints and challenges of solo travel, such individuals often acquire a feeling of self-development (Wilson & Harris, 2006).

4.3. Singularity of personal meanings and growth ascribed to travel experiences

Understanding the existential atomization of tourists in the post-pandemic context also takes on particular salience. Since the COVID-19 outbreak, many more people have been traumatized by the death of loved ones, isolation, unemployment, and so on. Recent research reveals that the pandemic can serve as a catalyst for post-traumatic growth through travel (Miao et al., 2022), which refers to an experience of positive psychological change due to the struggle with traumatic events in life (Tedeschi & Calhoun, 2004). There are five domains of post-traumatic growth: recognition of new possibilities for one’s life; spiritual development; a greater sense of personal strength; a higher appreciation of life and a changed set of priorities; and warmer, more intimate relationships with others (Tedeschi & Calhoun, 2004). In the post-pandemic era, it is observed that tourists are eager to obtain personal growth through travel, especially solo travel (Solo Travel, 2022). Tourists’ quest for post-traumatic growth through travel can further reflect tourists as *atoms* derive more personal meanings and growth from tourism, leading to the existential singularity of tourists.

4.4. Future research directions in existential singularity of tourists

Atomization of tourists implies the normalization of solo or solidary tourism experience. The mainstream tourism literature has an implicit underlying assumption that travel is often a shared or communal experience. The normalization of tourists as *atoms* highlights that the assumption of tourism as a shared experience is being modified. It is time, therefore, for the tourism experience to be re-evaluated.

While solo travel has been the subject of a great deal of research, solitary tourism has received limited attention. Solo and solitary tourism may overlap, but they are essentially distinct experiences. Solitary tourists (who live alone) may travel by themselves or with a companion as part of a group; while solo tourists travel without a companion, they may live alone or with others. Thus, solo travel does not have to be solitary and vice versa and the solitary experience does not always mean a solo experience. A better understanding of the solitary tourism experience, particularly regarding its positive benefits, may enrich our understanding of tourists as *atoms*.

The notion of tourists as *atom*s also brings to light the importance of personal meaning ascribed to tourism activities. The COVID-19 pandemic has sensitized tourists to reexamine their life priorities and search for personal meaning. The widely recognized phenomenon of the great resignation may be another manifestation of re-shuffling life priorities. In the “atomic world of tourism”, a richer understanding of personal meanings and growth beyond existential authenticity is much needed. In addition, previous studies have mainly focused on female solo travelers, so future researchers might want to investigate the male equivalent.

The atomizing forces and empirical evidence of the atomization of tourism are summarized in Table 1. Important research questions related to the atomization of tourism that future researchers might wish to address are listed in Table 2.

Table 1. Atomizing forces and empirical evidence of atomization of tourism

Atomization of tourism	Atomizing forces	Empirical evidence
Spatial, temporal and functional dispersal of tourism destinations	Deglobalization and regionalism; polarization; post-pandemic flexiwork	Travel has become more domestic, regional, and local Tourists are increasingly opting for short-haul holidays of shorter duration and dispersing travel times throughout the year The functions of tourism destinations become more diverse
Experiential encapsulation of tourism encounters	Digitalization; post-pandemic; contactless service; automation	Automation reduces tourists’ engagement with service providers The use of social media and technology during the trip reduces tourists’ engagement with other tourists and local residents Virtual tourism and metaverse reduces tourists’ engagement with the physical destination
Existential singularity of tourists	Rise of single households; solo travel; post-pandemic and post-traumatic growth (personal meaning)	Solo travel is on the rise Solo travelers have a self-focus on travel experiences Tourists search for personal meanings and growth through travel

5. Practical Implications

The identification of the spatial dispersal of tourism suggests that tourism destination marketers should recognize the importance of promoting local or underexplored attractions. Notably, if similar travel habits continue in the post-pandemic era, density of a destination would be a salient consideration for tourists. To carefully control tourism density, tourism destination practitioners could utilize floating population sensors centered on attractions or review the pre-booking system and then manage different entrance times for tourists. Meanwhile, through mobile applications and social media, destination marketers may offer timely information on how crowded certain locations are. The temporal dispersal of tourism destinations also reminds practitioners to pay attention to weekdays and low seasons, and create short-haul travel packages and more adaptable travel itinerarie (e.g., driving routes and cycling journeys). The trend of functional dispersal of tourism destinations continues, tourism destinations should consider expanding the functions of destinations beyond tourism.

Technology has fundamentally altered the roles of all human actors in tourism encounters, leading to the atomization of tourism encounters. But because technologies can fail (as a result of technical issues or mistakes or omissions made by tourists), they should be trialed using a variety of consumers; managers should attempt to foresee possible problems and have the necessary procedures in place to address them. It is also necessary to adopt user-friendly (with easy-to-follow instructions). Most importantly, practitioners should offer services that allow tourists to reach out to a human employee. With the increasing demand for virtual and metaverse tourism, practitioners need to exploit their potential as alternative travel modes. Yet, recent research finds the potential negative effects of virtual tourism – addiction, such that tourists who avail themselves of it are often reluctant to have a real trip (Merkx & Nawijn, 2021). In the post-pandemic era, strategies will be needed that motivate tourists to extend virtual tourism into on-site tourism so that both tourism modes can complement each other.

Table 2. Future research directions of atomization of tourism

Atomization of tourism	Research questions
Spatial, temporal and functional dispersal of tourism destinations	• Could better frameworks be developed to understand the spatial dispersal of tourism destinations? • How does the temporal dispersal of tourism destinations influence over-tourism and sustainability in traditionally popular destinations? • What are tourists' travel temporal patterns in the post-pandemic era? • How do we define travel undertaken by digital nomads? • How does the growth of healing tourism influence our understanding of health tourism and tourism destinations' functions.
Experiential encapsulation of tourism encounters	• Does the experiential atomization of tourism encounters create a sense of isolation or alienation - or control or autonomy? • How does the less engagement with service providers affect tourists' attachment and brand loyalty? • How does the less contact with other tourists and local residents but more virtual social contacts and technology usage influence tourists' experience and the way they remember it?

	• What are the differences in subjective experience between immersive and surreal tourism experiences? • What effects do virtual tourism and the metaverse have on tourists' travel modes in the short and long term?
Existential singularity of tourists	• How does the concept of tourists as *atoms* influence the assumption that tourism is a shared experience? • What are the similarity and differences between solo and solitary tourism? • What are the positive effects of the solitary tourism experience? • How can we better understand tourists' quest for personal meanings and growth related to tourism?

The notion of atomization of tourists sheds light on the tourism industry in catering to solo or solitary travelers. For example, tourism organizations can create a solo-friendly destination environment by training and educating employees and local residents about the solo culture and providing supportive services, such as including single-person rooms in hotels and single-seat tables in restaurants. Additionally, they may implement mobile applications that allow solo travelers to update their locations in real-time, identify dangerous areas, and call for assistance when in danger. Destination marketers can also promote solo travel as a short-term, affordable experience while encouraging social interactions to overcome concerns about interpersonal constraints in the post-pandemic period (Yang et al., 2022). In the post-pandemic era when most people have experienced traumas, the tourism industry may expect a surge in solo travel as more tourists may turn to travel to search for meaning and self-discovery. To attract solo travelers, tourism practitioners are supposed to develop tailored and meaningful tourism experiences that can satisfy their personal needs to re-think their lives.

6. Conclusion

In this research, the conceptual treatment of the tripartite framework of tourism atomization offers a new conceptual lens to approach post-pandemic tourism both in theory and practice. We hope that the phenomena, processes, and supporting empirical evidence brought together under the umbrella of tourism atomization can serve as a catalyst to encourage more future research on the topic to investigate how atomization shapes and potentially transform tourism destinations and tourism experiences as well as to re-examine the underlying assumptions of tourists and tourism experiences and in turn the theoretical and practical implications of such changing assumptions for tourists, tourism destinations and tourism experiences as we know it.

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The Effects of the COVID-19 Pandemic on the Tourism Industry in Negros Oriental

Tayco, Ryan O.
Hospitality Management Department
Negros Oriental State University

Tubog, Millard Vaughn
Hospitality Management Department
Negros Oriental State University

Rizada, Ma. Leroz P.
Hospitality Management Department
Negros Oriental State University

Antique, Cynie T.
Hospitality Management Department
Negros Oriental State University

Zamora, Glennen Y.
Hospitality Management Department
Negros Oriental State University

Espinosa, Lyra B.
Hospitality Management Department
Negros Oriental State University

Abstract:

The study tries to determine the effects of the pandemic on the tourism industry in Negros Oriental specifically on accommodation facilities and food and beverage establishments. The results show that the accommodation facilities agree that government policies such as government regulations have a greater effect on their operations during the COVID-19 pandemic due to the restrictions and health and safety protocols established during the pandemic. While F&B establishments agree that there is an effect of the pandemic on their human resources, operations, financial situation, operating pressures, and government policies. Both accommodation facilities and F&B establishments strongly agree that the actions taken during the pandemic are the observance of government protocols.

Keywords: tourism industry, accommodation facilities, food and beverage establishments, COVID-19, descriptive study, Negros Oriental

1. Introduction

Without a doubt, the tourism industry is among the sectors that have been greatly affected by the Corona Virus Disease 2019 (COVID-19) pandemic. The closing of borders, airports, and hotels as well as restrictions on mass gatherings, land travel, and related services across the world put around 100 to 120 million jobs at risk, as estimated by the World Tourism Organization (Pricewaterhouse Coopers, 2020). So it is important to understand the effects of the pandemic on the tourism industry. Hence, this study tries to determine the effects of the pandemic on the tourism industry in Negros Oriental specifically on accommodation facilities and food and beverage establishments.

The tourism industry is vulnerable to threats posed by unexpected catastrophes such as epidemics, natural disasters, and terrorist attacks (Chan and Lam, 2013; Jayawardena et al., 2008; Hung et al., 2018; Lo et al., 2006; Paraskevas, 2013; Racherla and Hu, 2009). Different types of catastrophes bring distinct industry consequences and prompt the industry to take measures to tackle various challenges caused by crises. The study of Tayco and Sequińo (2014) demonstrated that on top of a typical tourist's destination criteria is a climate risk condition of the tourist's destination. For this reason, governments strive to attract tourists through various strategies aimed at establishing an image of a desirable tourist destination for the country.

There is no existing study in Negros Oriental that studies the effects of the COVID-19 pandemic on accommodation facilities and F&B establishments. Hence, this paper aims to determine the effects of the pandemic on the tourism industry in Negros Oriental. The researchers aim to determine the effects of COVID-19 on the tourism industry and the actions taken by the tourism industry during the pandemic. As a result, this paper would hopefully guide especially the rightful authorities in possibly creating substantial emergency preparedness for any catastrophes affecting the tourism industry.

The objective of the study is to determine the extent of the effects of the COVID-19 pandemic on the tourism industry in Negros Oriental specifically on the accommodation facilities and F&B establishments. The study aims:

1. to determine the profile and organizational profile of the tourism industry in Negros Oriental;
2. to assess the effects of the COVID-19 pandemic on the tourism industry; and
3. to assess the actions taken by the tourism industry during the pandemic.
4. to measure the relationship between the extent of the effect of the COVID-19 Pandemic and actions taken during the pandemic by the Tourism Industry in Negros Oriental.

2. Literature Review

To strengthen the ongoing research, relevant works of literature were examined.

2.1. Effects of COVID-19 on the Tourism Industry

While the tourism industry is slowly recovering, the COVID-19 crisis continues to exert profound impacts on how hospitality businesses operate. Hospitality businesses are expected to make substantial changes to their operations in the COVID-19 business environment to ensure employees' and customers' health and safety and enhance customers' willingness to patronize their business (Gössling, Scott, & Hall, 2020). The coronavirus pandemic has reshaped both tourists' and residents' behaviors, which must be scrutinized (Zenker & Kock, 2020). This pandemic is expected to affect the tourist's psyche and considerably bring many changes in the tourism demand (Kock et al., 2020; Hao, Xiao, & Chon, 2020). Prior literature has noted that tourists tend to limit their travels because of pressing health risks. Also, the carrying capacity in the destination is already monitored; restricting the number of people who can visit a tourist destination at the same time (Cruz, 2014). In the case of the Philippines, the country had a stellar performance in 2019 with 8.3 million tourist arrivals and PHP550.2 billion in international tourism receipts. Latest estimates show that 2020 tourist arrivals and international tourism receipts will go down to 3.9 million and PHP279.5bn, respectively (PricewaterhouseCoopers, 2020).

2.2. Actions Taken by the Tourism Industry

Businesses across industries are looking forward to business as usual, and the tourism industry is no exception. All the industries are banking largely upon “government stimulus packages and interventions” to improve their productivity. For instance, TUI, the world's most prominent multinational tourism organization, is taking the UK and German governments' aid and has announced cost reductions in its operations across the world (Higgins-Desbiolles, 2020). The government has become a significant role player in the economy of tourism. This has resulted in the re-nationalization of airlines, tourism firms, and networks like airports. This is something different in comparison to earlier crises, which created curiosity in research and institutions and had no “policy impact,” particularly in the tourism industry (Hall et al., 2020). Tsionas (2020) discusses post-COVID-19 problems and mentions that opening at a limited capacity of almost 33% is a good option. He proposes that government subsidies would be needed to support such lower capacities. There has been massive government intervention in the working and operation of the tourism industry during the COVID-19 crisis (Higgins-Desbiolles, 2020). Discussing Macao's reaction to the pandemic in a 3-wave analogy, McCartney (2020) observes that the wave of recovery will push toward “public-private partnership and cooperation.” In the future, the effect of such a governmental response on tourism will create a novel outlook.In the Philippines Department of Tourism (DOT) Secretary Bernadette Romulo–Puyat said the tourism industry is ready to face the reality and daunting challenges of the "new normal". She said the DOT, in cooperation with national government agencies and stakeholders through the Tourism Congress of the Philippines (TCP), is currently formulating the Tourism Response and Recovery Plan (TRRP), which will serve as the master plan to get the industry back on its feet (*tourism.gov.ph*).

2.3. Effects of the COVID-19 pandemic on the Philippine Tourism Industry

The recent report by the Philippine Department of Tourism shows how the COVID-19 pandemic negatively affected visitor receipts for the year 2020. It decreased so much by 82% and that is PHP 82.24 billion in value. It was estimated to have a 5.22% increase in visitor receipts at the start of the year. Due to fewer visitor arrivals, visitor receipts amounted only to PHP 25.95 billion. It is a decrease of 42.8% compared to the same month of the previous year. In March 2020, the visitor receipts abruptly dropped to 82.65% and almost 100% for tourist spending from April to December.

The enormity of the COVID-19 pandemic has severely impacted all industries, including tourism which is one of the hardest hit (Nicola et al., 2020) and greatly affected (PricewaterhouseCoopers, 2020; UNWTO, 2020). The COVID-19 pandemic has undeniably brought organizational and operational disruptions in most if not all industries, and consequently in the global economy (UNCTAD, 2020). In fact, the International Labour Organization (ILO) estimated that the new coronavirus would pose a threat to 25 million workers. This new grim evaluation represents the complete or partial lockdown steps impacting nearly 2.7 billion jobs, four out of five employees in the world (UN News, 2020). In the Philippines, the unemployment rate in July 2020 was estimated at 10.0%. This is higher than the unemployment rate of the same month a year ago placed at 5.4%. Unemployed Filipinos who are 15 years old and over were estimated at 4.6 million in July 2020, higher by 2.1 million compared to the same period a year ago (PSAb, 2020).

3. Methodology

3.1. Measurement

This study is a descriptive method using the correlational technique. Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon studied. While the correlational method was used by the researchers to discover the relationship between the variables and how strong it may be. The purpose of this is to determine the degree to which the movement of two different variables specifically on accommodation facilities and F& B establishments. And this study was limited to the owners or managers/supervisors of the tourism industry mentioned above.

Purposive sampling was used by the researchers to get information from the owners or managers/supervisors. Purposive sampling was used by the researchers to obtain a sample population that best represents the entire population being studied. The criteria for choosing the respondents are:
1. Those tourism industries that are still operating amidst the pandemic;
2. Accommodation facilities should be categorized as hotels and resorts that have 10 or more guest rooms.
3. For F&B establishments, they should be categorized as a restaurant, bistro, resto-bar, or fast-food that has 10 or more employees.
4. They should be legally registered establishments.
5. Located in Negros Oriental.

To gather the necessary information for this study, permission was requested from respondents. The researchers made a survey instrument used as the main instrument for data gathering. Questionnaires were distributed personally and online (google form) and retrieved by the researchers and research assistants from the respondents.

The method used in the investigation is a descriptive survey through a questionnaire using an interview schedule with some parts in scaled form rated according to the degree or extent of certain phenomena. In this case, it concerns the effects of the COVID-19 pandemic on the tourism industry, as well as the action taken by the tourism industry during the pandemic. All items in the instrument asked the respondents to indicate their level of agreement by choosing from a 5-point Likert scale. The scales of the responses are: 5-Strongly Agree (SA), 4-Agree (A), 3-Neither Agree/Disagree (NA/ND), 2-Disagree (D), and 1-Strongly Disagree (SD)

The responses were interpreted as follows:

Range of Values	Verbal Description
4.21- 5.00	Strongly Agree (SA)
3.41- 4.20	Agree (A)
2.61- 3.40	Neither Agree/Disagree (NA/ND)
1.81- 2.60	Disagree (D)
1.00- 1.80	Strongly Disagree

The researchers treat the data using the following statistical tools:

Frequency was used in the study to determine the distribution of each respondent's profile that was included in the question. The percentage was used to get the part of the respondents' distribution of each profile from its total population. Weighted mean was used to calculate the respondent's level of agreement and standard deviation was used to measure how dispersed the data is in relation to the mean.

To compute the significant relationship, Spearman rho correlation coefficient analysis and Chi-square test were used to show the association between the two (2) variables, one dependent variable, and two or more independent variables. A Spearman rho correlation describes the monotonic relationship between two (2) variables. It is useful for non-normally distributed continuous data, it is used for ordinal data. It is used for ordinal data, and it is relatively robust to outliers (Schober, Boer, & Schwarte, 2018). Spearman rho correlation is a nonparametric test that measures the strength and direction of the association between two variables that are measured on an ordinal or continuous scale. While the Chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying. The Chi-Square test is a statistical procedure used by researchers to examine the differences between categorical variables in the same population, it is used for nominal data. Both statistical tools were used to examine the relationships between the respondent's demographic profile to the effects of COVID-19 and the actions taken by the tourism industry during the pandemic. And the relationships between the effects of the COVID-19 pandemic and actions taken by the tourism industry.

5. Results

Below are the findings of the study after data were treated with the appropriate statistical tools.

4.1. Profile of respondents

Table 4.1. Socio-Demographic Profile of the Respondents

Variable	Accommodation Facilities (*N-39*)		F& B Establishments (*N-52*)	
	f	**%**	***f***	**%**
Age				
51 above	3	7.69	8	15.38
46-50	4	10.26	0	0.00
41-45	2	5.13	5	9.62
36–40	3	7.69	8	15.38
31-35	4	10.26	5	9.62
26-30	11	28.21	14	26.92
20-25	11	28.21	7	13.46
prefer not to tell	1	2.56	5	9.62
Gender				
Male	6	15.38	15	28.85
Female	33	84.62	37	71.15
Marital Status				
Married	16	41.03	22	42.31
Single	17	43.59	23	44.23
Prefer not to say	6	15.38	7	13.46
Highest Educational Attainment				

College Graduate	34	87.18	32	61.54
College Undergraduate	4	10.26	13	25.00
Prefer not to say	1	2.56	7	13.46
Job Position				
Manager	20	51.28	33	63.46
Supervisor	13	33.33	12	23.08
Owner	6	15.39	7	13.46

The data presented in Table 4.1 indicates that most of the respondents are aged from 20 to 30 years old for the accommodation facilities, and from 26-30 years old for F&B establishments. This age group were young professionals and mature enough to hold employment positions and engage in business.

It is evident in this table that the majority of the respondents are female as they are usually tasked to run the business. Women are so reliant and can provide details in the decision-making and problem-solving aspect when it comes to service quality and doing clerical work.

Table 4.1 also shows that most of the respondents working in the accommodation facilities and F&B establishments are single. As revealed in the age range, they are mostly aged under 30 years old which means they are more focused on working or running their own business.

It is also presented in Table 4.1 that the majority of the respondents are college graduates. This explains that hospitality industries are hiring college graduates to ensure that their personnel has the right skills and knowledge in providing service to their customers.

Furthermore, Table 4.1 also highlights the job position of the respondents. It shows that majority of the respondents are working as managers in accommodation facilities and F&B establishments. Some owners usually do not stay in the office. Instead, they employ trusted people to run the business.

4.2. Organizational Profile of Accommodation Facilities and F&B Establishments

Table 4.2. Organizational Profile of Accommodation Facilities and F&B Establishments

Variable	*f*	%	Variable	*f*	%
Type of Industry			**Type of Industry**		
Resort	21	53.85	Resto Bar/Shop	3	11.54
Hotel	18	46.15	Fast-foods	10	19.23
			Restaurant	36	69.23
Number of Employees			**Number of Employees**		
41 and above	2	5.13	21 above	2	3.85
31 to 40	2	5.13	16 to 20	8	15.38
21 to 30	4	10.26	11 to 15	16	30.77
11 to 20	23	58.97	6 to 10	26	50.00
Years in the Business			**Years in the Business**		
21- years above	5	12.82	21- years above	1	1.92

16 – 20 years	7	17.95	16 – 20 years	4	7.69
11 – 15years	5	12.82	11 – 15years	9	17.31
6 – 10 years	9	23.08	6 – 10 years	15	28.85
2 – 5 years	8	20.51	2 – 5 years	14	26.92
months-1 year	5	12.82	months-1 year	9	17.31

N – 39 *N – 52*

Table 4.2 indicates the organizational profile of the accommodation facilities and F&B establishments in Dumaguete City. The results show that most of the respondents for accommodation facilities are resorts. This means that during the pandemic many resorts still attracts local tourist in visiting their place since they can offer other services such as swimming pools, other entertainment services, and they can observe proper safety protocols since their area are bigger, not like with hotels that have limited products and services can be offered to their customers. While for F&B Establishments many of the respondents are from restaurants. It is observed that during the pandemic, more restaurants in Dumaguete City were being established.

For the number of employees, the majority of the accommodation facilities have a number of employees that ranges from 11 to 20 employees, while restaurant ranges from 6 to 10 employees. The number of employees in an organization actually depends on the size and number of services the Accommodation Facilities and F&B Establishments are offering. The more products and services they are offering, the more employees are needed.

And for the years in business, most of the accommodation facilities and F&B establishments are ranges from 6-10 years, which means they have been in operation for quite some time.

4.3. Effects of COVID-19 Pandemic on the Accommodation Facilities in Dumaguete City

Table 4.3 presented the effects of the COVID-19 pandemic on the tourism industry in Dumaguete City. Accommodation facilities neither agree nor disagree that the pandemic affects their human resources, operations, financial situations, and operating expenses.

Table 4.3. Effects of COVID-19 Pandemic on the Accommodation Facilities in Dumaguete City

Effects of the Pandemic	SD	Wx	Verbal Descriptions
Human Resources	1.23	3.33	Neither Agree/ Disagree
Operations	1.14	3.28	Neither Agree/ Disagree
Financial Situations	1.27	3.04	Neither Agree/ Disagree
Operating Pressures	1.28	3.18	Neither Agree/ Disagree
Government Policies	1.21	3.95	Agree

Legend: 4.21-5.00 Strongly Agree
3.41-4.20 Agree
2.61-3.40 Neither Agree nor Disagree
1.81-2.60 Disagree
1.00-1.80 Strongly Disagree

4.4. Effects of COVID-19 Pandemic on the F&B Establishments in Dumaguete City

It is presented in Table 4.4 the effects of the COVID-19 pandemic on the F&B establishments in Dumaguete City. The F&B establishments agree that there is an effect of pandemic on their human resources, operations, financial situation, operating pressures, and government policies. It means, the pandemic greatly affects the operation of their businesses.

Table 4.4. Effects of COVID-19 Pandemic on the F&B Establishments in Dumaguete City

Effects of the Pandemic	SD	Wx	Verbal Descriptions
Human Resources	1.01	3.82	Agree
Operations	1.08	3.88	Agree
Financial Situations	.90	3.75	Agree
Operating Pressures	1.05	3.87	Agree
Government Policies	1.02	3.86	Agree

Legend: 4.21-5.00 Strongly Agree
3.41-4.20 Agree
2.61-3.40 Neither Agree nor Disagree
1.81-2.60 Disagree
1.00-1.80 Strongly Disagree

4.5. Actions taken during the pandemic by the Tourism Industry in Negros Oriental

Table 4.5 shows the actions taken during the pandemic by the accommodation facilities and F&B establishments in Dumaguete City. The results show that both accommodation facilities and F&B establishments strongly agree that the actions taken during the pandemic are the observance of government protocols such as providing alcohol/hand sanitizers at entry, staff wearing masks and gloves, implementing social distancing, and limiting the number of customers. Accommodation facilities strongly agree also on enhanced cleaning and safety training for staff-customer encounters, improve internet connectivity of the establishment, and improved environmental sustainability.

Table 4.5. Actions taken during the pandemic by the Tourism Industry in Negros Oriental

Actions taken during the Pandemic	Accommodation Facilities			F& B Establishments		
	SD	Wx	Verbal Descriptions	SD	Wx	Verbal Descriptions
• Utilized closing time for refurbishment and expansion of the premises in preparation for the recovery phase.	.89	4.06	Agree	.74	4.13	Agree
• Reduce tourists' risk perception, strong coordination with the government bodies to deliver consistent messages to guests.	.82	4.10	Agree	.75	4.10	Agree
• Promoting new products or services (such as family events, and small group catering at a discounted price).	.82	3.90	Agree	.86	3.96	Agree
• Price drop on special offers and reducing the list price	.79	3.82	Agree	.96	3.88	Agree

• Observe government protocols (such as providing alcohol/hand sanitizers at the entry, staff wearing masks and gloves, implementing social distancing, and limiting the number of customers).	.68	4.46	Strongly Agree	.72 4.27	Strongly Agree
• Suspended or retrieved their investments in new projects to reduce investment risk.	.83	4.00	Agree	.84 4.13	Agree
• Enables digitalization to reduce physical interactions and infection risks while still providing personalized care to ensure guest satisfaction (such as contactless service).	.87	4.15	Agree	.79 4.04	Agree
• Enhanced cleaning and safety training for staff-customer encounters.	.72	4.41	Strongly Agree	.83 4.12	Agree
• Improve internet connectivity of the establishment.	.60	4.46	Strongly Agree	.79 4.08	Agree
• Improve Environmental Sustainability (e.g. wellness services)	.88	4.38	Strongly Agree	.80 4.10	Agree
Composite Mean	**.79**	**4.18**	Agree	**.68 4.08**	**Agree**

Legend: 4.21-5.00 Strongly Agree
3.41-4.20 Agree
2.61-3.40 Neither Agree nor Disagree
1.81-2.60 Disagree
1.00-1.80 Strongly Disagree

4.6. The significant relationship between the extent of the effect of the COVID-19 Pandemic and actions taken during the pandemic by the Accommodation Facilities in Negros Oriental.

Table 4.6 displays a significant relationship between the extent of the effect of the COVID-19 pandemic and actions taken during the pandemic by the accommodation facilities in Negros Oriental.

Table 4.6. The significant relationship between the extent of the effect of the COVID-19 Pandemic and actions taken during the pandemic by the Accommodation Facilities in Negros Oriental.

Variables Tested		r value	p-value	Interpretations	Decision Rule
Actions taken	**Human Resource**	.36	.025	Significant	Reject Null
	Operations	.25	.12	Not Significant	Failed to Reject Null
	Financial Situations	.30	.06	Not Significant	Failed to Reject Null
	Operating Pressures	.38	.02	Significant	Reject Null
	Government Policies	.17	.29	Not Significant	Failed to Reject Null

If the p-value is less than or equal to .05, the relationship is significant
If the p-value is greater than .05, the relationship is not significant

The result shows that human resource and operating pressures are positively correlated with actions taken during the pandemic. This correlation is significant at 0.05 levels, suggesting that accommodation facilities that have effective human resources and handle their operating pressures properly have taken fewer actions during the pandemic. This means that accommodation facilities manage their human resource and operating pressures effectively has fewer actions taken during the pandemic to survive.

4.7. The significant relationship between the extent of the effect of the COVID-19 Pandemic and actions taken during the pandemic by the Tourism Industry in Negros Oriental.

Table 4.7. The significant relationship between the extent of the effect of the COVID-19 Pandemic and actions taken during the pandemic by the F&B Establishments in Negros Oriental.

Variables Tested		r value	p-value	Interpretations	Decision Rule
Actions taken	**Human Resource**	.56	.000	Significant	Reject Null
	Operations	.37	.007	Significant	Reject Null
	Financial Situations	.42	.002	Significant	Reject Null
	Operating Pressures	.44	.001	Significant	Reject Null
	Government Policies	.61	.000	Significant	Reject Null

If the p-value is less than or equal to .05, the relationship is significant
If the p-value is greater than .05, the relationship is not significant

Table 4.7 shows that the extent of the effects of the pandemic on human resources, operations, financial situations, operating pressures, and government policies is significantly related to actions taken during the pandemic. This correlation is significant at 0.05, thus, the null hypothesis of no relationship is rejected. The results suggest that F&B establishments that have effective human resources, operations, financial situations, operating pressures, and government policies have taken fewer actions during the pandemic.

5. Discussion and Conclusion

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. Discussion
From small to large businesses, no one has prepared for the large hit brought by the COVID-19 pandemic. Unfortunately, accommodation facilities and F&B establishments are the ones being hit the hardest by the fallout of the pandemic.

Accommodation facilities neither agree nor disagree that the pandemic affects their human resources, operations, financial situations, and operating expenses. Jones & Comfort (2020) offers some reflections on changes in the relationships between sustainability and the hospitality industry following the onset of the COVID-19 crisis. Their findings reveal the dramatic effect, the crisis has offered a vision of a more sustainable future, this vision may pose a major challenge for the industry and many of its traditional customers. In the COVID-19 business climate, hospitality businesses are expected to make significant adjustments to their operations to protect their staff and customer health and safety, as well as increase customer willingness to patronize their business (Gössling, Scott, & Hall, 2020). Respondents from the accommodation facilities also agree that government policies such as government regulations (travel advisory, travel ban, and health and safety guidelines), provide tax incentives and a grace period on tax payments, provide wage subsidies, provide flexible loans and payments, and lobbying efforts for government support has an effect on their organization. Many industries strongly looked for support from the government. This is because of the government restrictions and protocols established during the pandemic. During COVID-19, many world’s most prominent multinational tourism organization has announced cost reductions in their operations across the world. There has been massive government intervention in the working and operation of the tourism industry during the COVID-19 crisis (Higgins-Desbiolles, 2020).

The results also shows The F&B establishments agree that there is an effect of pandemic on their human resources, operations, financial situation, operating pressures, and government policies. It means, the pandemic greatly affects the operation of their businesses. To begin with, the F&B establishments agree on the effects of the pandemic on their human resources such as reducing the labor force. The tourism and hospitality industry is greatly affected by the pandemic causing the loss of jobs for many workers (Nicola et al., 2020; Hao, Xiao & Chon, 2020). The closing of borders, airports, and hotels as well as restrictions on mass gatherings, land travel, and related services across the world put around 100 to 120 million jobs at risk, as estimated by the World Tourism Organization. The restrictions and the risks associated with health and safety during this pandemic have resulted to lower demand in the tourism industry and consequently resulted in a change in staffing requirements (Pricewaterhouse Coopers, 2020). In addition, respondents agree on the effects of the pandemic on their operations for example reducing the level of operation hours. The presence of COVID-19 pandemic has affected the demand for the restaurant industry in the Philippines. Almost all restaurants were asked to limit their operations to only take-outs. Therefore the operation hours of the F&B establishments are affected due to the curfews implemented by the government. Hospitality businesses are expected to make substantial changes to their operations in the COVID-19 business environment to ensure employees’ and customers’ health and safety and enhance customers’ willingness to patronize their business (Gössling, Scott, & Hall, 2020). Moreover, F&B establishments agree on the effects of the pandemic on their financial situations like cash flow shortage and balance of income and expenditures. The businesses that rely on social interactions like entertainment and tourism are suffering severely, and millions of people have lost their jobs. Layoffs, declines in personal income, and heightened uncertainty have made people spend less, triggering further business closures and job losses (Ghosh, 2020). The Philippine economy has moved to the recovery stage six months after the March lockdown in 2020, but micro, small and medium enterprise continues to face a sharp drop in demand and revenue (ADB Institute, 2021). Furthermore, they also agree on the effects of the pandemic on their operating pressure including employee benefits, salaries, and insurance. F&B establishments don’t possess enough resources, especially in terms of finances since these industries are highly dependent on their daily business transactions and with it guests. That's why they are a decrease in demand, supply chain disruptions, cancelation of reservations, and shortage of materials and they hardly continue to operate. According to the survey conducted by International Labour Organization (ILO), half of the surveyed have reduced their production of goods and services that can match demand reductions and constraints on their production, and over one-third of them are negotiating wage modifications with workers or revised payment terms with banks and suppliers (ILO, 2020).

The results show that both accommodation facilities and F&B establishments strongly agree that the actions taken during the pandemic are the observance of government protocols such as providing alcohol/hand sanitizers at entry, staff wearing masks and gloves, implementing social distancing, and limiting the number of customers. Accommodation facilities strongly agree also on enhanced cleaning and safety training for staff-customer encounters, improve internet connectivity of the establishment, and improved environmental sustainability. The government has become a significant role player in the economy of tourism. There has been massive government intervention in the working and operation of the tourism industry during the COVID-19 crisis (Higgins-Desbiolles, 2020). Nepomuceno et al., (2020), explained that following strict protocols lessens physical contact and prevents transmission of viruses as long as everyone strictly follows and obeys the quarantine rules. According to preliminary findings, the most important safety precautions that customers and employees expect from the service industry are visible sanitizing efforts (such as hand sanitizers at the entrance, and staff wearing masks and gloves), implementing social distancing, limiting the number of customers served, more rigorous and frequent cleaning of high-touch surfaces in common areas, and employee training of health and safety protocols (Gursoy and Chi, 2020). Jones & Comfort (2020) study describes the COVID-19 crisis, emphasizes the role of hospitality in economic and social life, and reviews how the crisis has changed the relationships between sustainability and the hospitality industry. In the Philippines, to save the economy and at the same to prevent the transmission of the virus, the Inter-Agency Task Force against Emerging Infectious Diseases (IATF-EID) approved the health protocols for dine-in operations following the findings of the Department of Trade and Industry (www.dti.gov.ph) and the guidelines of the implementation of minimum health protocols for accommodation facilities provided by the Department of Tourism (www.tourism.gov.ph). These guidelines will help the accommodation facilities and F&B establishments to keep going despite the challenges and should be complied with to operate in the new normal. To address the adverse impacts of the COVID-19 pandemic, the tourism industry started implementing adaptive business measures. Among these are, digitalization or the use of online platforms for their business transactions, utilization of non-cash payment options, cost reduction, and diversification of products and services (UNDP, 2020).

For the significant relationship between the extent of the effect of the COVID-19 pandemic and actions taken during the pandemic by the accommodation facilities in Dumaguete City. The result shows that human resource and operating pressures are positively correlated with actions taken during the pandemic. This correlation is significant at 0.05 levels, suggesting that accommodation facilities that have effective human resources and handle their operating pressures properly have taken fewer actions during the pandemic. This means that accommodation facilities manage their human resource and operating pressures effectively has fewer actions taken during the pandemic to survive. To address the adverse impacts of the COVID-19 pandemic, the tourism industry started implementing adaptive business measures. Among these are, digitalization or the use of online platforms for their business and the diversification of their products and services (UNDP, 2020). In the survey conducted by ILO (2020), half of the surveyed have reduced their production of goods and services that can match demand reductions and constraints on their production, and over one-third of them are negotiating wage modifications with workers or revised payment terms with banks and suppliers. The businesses that rely on social interactions like entertainment and tourism are suffering severely, and millions of people have lost their jobs. Layoffs, declines in personal income, and heightened uncertainty have made people spend less, triggering further business closures and job losses (Ghosh, 2020). The situation is particularly dire in hospitality-related sectors which are facing a reduction in business activity of more than 90% (Fernandes, 2020). The accommodation facilities and F&B establishments have to institute health and safety protocols to respond to employee and consumer safety. Key additional considerations for the sector relate to operational constraints. The need to restructure operations to provide products and services in a safe, financial, and environmentally sustainable manner (Telukdarie, Munsamy, & Mohlala, 2020).

5.2. Conclusion

Based on the findings of this study, the accommodation facilities and F&B establishments faced a lot of challenges during the COVID-19 pandemic, and customer demand for high-quality service while observing the safety protocols is increasing. To survive during the pandemic, businesses make important innovations and changes to their operations to ensure employees' well-being and customers' health and safety and enhance customers' willingness to patronize their products and services.

The results showed that the accommodation facilities agree that government policies such as government regulations have a greater effect on their operations during the COVID-19 pandemic due to the restrictions and health and safety protocols established during the pandemic. While F&B establishments agree that there is an effect of the pandemic on their human resources, operations, financial situation, operating pressures, and government policies. The presence of the COVID-19 pandemic has affected the demand for F&B establishments in Dumaguete City. Most of the F&B establishments were asked to limit their operations to only take-outs which forced them to shift to digitization or the use of online platforms for their transactions. Both accommodation facilities and F&B establishments strongly agree that the actions taken during the pandemic are the observance of government protocols such as providing alcohol/hand sanitizers at entry, staff wearing masks and gloves, implementing social distancing, and limiting the number of customers.

This study offers evidence of the significant relationship between human resources and operating pressures with actions taken during the pandemic. This means that accommodation facilities manage their human resource and operating pressures efficiently has fewer actions taken during the pandemic to survive. While for the F&B establishments, human resources, operations, financial situations, operating pressures, and government policies shows a significant relationship to actions taken during the pandemic. The results suggest that F&B establishments that have effective human resources, operations, financial situations, operating pressures, and government policies have taken corrective actions properly in response to the pandemic.

The study also shows that accommodation facilities that manage by women take action effectively during the pandemic, and accommodations facilities with more employees have more operating pressures compared to businesses with fewer employees. The same can be said with F&B establishments where sex and marital status is significantly related to human resource. This means that F&B establishments managed by single women experienced less effect on their human resources and single women can work effectively during the pandemic.

5.3. Limitations of this study

The study is not free from limitations, considering the scope of the survey. The researchers report the following limitations.

1. The study was limited to the selected tourism industry. (Accommodation Facilities and F&B Establishments).
2. The study utilized a purposive sampling technique, the researchers did not consider picking any accommodation facilities and F&B establishments within the province.
3. The study was conducted in select Cities and Municipalities in Negros Oriental only.

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The Current Development of Taichung Pet Hotels In Taiwan

Lee, Hsin Ru
Hospitality Management
Tunghai University

Liu, Ting Yu
Hospitality Management
Tunghai University

Lo, Peiyi
Hospitality Management
Tunghai University

Chen, Zhi Shiuan
Hospitality Management
Tunghai University

Hsu, Xue Ni
Hospitality Management
Tunghai University

Chuang, Hsin Yu
Hospitality Management
Tunghai University

Kuo, Shirley H.
Hospitality Management
Tunghai University

Abstract:

With the development of urbanization in Taiwan, the population structure and lifestyle have changed. Due to the impact of low birth rate and aging population, family structure has changed. The owners began to view the "fur-kids" as their children. Nowadays, the pet service market is gradually expanding, and the benefits behind it deserve the attention of hotel operators. Based on factors such as general public perceptions and pet habits, only a few hotels in Taiwan are willing to provide accommodations for pets with their owners. Furthermore, most of the literature in Taiwan only focuses on the study of "pet" hotels. Therefore, this study will explore the development status of “pet-friendly” hotels in Taichung city. These research reviews hotel operators’ willingness and unwillingness to run pet-friendly hotels and sort the solutions of former for non-pet-friendly hotels as reference.

Keywords: Pets, Hotels, Pet-friendly hotels, Taiwan

1. Introduction

The pet service market is expanding and lucrative, which deserves the attention of hotel operators. Providing good pet services not only meet the needs of guests, but also create revenue and increase the occupancy rate. However, considering factors such as sanitation, tranquility, other guest feelings, traditional cognition, and pets damage guest room equipment easily, most of the hotels in Taiwan are

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for pets instead of pets and their owners. Besides, the pet services provided by each hotel are also different. This study will explore the current development situations and measures of pet-friendly hotels in Taichung city, and further analyze the factors that affect whether the hotel operators in Taiwan accept pet hotels or not.

1.1 Industrial Implication

1.1.1 Business Expansion

Research can help operators understand market trends and consumer demands for pet hotels, thus launching products and services that better meet market demands, and improve business performance.

1.1.2 Service Quality Enhancement

Research can assist operators in understanding consumer expectations and demands for pet hotels, thereby enhancing service quality and satisfaction, improving business reputation and loyalty.

1.1.3 Industry Development

Research can promote the development and innovation of the pet hotel industry, stimulate enterprise competitiveness, and drive the overall development of the industry.

1.2 Academic Implication

Studying the development of pet hotels has academic significance, such as researching consumer behaviour and demand, exploring the management of pet hotels, analyzing the competitiveness of the pet hotel industry, and investigating the relationship between pets and humans. These research findings can provide new research directions and ideas for scholars in related fields, promoting the academic development of the field.

1.3 Research limitation

However, this study has potential limitations. The first is the subject of the interview. Due to time and geographical constraints, we can only use "Central Taiwan" as the subject of the questionnaire survey. This may lead to insufficient sample size for statistical measurement, making it difficult to use limited data to prove the significant correlation of the research content.

Then, most of the literature on friendly pet hotels in the past focused on "tourists" rather than "hotel operators". The relevant past literature may also be relatively limited, which may result in insufficient theoretical basis for the research topic.

1.4 Access object

The purpose of this study is to conduct a questionnaire survey, that is, to select specific and representative people and events to obtain information that cannot be obtained by other sampling methods, so as to understand the psychology of hotel operators. Therefore, the interviewees of this study are friendly pet hotel operators in central Taiwan.

(1) The current development situation of pet-friendly hotels in Taichung city and the pet-friendly measures in the hotels.

(2) Factors affecting hotel operators whether to accept pets in hotels.

(3) Conditions for legally operating a pet-friendly hotel.

(4) Problems encountered during the operation of pet-friendly hotels and their solutions.

2. Literature Review

Our literature review first extends from the evolution of the role of pets to the economic impact of pets, and then to today's people's willingness to travel with pets is getting higher and higher. Then we will discuss the demand and development of pet-friendly hotels.

2.1. Pets' role in human life

In human history, the role played by animals has been regarded as food for people's livelihood from the very beginning, transformed into domesticated pets, and until modern times, they have become important members of most families. Later, the idea of domesticating animals appeared 14,000 years ago. (Serpell, 1986). Pets replace children or partners in the complete family structure and play an important role. (Hodgson and Darling, 2011). In 2017, dog families accounted for 48% of all pet families. Pet attachment has a positive impact on the motivation of pet owners to participate in different activities with their pets and their consumption of pet-related products. The strong attachment to pets leads pet owners to long to spoil their pets. As pets become more and more important to many pet owners, the desire to integrate them into daily life will become stronger and stronger.

2.2. Pets Economy

According to the statistics of the Agricultural Committee of the Ministry of the Interior, in 2021, the total number of dogs and cats in Taiwan was 2.95 million, and the population under the age of 15 exceeded 2.83 million. (Meimen Integrated Marketing, 2021). According to the statistics of the Agricultural Committee of the Ministry of the Interior, the number of dogs and cats will exceed 2.5 million in 2021, and the industry market value will reach 51.1 billion Taiwan dollars, including pet food, veterinary services, pet supplies, pet services and pet-related industries. (Meimen Integrated Marketing, 2021). In the global pet food and health care market, the market size has now looked at 318.4 billion US dollars (about NT$9.7 trillion), and is growing at an annual growth rate of more than 5%. (Cheng, 2022). With the number of cats and dogs in Taiwan exceeding the population under the age of 15, the market value of the industry has reached 51.1 billion Taiwan dollars, while the global pet market has reached 318.4 billion US dollars, and it is still growing.

2.3. Pets tourism

According to the survey of Australian pet owners carrying pets, it was found that although pet owners are very willing to travel with pets, it is difficult to find friendly pet hotels, and most owners can only carry pets to stay in the camping area at night. (Darr and Cohen, 2009). Research results show that 95.8% of pet owners prefer to spend holidays with their pets. The most common reason is that owners regard dogs as part of the family. Owners travel with their pet dogs more frequently than usual, and they can usually get more fun and companionship during holidays accompanied by pet dogs. (Carr, 2009). Research shows that when pet owners choose a tourist destination, whether the place welcomes pet dogs and is friendly to pet dogs is a very important basis for selection. (Dotson, M. J., Hyatt, E. M., & Clark, J. D.,2011). Nowadays, people are very willing to travel with pets, and the location of travel is an important consideration for whether pets are friendly or not.

2.4. Pets friendly accommodation

Booking.com, a booking website, found at the end of 2020 that more than half (54%) of Taiwanese tourists thought that the furry children at home were as important as their children. 43% of Taiwanese tourists are willing to spend a little more money to stay in pet-friendly hotels. (Wu, 2021) Hotels.com's pet travel survey data points out that after the second half of 2020, the global search for pet-friendly

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hotels has tripled. More than half (54%) of people will lie down with their pets when they travel. (Wu, 2021)

Pet owners in Taiwan face the same dilemma when travelling with pets. Most hotels explicitly prohibit pets from entering. Even if operators are willing to provide pet accommodation, there are many restrictions. (Li, 2007)

3. Methodology

3.1 Research aims and objectives
Commercial Times has pointed out most of the hotels can't allow pets to stay overnight, and even fostering is demanding. (You, 2018). If the owner travels with the fur-kids, he still needs to find pet hotels every time. According to existing literature in Taiwan, there have also been limited pet-friendly hotels, especially from hotel's operators' perspectives. These scenarios indicate that pet-friendly hotels are yet to be studied, so we adopt exploratory research. Then, we proceed to do this study to understand the current status of the development of pet-friendly hotels in Taiwan. In order to conduct interviews more conveniently, we choose Taichung as our area of study.

3.2 Data collection design
According to Booking.com, we have found 50 pet-friendly hotels in total, so we decided to find another 50 non-pet-friendly hotels in Taichung. We will seek 20 hotels with similar prices and similar evaluations separately, then adopt the purposive sampling to select our research objects, and call to inquire their willingness to interview.

3.3 Research methods and design
Since our theme belongs to social science, this research will adopt interpretivism. In order to obtain more in-depth and detailed answers, we will adopt the in-depth interviews of qualitative investigation to design an open-ended questionnaire to collect the experience, views and opinions of hotel's operators.

3.4 Research procedure and data collection
During the interview, we will record the respondent's answers and notes in the interview to prevent omissions and focus more on the respondent's body languages and keywords.

3.5 Data analysis
We will adopt Walter's(2016) thematic analysis, which has been mentioned in *Accommodating Travellers With Pets: Is Auckland Ready*. (Chen, 2018). As Walter(2016) referred to, the strengths of thematic analysis ensure the richness and nuances of the context may be retained, and in its diagrammatic representation of the findings which provides a useful framework. First step, convert the respondent's answers into text and scrutinize, in order to get more familiar with text. Second step, start coding and classifying themes. Next, remove similar text from responses and group similar code into themes. Third step, reviewing and confirming themes repeatedly to make sure the relevance is impartial and rigorous. Fourth step, make further adjustments. Fifth step, defining and naming themes.

4. Results, Discussion and Conclusion

Study in progress.

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Diversifying A Developed Tourism Economy: The Case of Macao

McCartney, Glenn
University of Macau

Abstract:

The paper will examine tourism diversification in Macao. With limited research on tourism diversification, a theoretical research framework will be developed with practical implications on diversifying tourism, with implications for other destinations looking to expand tourism offerings. This research is timely as the 6 Macao casino operators recently had their casino concessions renewed for 10 years pledging US$15 billion in non-gaming investment. Also, after almost 3 years the city recently removed all COVID-19 travel restrictions, returning to tourism and casino revenue growth including increased scrutiny to diversify beyond gaming.

Keywords: Tourism diversification, casino tourism, non-gaming tourism development.

1. Introduction

In 2023, it is predicted that Macao will rank number 2 globally in terms of visitor spending, at US$43.14 billion, with Hong Kong the global leader at US$52.06 billion (WTTC, 2023). Hong Kong and Macao are both Special Administrative Regions (SARs) within China, with mainland Chinese the key visitor segment. In 2019, prior to COVID-19, Chinese visitation to Hong Kong and Macao was 43.77 million (Hong Kong Government, 2023) and 27.92 million (Macao Statistics and Census Department, 2023a) - or 78% and 71% of total visitation respectively.

The paper will examine the subject of tourism diversification, particularly within the context of Macao's tourism development. Understanding the context of the city's increased reliance on casino tourism is important to this study. Macao is the only place within China where casino gambling is permitted and benefits from this border-location position (McCartney, 2005). In 2012 the casino city generated US$38.02 billion in gaming revenues surpassing the aggregate revenues USA's commercial casinos – in 2006, Macao had already established itself as the casino industry's global leader when it overtook the Las Vegas Strip casino revenues (McCartney, 2015).

80% of Macao's total taxation revenues were from gaming taxation in 2019 (Macao Statistics and Census Department, 2023b). Of the US$40.6 billion gaming receipts in 2019, 10% were non-gaming receipts (Macao Statistics and Census Department, 2023c). Macao's casino tourism reliance shows a clear indication of 'dutch disease' phenomenon, where tourism has boomed at the expense of other industries (Sheng, 2011a).

Rather than diversify, Macao has become increasingly reliant on the gaming sector since casino liberalization in early 2000. While the authorities have increased their call for tourism diversification, there are economic benefits to this. Tourism diversification can be a catalyst for diversification in other industry sectors (Weidenfeld, 2018). This study will therefore specifically examine that given diversification has been discussed for a number of years, what has, or needs to change, in the city's tourism strategy to expand non-gaming tourism developments to create additional revenue sources, and attract and expand visitor markets. Through diversification efforts, other sectors in Macao such as finance and healthcare may also benefit directly or indirectly.

The study is timely for 2 key reasons, and included in the analysis. First, the 6 casino operators had their casino concessions renewed for 10 years starting in January 2023, with an emphasis on non-gaming expansion and total investment pledge of US$15 billion (see table 1). This included a need to double foreign visitors over the decade (Inside Asian Gaming, 2022). Second, after almost 3 years, Macao has recently removed all COVID-19 travel restrictions. The study will consider the implications of diversification to boost future resilience in the city. A literature review will look at both tourism and economic diversification. The data collection method will be 2-fold. A content analysis of articles from Macao's key gaming and business literature will extrapolate common themes. Secondly, 12-15 key stakeholders within the casino industry and government bureaus will be interviewed to determine their perspectives on diversification. A theoretical research framework will be developed including practical implications on diversifying tourism, with implications for destinations looking to expand tourism offerings.

Table 1. Non-gaming investment (Macau Business, 2023)

Awarding position	Casino operator	Overall investment (US$ billion)	Non-gaming investment (US$ billion)
1	MGM	2.09	1.88
2	Galaxy	3.55	3.43
3	Venetian	3.75	3.48
4	Melco	1.48	1.25
5	Wynn	2.22	2.06
6	SJM	1.75	1.5

1.1 Tourism diversification – and why now?

In 2018, Macao was 'poised to become richest place on the planet by 2020', in terms of highest per-capita gross domestic product according to IMF data (Fraser, 2018). The IMF noted the importance of expanding non-gaming as additional sources of growth for Macao's economy, and the need for supportive policy to achieve this goal (IMF, 2019). The Chinese authorities have also called on Macao to work towards diversification and a sustainable economic development trajectory (The Commissioner's Office of China's Foreign Ministry in the Hong Kong SAR, 2014). The COVID-19 crisis and the city's 3 year zero-tolerance approach to the virus, would ultimately expose the precarious economic condition of a city that had become increasingly reliance on the revenues and employment created by the casino sector. Plummeting casino revenues had a ripple effect throughout the casino reliant economy. The number of non-resident workers for example in Macao's gaming sector felt by nearly 50% between January 2020 and October 2022 (GGRAsia, 2023). The border reopening phase, as experienced by Chinese New Year tourism boom, revealed capacity constraints with a number of hotel rooms unable to open due to staffing shortages (GGRAsia, 2023).

2. Literature Review

Some literature has examined tourism development as part of economic diversification (Sharpley, 2002). Research suggests that in an economy dominated by tourism, continued tourism growth can generate diversification and development in other related and unrelated sectors (Erkuş-Öztürk &

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Terhorst (2018). Tourism specialization can have a positive effect on economies of tourism cities, although with recommendations to adjust this strategy based on city size (Ma et al., 2022). Macao illustrates this with the economic success brought through casino tourism specialization.

However, there is scant research on tourism diversification from the perspective of a developed tourism economy. Acknowledging the limited research on tourism diversification, Weidenfeld (2018) developed a tourism diversification framework evolving a focus on product/market, regional, and sectoral levels. Some risks to diversification include high investment costs; confused destination image; a threat of standardisation with limited distinctiveness; limited profitability where insignificant profits are made from diversified products; and overstretching with the importance of diversifying from a core base (Farmaki, 2012). It has been recommended that tourism cities suffering 'Dutch' disease' from rapid tourism development should use these revenues from tourism growth to fund economic diversification (Sheng, 2011b). These diversification suggestions and risks outlined in the literature will be applied to this study.

2.1 Indicators of diversification in Macao

In stating that diversification must produce alternative sources of revenues, taxation, and employment, McCartney (2022) stated that Macao's diversification evolved around the understanding of 5 key issues. First, that it is a fiscal calculation, examining issues such as taxation and revenues. Second, diversification should clearly state what non-gaming factors are involved (eg. accommodation, retail, events, conventions, finance). Third, the policies and incentives required to instigate diversification. Fourth, that given Macao's dependency on tourism, diversification is aligned to this sector. Lastly, that Macao's diversification must attract wider audiences from other travel markets beyond China.

The US$15 billion total non-gaming investment pledges by the 6 casino operators involves multiple and varied non-gaming commitments, with each company stipulating their own activities and non-gaming characteristics as part of the initial RFP process and final awarding of the casino concessions. With a common theme to also expand travel markets, when the casino winners were announced, the various non-gaming projects where revealed, which included MICE (meetings, incentives, conventions, exhibitions), culture and art, healthcare, entertainment, sports events, themed amusements, and the promotion of Macao as a city of gastronomy (Macau.Travel Talk, 2023). Some non-gaming was a development continuation of current offerings.

3. Methodology

Referring to the literature on tourism diversification, this study will conduct a content analysis on diversification themes from reports in leading major gaming and casino trade publications that have reported extensively on Macao's casino and tourism recovery – these will include Inside Asian Gaming (IAG), Asia Gaming Brief (AGB), Macau Business, and GGRAsia. The analysis will examine 3 months of publications, from November 2022 to January 2023. While diversification has been a subject of discussion since casino liberalization in the early 2000s, the 3-month time period crucially includes key elements of the announcement of the 6 winning casino bids and associated non-gaming commitments, the removal of COVID-19 travel restrictions, and Chinese New Year visitation. These media will have reported regularly on various stakeholder views, including government, operator, investor, community, academic, and employee. Around 12-15 key executives from the casino industry and government bureaus linked to diversification strategy will be interviewed to provide their perspectives on diversification, with the themes consolidated into the framework.

4. Results

Tourism diversification in a developed tourism setting is rarely discussed in the literature. Consolidating themes from academic literature on tourism diversification, and from the themes emerging in Macao from the media content analysis and interviews, this study will develop a tourism diversification conceptual model. This study will consider the links, relationships, and synergies between products and services to assist Macao's diversification. The themes emerging towards diversification will be studied in the context of Macao, which will include collaboration, policy that drives innovation and entrepreneurship, market access, capacity building from infrastructure to HR, creating resilience, as well as tourism product development that is highly responsive and robust to constantly align to the evolving needs of travelers.

5. Discussion and Conclusion

Macao's need to diversify is well stated. In describing Macao's industrial structure, the Chief Executive's 2002 policy address in described the gaming sector as its 'head' and the service industry as its 'body' (Macao Government, 2002). Gaming will remain a central role in Macao's economic development. However, the Macao Government have stated that in the next 10 years that along with gaming, non-gaming should become another sector of economic development for the city (Chan, 2022). Beyond the fiscal investment, diversification strategy involves process, policy, and risks. Tourism diversification is a phased development and long-term perspective, a process that should be carefully measured and tracked to determine the success or failure level. The Macao authorities announced a dedicated team would follow up on the investment pledges of the casinos (Inside Asian Gaming, 2022).

The casino concession contracts will expire in 2023, requiring that diversification consider the concerns of various stakeholders including the authorities, operators, investors, community, and employees. This study will importantly examine these factors, to develop a tourism diversification framework. While the framework is specific to Macao, this model would have application in tourism destinations examining tourism product diversification strategy beyond their current offerings.

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Capturing the Emotional Dynamics in the Danger Zone: A Multi-Methods Approach

Manner-Baldeon, Fanny
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Li, Mimi
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Shen, Han
Tourism Department
Fudan University

Abstract:

This research assesses individuals' emotional dynamics in a non-hedonic tourism setting. Using a multi-method approach, it identifies social objects that trigger emotions and the meanings attributed to them. Results reveal that visitors experience positive emotions through interactions with cultural elements, leading to cognitive development. Additionally, tourist-host interactions lead to emotional development. The study highlights the potential of non-hedonistic contexts to facilitate constructive outcomes and empathic immersion rather than promoting conflict.

Keywords: Emotions, Emotional Experience, Non-Hedonic Tourism Context, Symbolic Interactionism, Hermeneutics, Venezuela.

1. Introduction

Tourism is primarily about relaxation and fun (Filep, 2014). Yet, despite conflict among many nations, some scholars support the coexistence of conflict and tourism (Suntikul, 2019). Danger zone tourism emerges as a phenomenon that permits visitation of conflict-ridden destinations (Adams, 2001). Besides other topics, publications on danger zone tourism pay attention to emotional encounters and ambivalent emotions (Nawijn & Fricke, 2015). This study assesses the emotional dynamics of individuals visiting a non-hedonistic destination holistically. It adopts a multi-method approach guided by symbolic interactionism and hermeneutic phenomenology to determine the social objects that trigger emotions and the meanings assigned to those emotions.

2. Literature Review

2.1. Emotions in tourism research

Emotions in non-hedonic tourism contexts have become a recently developed research area, challenging the dominant narrative of hedonic holidays that focus on positive emotions. Negative emotions are now recognised as contributing to well-being, and topics such as dark tourism, danger zone tourism, adventure tourism, ethical tourism, and emotional labour account for the study of negative emotions (Lee & Madera, 2019; Zheng et al., 2020). Tourists visiting dark tourism sites have reported a range of emotions, such as fear, shock, depression, and appreciation, which can indirectly impact and create meaning for memorable tourism experiences (Zheng et al., 2020). However, these results should be viewed cautiously since they are often based on retrospective assessments of emotional experiences affected by recall bias. Scholars suggest that non-hedonic and high-risk tourism contexts offer appropriate examples to deepen our understanding of emotional dynamics due to the immersed experience of risk, challenge, and safety and their implications on personal, cultural, and career development (Buda, 2015; 2016; Wen & Huang, 2019). Multiple objective and self-reported methods should be used to collect data about facial expressions, and behavioural and cognitive processes to benefit emotion research in hedonic and non-hedonic tourism contexts (Bastiaan et al., 2019; Mitas et al., 2022). Moreover, the mental process and meaning-making element of emotions reflect the nature of a meaningful affective experience of the world, the self, or both, especially in experiences where negative emotions play a significant role (Kim & Fesenmaier, 2015; Mitas & Bastiaansen, 2018).

2.2 Danger zone tourism

The literature on tourism presents various terms for experiences related to conflict, death, and tragedy, such as dark tourism, thanatourism, and danger zone tourism, which differ based on the visitation period. Danger zone tourism typically occurs during conflict, and tourists are motivated to visit global political hotspots (Buda, 2015). Risk tourists travel in danger zones and are characterized by their constant need for thrills, avoidance of mass tourism, high level of education, and profound awareness of the associated risks (Brin, 2006; Elsrud, 2001). Publications on danger zone tourism focus on tourist motivations and embodied feelings, relying on self-reported methods (e.g., Wen & Huang, 2020). Motivations for this type of tourism include curiosity, voyeurism, recognition, novelty, and fantasy, with power and social class distinction also playing a role (Mahrouse, 2016). This study contributes to understanding danger zone tourism and high-risk travellers by assessing the emotions felt during holidays in conflict-ridden destinations and the meanings assigned to those encounters.

3. Methodology

3.1. Measurement

This mixed-methods study utilised EDA, participant observation, and photo-voice techniques to collect data in Caracas, Venezuela, from August to October 2021. In stage one, participants joined a three-hour walking tour to tourist landmarks in high-risk areas, and skin conductance level (SCL) data were collected using Empatica E4 wristbands. SCL data from all participants were aggregated and compared, with z-scores calculated to identify high and low SCL levels and compare them with other research subjects. In stage two, participants contributed meaningful holiday photographs (Matteucci, 2013), and EDA data, videos, and field notes were used as prompts during face-to-face interviews guided by open-ended questions framed under the principles of hermeneutic phenomenology. Interviews were analysed following Gadamer's hermeneutic circle guidelines (Gadamer, 1960).

4. Results

4.1. Profile of the respondents

This study adopted the purposive sampling technique to recruit participants. Eight selected subjects constituted the total sample. They were leisure and independent travellers, fully aware of the dangerous circumstances at the destination. They were free from any heart or blood diseases. This extended abstract presents two examples of emotional, behavioural, and cognitive processes in tourism experiences, focusing on reflection, interpretation, and meaning-making.

4.2 Emotional arousal

Figure 1 displays the variability of skin conductance level (SCL) data collected from travellers who participated in the walking tour. Although the participants were not travel partners, they performed the tour simultaneously. Shoval and colleagues (2018) argued that differences, rather than similarities, in similar time-space patterns should be of interest as they may point to unique individual experiences when controlling for other factors. The authors identified differences in objective emotional arousal. Participant one experienced high levels of emotional arousal during their visit to the Calvary Staircase, whereas Participant two's EDA results did not show any high levels of arousal. Instead, their SCL levels were mainly low and negative, similar to their visit to the Federal and Legislative Palace. The EDA data revealed patterns related to participants' interest in tourist attractions visited. However, further explanation regarding individuals' interactions and contextual information is necessary to understand the significance of emotional arousal findings. The following results section provides further elaboration on observed patterns.

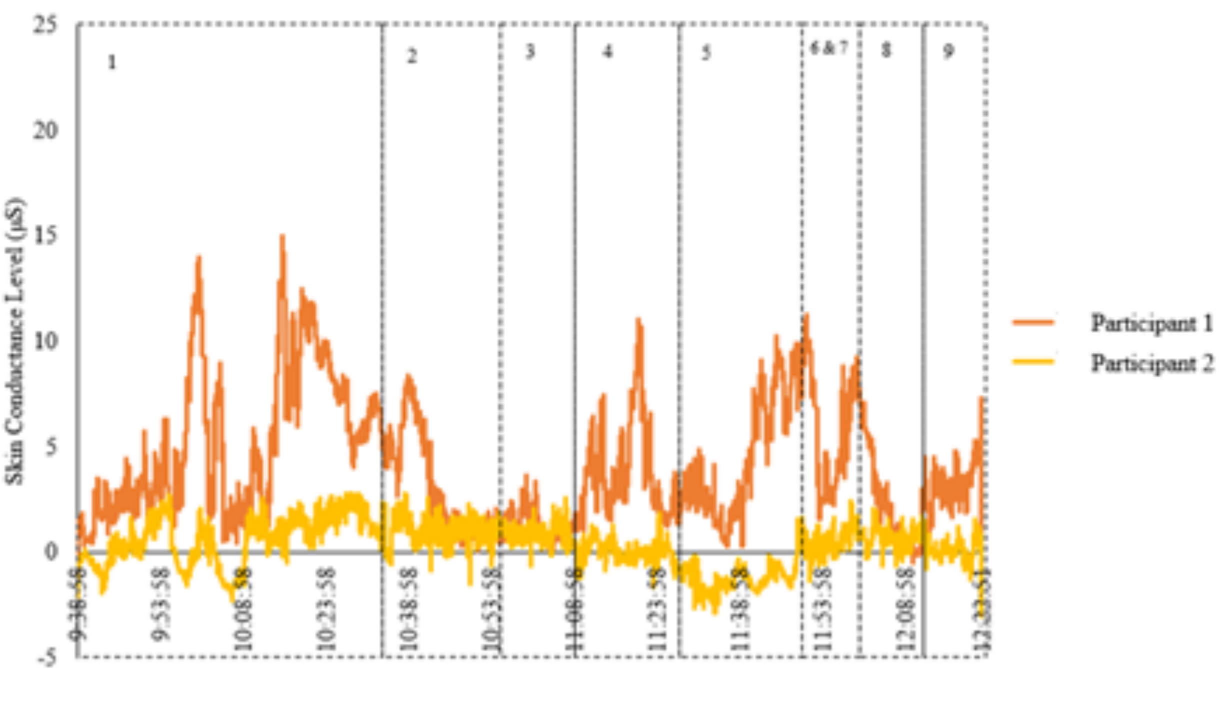

Figure 1. Participants' electrodermal activity during the walking tour

Note. Visited attractions: 1: Calvary Staircase, 2: The Silence Urbanization and The O'Leary Square, 3: The Municipal Theatre, 4: Simon Bolivar Centre and Caracas' Square, 5: Federal and Legislative Palace, 6: Bolivar Square, 7: Caracas' Cathedral, 8: break, 9: National Pantheon and Bolivar Sarcophagus.

4.3 Facial expressions, behavioural and cognitive processes of emotions

The coming section showcases the authors' interpretations of travellers' interactions with others. Results aim to shed light on the interpretation of the EDA results and extend our understanding of emotions' facial expressions, and behavioural and cognitive processes. Participants' verbal emotions are written in bold, while the identified social objects or symbols that evoke such emotions are highlighted with grey.

Participant 1 is a 39 years old cultural anthropologist and PhD student from Italy. She has visited several South American nations and other high-risk countries worldwide. Participant 1 wishes to understand the socio-political aspects associated with refugees in Europe as part of her PhD studies. During the walking tour, she mentioned her excitement to know more about Venezuela's history and visit that part of the city that tourist operators seldom promote. She appears cheerful and talkative, always following up with her inquiries to the tour guide and trying to interact with other attendees. Since it was not her first time in the country, her EDA results might be her familiarity with the destination. The low and negative arousal levels might be interpreted as calmness, serenity, or great enthusiasm. Findings show a negative peak during the Federal and Legislative Palace visit, which is aligned with her strong interest in politics and her displeasure with the ongoing political conflict in Venezuela. Participant 1 shared that visiting politically-related attractions evoke her discomfort, and she cannot remain neutral while residents struggle due to the government's inability to cease the crisis..

Participant 2 is a 50 years old woman from Italy and is involved in diplomatic duties. This trip was her first time in Venezuela. The field notes and videos showed that she was the most enthusiastic participant. She constantly engaged with the others, especially the tour guide and researcher. She was very curious about the research project and other background information from the first author; also, she showed interest in knowing more about the tour guide's services. Besides, her facial expressions and photos of the residents' art expressions interested her in the local culture and social circumstances. Looking at her EDA data, it is evident that a high level of arousal while visiting Calvary Staircase might be related to her excitement at the beginning of the tour and her desire to obtain answers to all of her inquiries. In addition, during the interview, participant 2 declared that she appreciated the tour because it gave her a different perspective about the destination, but she wished to hear more local stories rather than a significant number of historical facts; other than that, she enjoyed the experience. Findings from her physiological measurements and observations are aligned with her reflection, where she highlighted her wish to ‘clarify cultural misunderstandings.'

The data analysis revealed that participants' emotional arousal fluctuated according to their encounters with the local culture, tourist attractions, and architecture. Visitors can experience positive emotions from their perceptions, experiences, and reflections about destinations' cultural elements, representing cognitive and emotional self-development. Participants expressed engagement and understanding of the destination, constituting a cognitive self-development experience. Observing residents' hardships and unfortunate events stimulated emotional self-development by evoking negative emotions such as anger, doubt, sadness, and frustration, which later transformed into empathy and respect.

Participants' social interactions with the residents created apparent emotional variations and emotional self-development. Before their holidays, participants expressed fear and hatred towards the country and its residents, possibly influenced by negative media coverage. However, these emotions changed as they interacted with the locals, leading to positive emotions such as happiness and gratitude, but negative emotions such as anger and sadness prevailed during and after the holidays.

Media outlets played a relevant role in participants' experiences and interpretation process, with participants reporting negative emotions from harmful information, such as doubt and disgust. Venezuela is a polarised country characterised by fake news and outright lies, leading to chaos (Viana, 2017). Travellers' interpretations of the mass media about the conflict shaped their feelings and initial impressions of the destination. Travellers to danger zones are challenged by the experience of visiting conflict zones, allowing them to gain a deeper understanding of the place (i.e., cognitive self-development).

5. Discussion and Conclusion

5.1. Discussion and implications

The study results challenge the perception of danger zone travellers as intentionally seeking negative emotions (Nawijn & Biran, 2019). Participants engaged in free travel and knew about the destination's unstable political and social circumstances. Negative emotions were reported due to organic social interactions rather than purposeful engagement in risky activities. The study adopted symbolic interactionism and hermeneutic phenomenology as its theoretical frameworks and various qualitative techniques to overcome the limitations of cognitive and psychophysiological measures in explaining individuals' emotions (Hosany, Martin, & Woodside, 2021; Mitas et al., 2022). Using participant-generated photographs reduced researcher bias, and face-to-face interviews at the destination reduced recall bias (Scollon, Diener, Oishi, & Biswas-Diener, 2004; Stadler, Jepson, & Wood, 2018). The study's practical implications include designing educational components for tourism based on the social symbols associated with the destination and the negative emotions encountered (Volo, 2021). Public and private tourism development organisations in Venezuela should communicate the many benefits of the destination while addressing issues of harmful media exposure. Encouraging tourists to visit partially safe natural and cultural attractions and addressing tourism mobility are also essential parts of tourism. The study's compelling stories reflect the poor living conditions of Venezuelans while highlighting positive aspects of Venezuelans and their destinations (Mitas et al., 2022).

5.2. Limitations and future research

Limitations of this study include the small sample size due to the destination crisis, which may have impacted physiological devices outside of laboratories. Future studies may require a larger sample size, but sampling criteria must conform to the theoretical framework and methodological approach. Additionally, EDA data were collected relatively quickly, and analysing a large quantity of data will take considerable time and effort.

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How does gender diversity affect hotel risk?

Zhu, Di (Judy)
School of Hospitality Business Management
Washington State University

Chen, Ming-Hsiang
School of Hospitality Business Management
Washington State University

Abstract:

This study examines whether gender diversity can mitigate risks of China's hotel firms based on the gender role theory and agency theory. Based on two-step SYS-GMM estimation, this study reveals that both board gender diversity (BGD) and executive gender diversity (EGD) have a significantly negative effect on diversifiable risk, but not on non-diversifiable risk. Moreover, the impact of both BGD and EGD on diversifiable risk is found to be nonlinear, specifically U-shaped with a minimum diversifiable risk when BGD is 47.97% or EGD is 38.41%, supporting both gender role theory and agency theory.

Keywords: Hotel risk, Gender diversity, Gender role theory, Agency theory

The Mediating Effect of XR Mindfulness in Metaverse Tourism on Users' Willingness to Travel

Hsu, Meng-Jun
Department of Hotel Management
National Kaohsiung University of Hospitality and Tourism

Yang, Junko
The International Master's Program of Tourism and Hospitality
National Kaohsiung University of Hospitality and Tourism

Hsieh, Yen-Ling
Graduate Institution of Hospitality Management
National Kaohsiung University of Hospitality and Tourism

Abstract:

Metaverses are an increasingly relevant topic in the tourism literature. Research has shown that, similar to other media-based travel guides, extended reality (XR) can induce tourism. However, how tourists' usage intentions toward and willingness to use XR services enhance their travel behavior remains unknown. No systematic study of tourists' mindfulness when interacting with XR in the tourism context has been conducted. This study examines the willingness to travel associated with XR mindfulness and develops a scale to measure it. The study used a questionnaire and two sampling methods to gather data for quantitative analysis. First, a random sample of XR users was surveyed. Second, tourists were invited to experience XR content and then answer the questionnaire. The results provide an understanding of the role of mindfulness in metaverse tourism.

Keywords: XR characteristics, Authentic experiences, XR mindfulness, Post-adoption, Willingness to travel

1. Introduction

Tourism, marketing, and social science researchers have extensively studied extended reality (XR), which includes augmented reality (AR), virtual reality (VR), and mixed reality technologies (Huang, Backman, Backman, & Chang, 2016; Lee, Lee, & Jeong, 2021). One use of XR is the creation of a metaverse or virtual environment that depicts a location or destination that users can explore. Users' experiences of the virtual environment are similar to those they might have if they visited the actual destination (Hsu, Ting, Lui, Chen, & Cheah, 2022; Iswahyudi, Azlan, & Azlan, 2021; Kim & Hall, 2019). Aside from offering a sneak peek of the destination, virtual experiences can also serve to collect feedback from visitors after a virtual visit. It would be beneficial to specify whether the feedback is about the use of XR technology, the virtual experience of the destination, or the actual destination itself. Furthermore, it is essential to explain why collecting feedback is pertinent to the study's goals and objectives, as gathering feedback can be done after any experience. The current statement lacks clarity and support, which is why it needs further revision. (Arıca et al., 2022; Kim & Hall, 2019). XR-induced travel is similar to travel to destinations featured in movies, social media, or interactive media (Shaheer, 2022). However, XR is rarely mentioned in the literature on media-induced tourism (Dubois, Griffin, Gibbs, & Guttentag, 2021). XR, unlike other forms of media content, necessitates active participation and total immersion. This point is pertinent to the study because it underscores the unique and transformative nature of XR technology in engaging users and creating immersive experiences. By understanding how XR technology differs from traditional media, the study can gain insights into the potential of XR to influence user behavior and attitudes. (Dubois & Gibbs, 2018). As XR often presents actual locations, it can attract tourists to a destination.

XR mindfulness is an important emerging topic in the information systems literature that applies the concept of IT mindfulness to the use of XR. In this study, we utilize the IT mindfulness concept to assess the level of mindfulness among tourists in their use of XR technology. Since the use of XR technology may impact a tourist's level of mindfulness, evaluating mindfulness in this context is essential (Chen, Gong, Lu, & Chau, 2022; Thatcher, Wright, Sun, Zagenczyk, & Klein, 2018). This research suggests that problematic use of XR technology can lead to negative consequences, such as addiction, disconnection from reality, and decreased well-being. By practicing mindfulness, individuals can become more aware of their XR usage patterns, which may help prevent problematic use. Mindfulness involves being present in the moment and paying attention to one's thoughts and feelings. By increasing mindfulness, individuals can become more aware of how they use XR technology and make conscious decisions about its usage. Adding a citation to support this assertion would strengthen the argument. Therefore, in this study practicing mindfulness may also decrease tourists' intention to continue using XR technology and their willingness to travel. By becoming more aware of their XR usage patterns and their impact, tourists may choose to limit their use of XR technology and engage in more meaningful and authentic travel experiences. The effectiveness of this approach depends on various factors, such as the individual's level of mindfulness and the type of XR technology used. However, the paper's focus is not on promoting or discouraging the use of XR technology but on evaluating tourists' mindfulness in relation to XR technology. This study makes the following contributions. From a theoretical perspective, it proposes a new classification, XR mindfulness, and from a practical perspective, it demonstrates that XR use can increase tourists' willingness to travel.

2. Literature Review

Tourists' travel intentions can influence the impact of XR mindfulness on user behavior. XR mindfulness may affect users' behavior by promoting more conscious and meaningful travel experiences. By becoming more mindful of their XR usage, tourists may choose to engage in more authentic travel experiences and limit their use of XR technology. The relevance of this point to the study lies in understanding the potential of XR mindfulness to influence user behavior and attitudes towards travel. By evaluating tourists' XR mindfulness in relation to their travel intentions, the study can gain insights into the factors that influence user behavior and their travel decisions (Q. Chen et al., 2022; Thatcher et al., 2018). Authenticity is a critical factor in satisfying tourists' sense of realness, originality, and uniqueness in their travel experiences. By providing an authentic product, service, or experience, tourism businesses can attract and retain tourists who seek meaningful and authentic experiences. The relevance of authenticity to this study lies in evaluating how XR technology can enhance or detract from tourists' perception of authenticity in their travel experiences. By understanding how tourists perceive authenticity in their XR travel experiences, the study can provide insights into the potential of XR technology to create more authentic and meaningful travel experiences (Pine & Gilmore, 1998), and authenticity is a critical aspect of tourism experiences and has been linked to tourist satisfaction and loyalty. Tourist experiences, such as cultural immersion and interaction with locals, have been identified as sources of authenticity in tourism. In this study, authenticity is relevant as it relates to the potential impact of XR technology on authentic tourism experiences. By evaluating tourists' mindfulness in their use of XR technology, the study aims to understand the role of XR technology in creating or enhancing authentic tourism experiences(Gao, Zhu, Song, & Dempsey, 2022). XR, VR, and AR have been extensively studied in the hospitality and tourism context (Guttentag, 2010; Hung Lee, Jan, & Lin, 2021; Mochocki, 2021).

XR technology is increasingly being used to enhance travel package purchase intentions, as it has been identified as a popular choice by tourism and hospitality suppliers(Arıca et al., 2022; Wu & Lai, 2022). Such analyses have revealed that the use of XR technology can positively impact tourists' intentions to visit a destination(Arıca et al., 2022; Wu & Lai, 2022). Understanding the factors that influence travel intentions is critical for the tourism industry, and XR technology is an emerging tool for achieving this goal. In this study, the authors aim to evaluate the role of mindfulness in tourists' use of XR technology and its potential impact on their travel intentions. By analyzing tourists' XR mindfulness and its relationship to their travel intentions, the study can provide insights into the factors that influence travel behavior and the use of XR technology in tourism. XR media, like other media such as commercials, VR, AR, and movies, can motivate people to travel to the featured locations (Arıca et al., 2022; Guttentag, 2010; Hsu et al., 2022; Lee et al., 2021; Wu & Lai, 2022). Although many studies examine XR and visit intentions (Chang & Chiang, 2022; S.-C. Chen et al., 2022; Hsu et al., 2022; Kim, Lee, & Preis, 2020; Wu & Lai, 2022), how XR media elicits the willingness to travel is unknown. This study defines XR, which stands for extended reality technical term as metaverse for common user knows, refers to a combination of virtual and augmented reality technologies that enable users to interact with a simulated environment in real-time. In this study, XR is defined as the combination of a highly interactive virtual environment and XR media, which is a form of digital entertainment generated by tourism providers. The technology involves the use of devices that allow users to immerse themselves in the virtual environment and interact with agents. All of the virtual environments in this study represent physical locations, such as tourist destinations, and are designed to provide users with a realistic and engaging experience. This definition of XR is critical to understanding its use in tourism and the potential impact on tourist behavior.

3. Hypothesis and Methodology

3.1. Willingness to Travel and Continuance Intention

Willingness to travel has been considered in many studies that examine XR and visit intentions. However, XR mindfulness has not, which is surprising given the tremendous potential of XR media and Extended reality (XR) technology has the potential to revolutionize the tourism industry by offering immersive experiences that engage and entertain tourists. With XR technology, tourists can visit destinations virtually and experience them in ways that were previously impossible, such as exploring historic sites, interacting with locals, and engaging in adventurous activities. By providing a more engaging and interactive experience, XR has the potential to increase tourists' interest in visiting physical destinations and to enhance the overall tourism experience. As a result, XR technology is increasingly being adopted by tourism providers and has the potential to become a key driver of tourism demand in the future(Dubois & Gibbs, 2018), and that XR has been shown to induce tourism (Arıca et al., 2022; Dubois & Gibbs, 2018). Thus, this study fills a gap in the literature by analysing how XR media influences users' willingness to travel. XR tours are created so that users can explore an environment as if they were there and to motivate users to travel to the featured locations. We examine tourists' willingness to travel after using XR media and whether that leads to the intention to continue using XR media, which in turn affects visit intentions.

H1: Continuance intention has a significant effect on users' willingness to travel.

3.2. XR Mindfulness

According to Thatcher et al. (2018), a second-order construct consists of four reflective components. We adapted IT mindfulness to examine XR mindfulness, with the following first-order dimensions: (1) alertness to distinction, (2) awareness of multiple perspectives, (3) openness to novelty, and (4) orientation in the present (Q. Chen et al., 2022; Thatcher et al., 2018). We expect that XR users are likely to report increased continuance intention and willingness to travel to the featured destination.

H2: XR Mindfulness has a significant effect on continuance intention.
H3: XR Mindfulness has a significant effect on willingness to travel.

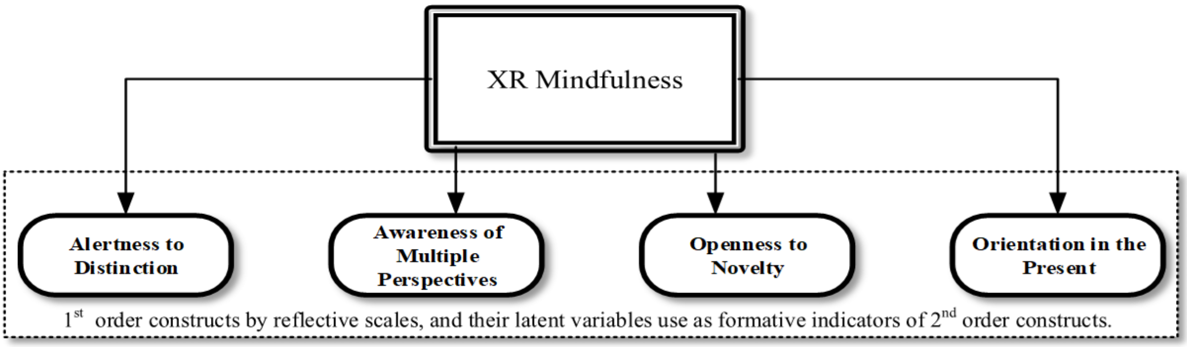

Figure 1. Second-Order Conceptualization of XR mindfulness

3.3. XR Characteristics

The cognitive and emotional experiences of AR users are significantly influenced by its features (Shiau & Huang, 2022). XR media users are likely to compare the virtual environment with their impressions and preconceptions of the real-world location. Virtual characteristics can therefore enhance or diminish a user's sense of presence and immersion. Some XR games have digital environments based on real-world locations. Allowing consumers to explore a digital version of a location they have visited may enhance user engagement and the authenticity of the XR experience. A user's emotional attachment to an XR environment can be strengthened by the use of real-world locales. Moreover, virtual features can stimulate learning while enhancing the user's feelings of presence and immersion. Users can learn about real-world items by interacting with portrayals of them in XR settings. These aspects may be especially useful in the tourism sector because they allow XR technology to provide interesting and immersive experiences. Portraying real-world locales in XR settings further increases users' propensity to travel by strengthening their emotional connection with destinations. Overall, such features are extremely important to the effectiveness and usefulness of XR technology in the travel and hospitality sectors.

H4: XR characteristics have a significant effect on XR mindfulness.

3.4. Authentic Experiences

Authenticity as experienced by tourists is an important issue in tourism (Gao et al., 2022). Authentic experiences affect tourists' motivations in the virtual tourism context, especially the intention to travel. Research has shown that XR users have experiences similar to visiting the featured real-world destination (Mochocki, 2021).

The importance of authenticity extends to travel intentions in the metaverse and virtual tourism. To encourage users to visit actual destinations, virtual tourist experiences must be authentic. Mindfulness is one technique to enhance visitors' feelings of authenticity and connection to a destination. Those who use mindfulness techniques may be more aware of their surroundings, which fosters a strong sense of connection to and respect for the location. In travel and tourism, mindfulness may mediate by strengthening visitors' feelings of authenticity and connection to a destination and as a result, increase their desire to visit it in real life.

H5: Authentic experiences have a significant effect on XR mindfulness.

XR Competency ---------------→ *XR Mindfulness* ---------------→ *Post-Adoption XR Use*

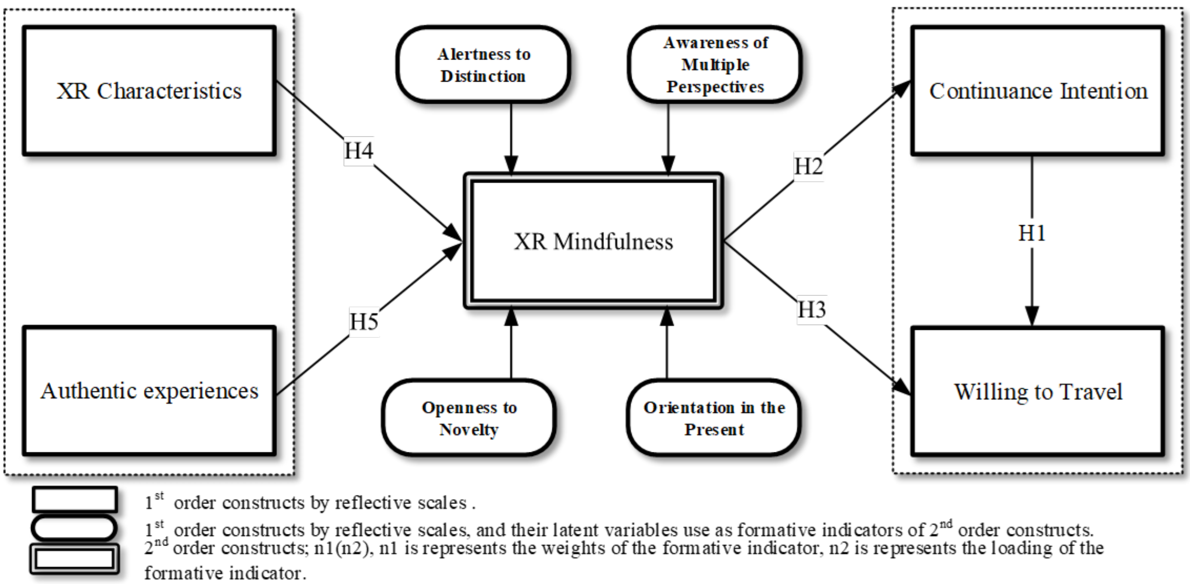

Figure 2. Proposed research model.

4. Expected Conclusion

This study investigates the mediating influence of XR mindfulness in metaverse tourism on travel willingness using a quantitative technique that leverages the smart hospitality framework, as recommended by Hsu et al. (2022). A survey based on previously developed scales, such as those by Thatcher et al. (2018), Shiau and Huang (2022), and Wu and Lai (2022), targeted people who had recently used XR media associated with real-world locations, such as virtual tours. Using survey system chosen via snowball sampling, the survey was conducted online. The expected findings further the understanding of how XR media promote travel destinations and offer genuine experiences. The results have important implications for the tourism sector regarding how to improve the tourist experience and attract more tourists via XR media. Ultimately, the findings of this study can help tourism operators create successful operational and marketing plans for metaverse tourism. This study also extends the concept of mindfulness to the XR setting, encourages the creation of genuine and immersive encounters, and encourages sustainable tourism methods. The implications of the study's expected findings for the tourism sector. The research will try to test and shows that XR can be an effective tool for promoting travel destinations and enhancing the tourist experience. As a result, tourism operators should consider investing in XR technology to create more immersive and engaging experiences for visitors. This can help them to attract more tourists and differentiate themselves from competitors in the market. And implications for the emerging field of metaverse tourism. Metaverse tourism refers to virtual tourism experiences that take place in online worlds, such as Second Life or Minecraft. The research demonstrates the potential of XR to create successful operational and marketing plans for metaverse tourism. This can help to create more authentic and immersive virtual tourism experiences, which can attract a new generation of tourists who are interested in exploring virtual worlds. The study has extended the concept of mindfulness to the XR setting. Mindfulness refers to a state of active awareness and attention to the present moment. The research has shown that mindfulness can be an effective way to reduce the problematic use of XR and enhance the tourist experience. This has important implications for tourism operators looking to create more sustainable tourism methods that prioritize the well-being of tourists. Finally, the study opens new avenues for future research in the field of XR and tourism. The research will try to test and defined the extended to explore how different types of XR experiences, such as augmented reality or mixed reality, can impact the tourist experience. Additionally, future research could explore how tourism operators can create more sustainable XR experiences that are mindful of the environmental and social impacts of tourism. Also has demonstrated the tremendous potential of XR technology in the tourism industry. Expected our findings could have important implications for tourism operators looking to improve the tourist experience and attract more visitors. Additionally, the study has extended the concept of mindfulness to the XR setting and encouraged the creation of more genuine and immersive tourism experiences. As the tourism industry continues to evolve, XR technology will play an increasingly important role in shaping the future of tourism.

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Hierarchy needs of the elderly: exploring the diverse functions of timeshare resorts for seniors

Li, Keqing
School of Culture and Creativity
BNU-HKBU United International College

Wang, Siyi
School of Culture and Creativity
BNU-HKBU United International College

Wang, Xi
School of Culture and Creativity
BNU-HKBU United International College

Abstract:

Senior tourists account for a major segment of the tourism market, making the timeshare industry boom. To better understand the special needs of the elderly in the senior timeshare sector, this study concerns how the elderly view timeshare resorts' living environments and services, with the theoretical foundations of Service Enrichment for the Elderly and the Science of Human Settlements. The qualitative research with semi-structured interviews will be conducted with 50 senior tourists. The results contribute to the aging-friendly planning and management of timeshare resorts for seniors.

Keywords: Senior tourism, Senior needs, Timeshare tourism, Service Enrichment, Theory of Science of Human Settlements

1. Introduction

The United Nations stated that population aging is now considered one of the most important social trends of the 21st century, and all social sectors are affected by it (United Nations, 2022). By 2050, 16% of the population is projected to be over age 65, which will be an increase of 9% compared to 2019 (United Nations, 2019). According to Zheng (2020), countries or regions with more than 10% of the population over 60 years old or 7% of the population over 65 years old are called "aging countries" or "aging regions." Kazeminia et al. (2015) also have elaborated that by 2030, the number of elderly people in about 55 countries in most regions of the world is expected to reach 20% of the total number of people in each country. The result of the population explosion has made senior tourism a growing and changing market segment. The study showed that senior leisure tourism is positively correlated with the well-being and active aging of the elderly (Patterson & Balderas, 2020). In addition, with the popularity of silver tourism, hospitality businesses have flourished (Albayrak et al., 2016). Kaufman et al. (2006) believed that senior travelers have more discretionary time vacationing at timeshare resorts. Senior tourism as a new model of senior living provides opportunities for the development of timeshare resorts. So, it is urgent to develop an aging-friendly management system in the timeshare industry that suits the habits and aging characteristics of the elderly around the world.

Previously, although some scholars have analyzed topics related to senior tourism and resort such as different hotel attributes' impacts on senior traveling motivation (Caber, & Albayrak, 2021) and senior customers' delight and satisfaction level in the hotel (Vigolo et al., 2021), few of them have studied the relationship between the aging-friendly features of timeshare resorts and the needs of the elderly, and very limited research has considered the compatibility of senior timeshare functions with the specific needs of the elderly, such as man-made facilities, services, and the natural environment. Therefore, based on Service Enrichment for the Elderly and the Theory of the Science of Human Settlements (Han et al., 2021; Jensen, 2014), this paper aims to explore the elderly's perceptions of timeshare resorts' living environments and services to have a better understanding of the special and unique needs of the elderly. The findings of this study can be utilized for optimizing the aging-friendly management of timeshare resorts for seniors. In the meantime, it helps hoteliers and tourism practitioners to understand the actual needs of the elderly better and improve the level of humanistic care.

2. Literature Review

2.1. Elderly's Needs and Service Enrichment

Maslow's Hierarchy of Needs is a theory of humanistic science proposed by American psychologist Maslow (1943), including a five-level model of human needs, which ranks human needs in order from low to high: physiological needs, safety needs, love/belonging needs, esteem needs, and self-actualization needs, and it is usually depicted as a hierarchy within a pyramid. Maslow's Needs theory has been applied to the study of the elderly as well. For instance, Zhao & Zheng (2020) investigated that the elderly today is paying more attention to spiritual needs and life after their basic needs are met, mainly focusing on three aspects: cultural and sports entertainment, interaction needs, and self-actualization.

Figure 1. Service Enrichment for the Elderly based on Maslow's Hierarchy of Needs

Pynoos et al. (2005) developed a Service-enriched model with a special concern on the "living arrangements that include health and social services in an accessible, supportive environment." As indicated by Pynoos et al. (2005), even simple programs involving only service coordination can support and help vulnerable elderly in residential areas. Besides, Jensen (2014) further proposed an innovative needs hierarchy particularly targeted the Service Enrichment for the Elderly based on Maslow's Hierarchy of Needs (referring to figure 1). All the elements involved in this model, including "personal fulfillment," "safety, stability, and comfort," and "food, housing, and health" are designed properly.

2.2. Elderly's Needs and Human Settlements

In addition to the discussion focusing on the elderly's different needs, open green spaces with specific properties like social and serenity should also be highly considered because they can increase the mental restoration of the elderly (Qiu et al., 2021). And the theory of Human Settlement generally considers the place where human beings live together (Wu, 2001). As to the theory, the core is human, and the purpose of this theory is to build a human habitat to meet the needs of settlement. Regarding space, human settlement can be further divided into two parts: ecological green space system and artificial building system. The total range of the human settlement system consists of five elements, including nature, human beings, society, housing, and networks (Koncara et al., 2018; Mao, 2019). Therefore, systematic research based on the concept of human settlement is called ekistics, the science of human settlement (Mao, 2019).

Liaros (2020) indicated that the construction of urban settlements should start with the natural needs of human beings, including physiological needs such as food, water, and energy. Besides, human settlements and activities are affected by changes in the surrounding environment (Dong et al., 2012; Feynman, 2007). Improving the human settlement environment can have a continuously positive impact on the well-being of the residents (Zhang et al., 2022). With this concern, Han et al. (2021) combined the Human Settlement Environment Theory and Maslow's Hierarchy of Needs to evaluate the dweller's perception of their community. These previous findings support the Theory of Human Settlement as a valid model for evaluating the needs of the elderly in the timeshare industry. Therefore, according to the discussion above, the Diverse Timeshare Functions for Elderly-hierarchy Needs was proposed in figure 2 to explore the diverse functions of the timeshare sector based on the hierarchical needs of the elderly.

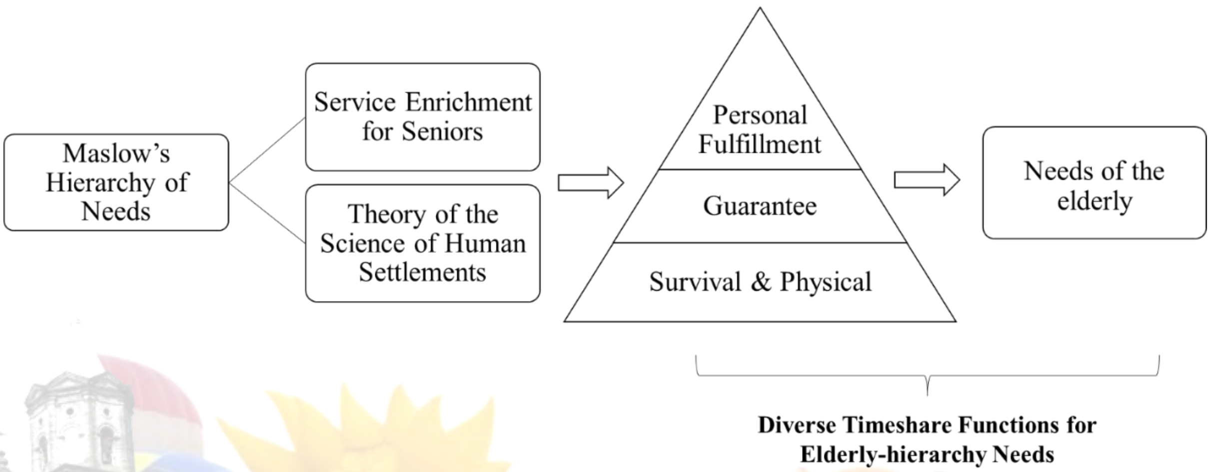

Figure 2. Proposed theoretical framework

3. Methodology

3.1. Research method

To explore the hierarchical needs of the elderly in timeshare resorts, this paper will apply the descriptive phenomenological qualitative research method. Phenomenology focuses on the real experiences that respondents go through in their lives and assists researchers in interpreting the information collected from the participants' perspectives to better understand their needs (Shen et al., 2021). Meanwhile, the one-to-one semi-structured interviews will be adopted based on the indicator systems of each level in the model Diverse Timeshare Functions for Elderly-hierarchy Needs (referring to table 1).

Table 1. Details of the diverse timeshare functions for elderly-hierarchy needs

	Hierarchy level	**Indicator system**
Diverse Timeshare Functions for Elderly-hierarchy Needs	Survival & Physical (level 1)	Timeshare catering
		Wellness center
		Intelligent facilities
		Natural environment
	Guarantee (level 2)	Central, secure entry
		On-call medical service
		Housekeeping assistance
		Transportation
	Personal Fulfilment (level 3)	Resort gathering event
		Fun and educational function
		Intellectual stimulation

3.2. Data collection

Data will be collected in a mega-city with a growing elderly population in China. According to the aim of the study and the literature research, a sample of 50 respondents will be purposefully selected. Only respondents who 1) are 65 years of age and older, 2) have traveled at least once a year, and 3) have stayed at a timeshare resort for more than one week in the past year will be selected to ensure they have a comprehensive understanding of the timeshare industry (Vigolo et al., 2021). The interview will focus on the needs of the elderly at different levels of timeshare functioning and what they perceive as inadequate aspects of the resort. In addition, timeshare managers and tourism practitioners will also be included in the interview panel.

3.3. Data analysis

With the consent of interviewees, all interviews will be archived with audiotapes. Colaizzi's seven-stage process will be applied to the subsequent analysis of the interview data (Palmisano, 2007). Audiotapes will be transferred into transcripts for line-by-line analysis. Different needs of the elderly are projected to be classified based on their characteristics, and data will be converted by the NVivo7 qualitative computer program for data management (Shen et al., 2021). Ultimately, the information obtained from the research will be used to improve the aging-friendly features of the timeshare sector and meet the diverse needs of the elderly.

4. Discussion and Conclusion

In the academic implication aspect, this paper makes an innovative change in the research framework by making a more specific and concrete treatment of Maslow's Hierarchy of Needs Theory proposed by Maslow. Besides, it incorporates Service Enrichment for the Elderly and the Theory of the Science of Human Settlements with a specific target to the elderly and meets the current social situation. This framework will serve as a reference for other scholars to better study the needs of the elderly in the timeshare industry and how to provide better services to meet their needs.

In terms of practical implications for the senior timeshare market, the research in this paper can promote innovation and form a better management service system. It contributes to stimulating the vitality of related industries and improving the professionalism of practitioners. The elderly can enjoy more services that meet their needs, which can improve their quality of life and well-being. For the government, it can help better solve the problems of the current elderly group. The timeshare industry for seniors can continue developing through policy and fiscal support to promote social harmony.

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Scaffolding Student's Ability to Manage Workplace Ethical Dilemmas using Interactive Case Study Videos

Lee, Chien Ching
Centre for Communication Skills
Singapore Institute of Technology

Ng, Lee Keng
Hospitality Business
Singapore Institute of Technology

Woo, Emily Yee Fun
Professional Officers Department
Singapore Institute of Technology

Ng, Yin Kai
Professional Officers Department
Singapore Institute of Technology

Abstract:

Ethics plays a vital role in personal and professional decision-making. However, ethical decision-making is seldom taught in the classroom. Thus, this study aimed to educate students on making ethical choices using interactive case study videos. To provide a scaffolding for academic discourse, the videos were used with theoretical frameworks to facilitate students' mindfulness about the effects of ethical choices. The pedagogical implementation was smooth due to students' familiarity with video technology and the relatable components of the chosen frameworks. This pilot study illustrated that technology-enabled pedagogy can be used to teach students about the importance of making ethical choices.

Keywords: Ethical dilemmas, Decision-making, Interactive videos, Workplace case studies

1. Introduction

1.1 Trends in the hospitality and tourism sector

The hospitality and tourism sector currently contributes to 11% of global Gross Domestic Product (Jaddoud, 2020). The industry generates direct revenue through accommodation, food and beverages and entertainment purchases, as well as indirect revenues through purchases of goods and services from suppliers. This revenue thus promotes the socio-economic growth and development of local and regional economies.

However, 37.4% of hospitality businesses are facing skilled worker shortages in the United Kingdom (BigHospitality, 2022), 60% in India (Bahadur, 2022), and 22% in Germany (Euler, 2021). The shortage of skilled labor has existed and been acknowledged by the hospitality industry even before the pandemic; the situation has exacerbated during and after the pandemic. According to the Lightspeed Global State of Hospitality Report (Escobar, 2021), 87% of companies adopted new technologies to survive, with 45% of restaurant operators planning to utilize automation technology in the next few years.

Another issue seems to have become more pressing in the hospitality industry: guests' expectations. The Lightspeed report (Escobar, 2021) noted that guests' expectations have increased compared to pre-COVID times, with 48% of respondents globally and 64% in the United States observing this trend. Seen against the projected 63.4% increase in occupancy in 2022 (EHL Insights, 2022), and a huge unskilled labor force, the hospitality industry is in for some big challenges, one of them being ethical decision-making by staff when interacting with guests.

Practitioners and academics in the hospitality sector agreed that it is open to frequent unethical practices (Knani, 2014). An ethical climate would promote manager and employee job satisfaction and customer experience, and vice versa. This climate is often set by the leadership style of employers. Minett, et al. (2009) found that older managers tend to use a personalistic ethics approach rather than a utilitarian or rule-based approach. Upchurch (1998) on the other hand, found that managers of small hotels in America, mostly operate from an egoism perspective. Employees are often not aware of the ethical climate in the organization until they have joined the firm, nor are they equipped adequately to navigate the ethical dilemmas in day-to-day operations. Thus, this paper aimed to present an interactive approach to train undergraduates and employees in ethical decision-making.

1.2 Integrated Work Study Programme

As a university of applied learning, the Singapore Institute of Technology (SIT) is committed to nurturing industry-ready talent and innovate with the industry. With the aim for graduates to "hit the ground running" when they step into the workforce, it is desirable and essential to incorporate practical hands-on sessions in suitable subjects so that students benefit from the authentic learning experience.

The Integrated Work Study Programme (IWSP) module in particular, integrates institution-based learning with structured on-the-job training. It involves working very closely with industry partners and aims to provide the undergraduates with a better understanding and expectation of what the industry is all about; to expose students to the kind of problems that they will face when they go to work.

Towards the end of the eight-month work attachment programme, there is an assessment component where the work supervisors rate the students' overall performance in terms of six skills: Learning and Work Integration, Professionalism, Communication, Problem Solving and Decision Making, Teamwork, and Adaptability.

1.3 Problems that students faced

However, in the last few years of mentoring and coaching the Hospitality Business students during their IWSP, the Module Lead and a majority of the Academic Supervisors observed that students often shared that they encountered challenges that included the making of right and ethical decisions when problems surfaced during their course of work. Through communications with the work supervisors and students, it becomes obvious that there is a need to highlight the importance of good ethical practice and equip students with critical thinking skills, so that the students can think for themselves in future.

1.4 Research gap and objectives

This paper has two related objectives. The first aim is to share how the teaching of ethical decision-making was conducted using interactive videos and theoretical frameworks on ethical decision-making. Sengupta (2019) found that simulations like that in interactive videos could help employees perform problem-solving and customer relations. The second aim is to highlight the lessons learnt through the implementation, and how improvements could be made in the future runs of teaching students to identify ethical courses of action at workplace.

These two objectives serve to address an existing research gap. While there are different reported ways of teaching ethics to university students (as outlined in the next section of literature review), there are few concrete examples that offer guidance on how to really do so (Weybrecht, 2016). This paper is an endeavour to provide an actual account of how theoretical frameworks and technological features were assimilated to teach ethics.

2. Literature Review

2.1 The teaching of ethical decision-making

Ethics are philosophical moral principles that guide a person's behaviour. In general, most people will agree that it is not acceptable to steal from others and would also likely agree that hurting someone else is unacceptable. Though there are many ethical opinions that most people share, ethics differ from person to person. This is because ethics are shaped by each person's moral code, and that moral code is shaped by cultural upbringing and surroundings, and the values individuals hold.

While ethics do play a huge role when it comes to decision-making, it is seldom taught in an intentional manner in a university setting or classroom as there is no absolute right or wrong regarding the decision made (Jeffs, 2019). However, there are still reasons for persevering in the teaching of ethical decision-making. Research conducted by Carlson and Burke (1998) found that students who employed analytical and conceptual skills to solve ethical dilemmas were more at ease with uncertainty. They developed an appreciation for limitations and perceived the usefulness of managing ethics as it affects organisational culture. MacDonald (2014) further argued that teaching students ethics would introduce them to faulty rationalisation and encourage them to debate about different viewpoints, thus helping them to develop critical thinking skills and prepare for success post-graduation.

Universities have employed different ways to teach ethics. Three examples will be outlined in this section. The first example is that of Capsim (2011) who introduced *Ethics Plug-in*, a business simulation software that consists of vignettes that deal with everyday business ethical dilemmas requiring students to make decisions. The students also see how their decisions affect the company for the remainder of the simulation. For the second example, the Edmond J. Safra Center for Ethics Harvard (2017) employed game design principles to teach ethics in a situated context so that students can bridge theory and real situations and exercise their reasoning and decision-making skills in a fun way. Last but not least, there is *Ethics Unwrapped*, a series of case studies developed by the McCombs School of Business of the University of Texas (2022) has a huge catalogue of work ethical dilemmas using discussion questions, videos and a bibliography for further reading. Some of these strategies, however, are expensive and might not be available to institutions or faculty interested in incorporating the teaching of ethics in their curriculum. Furthermore, curriculum time is tight, and students are often not willing to spend time going through materials regarding ethics independently, especially when it is not a module per se or related to a graded assignment.

For this project, the adopted strategy was to teach ethics using interactive videos which are inexpensive to produce, taught in a blended learning mode, within a tight time frame of three hours. Two frameworks which are culture-neutral were utilised to guide the discussion on ethical dilemmas in the classroom.

2.2 Theoretical frameworks in ethical decision-making

There are many frameworks for ethical decision-making appropriate for use in small scale interpersonal scenarios. Among many, Kotalik et al.'s (2014) framework aligned with the mission, vision, and values of an institution. The Markula Center for Applied Ethics (2022) and Brown University (2022) have a framework that revolve around identifying the ethical issues, getting the facts, evaluating the options, choosing an option and testing it, implementing the decision, and eventually reflecting on the outcome.

Kallet's (2014) critical thinking process is like the latter two frameworks above but more condensed as it consists of only three steps: *Clarity, Conclusion* and *Decision*. *Clarity* refers to spending the time to develop a clear definition of a problem. *Conclusion* refers to making a decision based on multiple solutions explored while *Decision* refers to taking action on the decision made. Kallet's process was used for this specific study as it was easier for both students and faculty to remember, and the processes were typical of problem-solving and decision-making processes.

In addition, Sherfield and Moody's (2013) framework was chosen to add another layer of guidance for the students. The framework consists of six components or questions that students should ask themselves when faced with choices, namely: Law (Is it legal?), Fairness (Is it fair?), Conscience (Can I live with my decisions?), Time (Is this decision in my long-term best interest?), Pride (Could I tell somebody about it?); and Publicity (How would I feel if this showed up on the front page of the newspaper?). This framework forces students to think of the long-term implications of their actions to their reputations instead of just opting for a quick fix to challenges.

The conceptual framework for this study, as adapted from Kallet's (2014) and Sherfield and Moody's (2013) frameworks are shown in Figure 1.

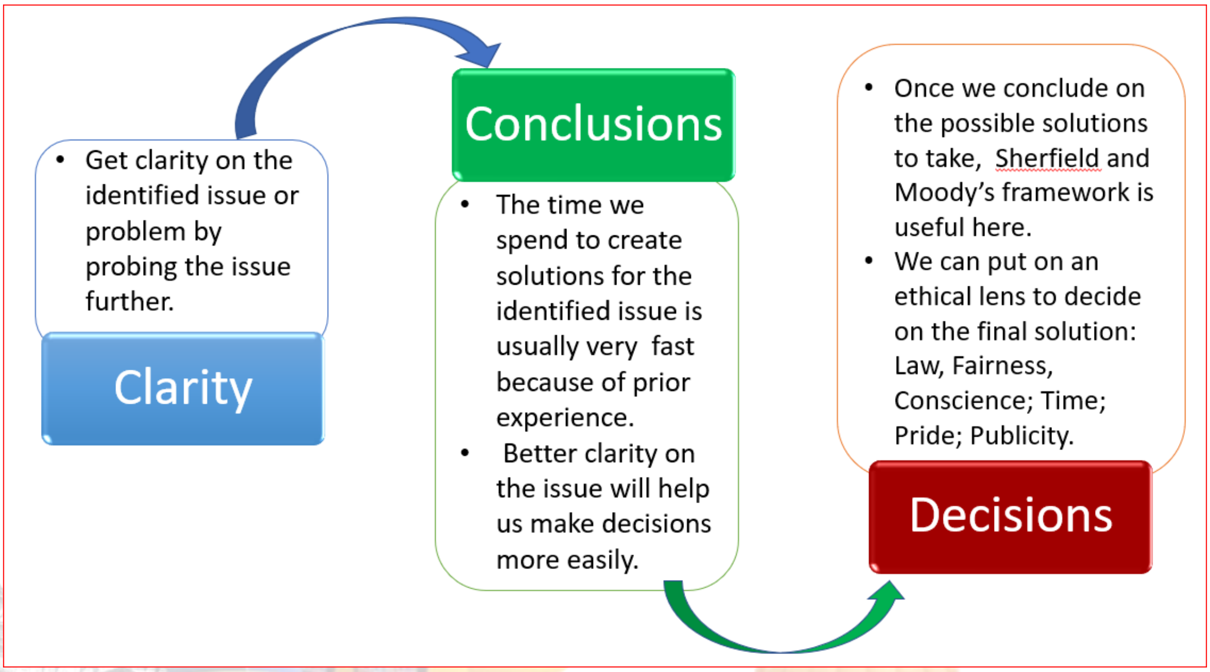

Figure 1. Conceptual framework for this study, adapted from Kallet's (2014) and Sherfield and Moody's (2013) frameworks.

3. Methodology

3.1 Pedagogical tools
To educate students about ethical decision-making, videos of actual case studies were used as teaching tools in a facilitated lesson setting. The pedagogical method was influenced by reasons that are outlined below.

3.1.1 Videos
The videos are in the format of interactive animated storylines instead of live acting scenes because it was found that learning activities that contain elements of fun help reduce learning anxiety to produce results (Temelkova, 2018). According to neuroscience, fun experiences increase the levels of dopamine, endorphins, and oxygen – all of which promote learning in students across ages (Willis, 2006).

3.1.2 Case studies
It was purported that teaching with case studies can let students be actively engaged to recall and apply theoretical principles through the examples. This in turn enables them to develop their analytical skills, judgment and decision-making in complex, ambiguous situations (Boston University Center for Teaching and Learning, n.d.; Nohria, 2021).

3.2 Production of case study videos
For this project, five videos were created in collaboration with the media production team from the university's Centre for Learning Environment and Assessment Development. The entire process took nearly a year from May 2021 till April 2022.

The duration was considerable as it comprised sequential steps including scenario finalisation, planning of junctures for ethical decision-making, dialogue scripting, animation rendering, voice-over recording, etc. Eventually, five videos were produced with a key commonality: there were junctures that require students to choose between decision options.

A sample script conversion to speech path for the media developer to design the interactivity in the video for the actual production is shown in Figures 2 and 3 respectively. The case study was on ethical decision-making in procurement.

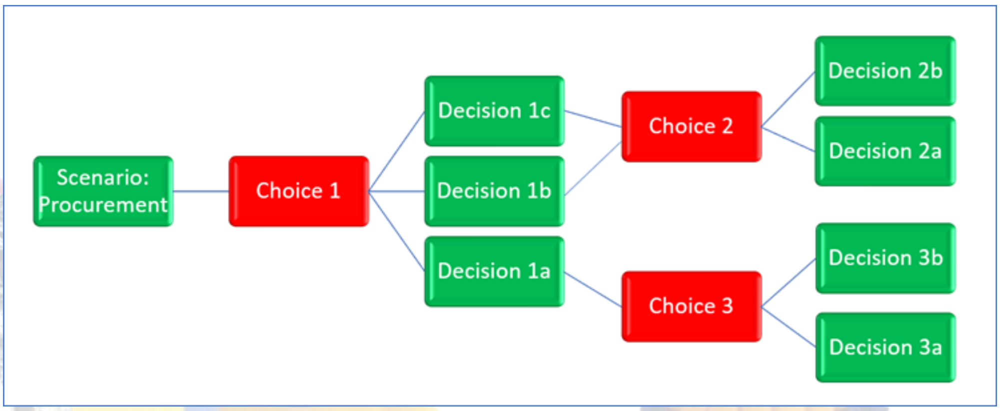

Figure 2. An extracted example of how interactivity was designed in the video via speech paths.

3.4 Lesson implementation

The implementation of the video case studies took place on 19 August 2022. It was a back-to-campus day that occurred during students' eight-month-long industry attachment. The lesson consisted of inter-related stages that had a 'before-and-after' experimental element.

3.4.1 Sampling

Using a non-probability convenience sampling plan, the sample unit comprised of 148 Hospitality Business students. They constituted the entire cohort of final-year students for the degree programme. The students were into the fifth month of their eight-month-long work attachment. The implementation took place on 19 August 2022 during one of their back-to-campus days, lasting about 3 hours with 15 minutes break in-between.

Figure 3. One of the decisions that students needed to make in a case study video.

This was their first formal and intentional exposure to an ethics and critical thinking workshop in their program. It was felt that by then, students would have sufficient exposure to the workplace, and experienced ethical dilemmas themselves. Thus, they would be able to appreciate and relate to the case studies presented in the interactive videos and engage in deeper discussions based on both frameworks.

3.4.2 Lesson plan

The lesson consisted of inter-related stages that had a 'before-and-after' experimental element. In stage one, students read case study #1 and were asked to indicate if the manager / staff was right or wrong, etc. Students were also asked to indicate in what ways they could relate to case study #1 via a survey (the results are not reported in this paper).

After that, students were introduced to the topic of critical thinking. The lesson content pivoted on the theoretical frameworks by Sherfield and Moody (2013) as well as Kallet (2014) that were mentioned in section 2.2 of literature review.

In stage two, the students were distributed into smaller break-up group size of about 30 each. Each group proceeded to an allocated room to view video clips for case studies #2 and #3. During the viewing, they had to individually choose decisions that were embedded in the clips. After viewing case study #2, the students participated in facilitated discussions using Kallet's (2014) framework which was similar to the problem-solving process. After viewing case study #3, they discussed the case using both frameworks.

At the end of the session, students re-read case study #1 and answered the same questions that were asked earlier in stage one. The repeated use of the same questions was to find out if there were changes in students' decisions after the topic of ethical decision-making was explicated and discussed. The lesson plan is depicted in Figure 4 below.

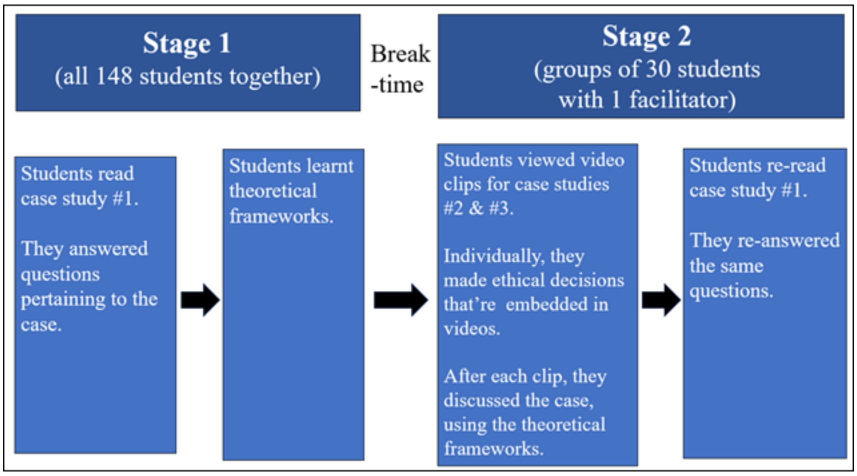

Figure 4. Steps in the lesson plan

3.5 Post-lesson data analysis

As it was a pilot study, the four tutors (i.e., the research team) gathered to discuss their observations regarding the impact of the interactive videos on the students' ethical decision-making skills. The discussion focused on each tutor presenting their class observations by rotation before common themes were identified. These themes were then discussed further and rationalised

4. Results

One common theme was a large majority of students already gave the ethically correct answers even in stage one. After the facilitated discussions, it was noted that the students were able to give more informed answers in stage two, using the two frameworks as references. At the end of the entire lesson, almost all the students indicated that the three case studies had taught them to be more thoughtful about their actions and decisions that can impact the industry attachment companies as well as the university.

Another common theme was that during the facilitated session between the two stages, students' verbal responses were observed to be coherent and logical. The outcome did appear much more positive than what the four tutors had anticipated. There might be a couple of possible reasons for such a phenomenon. The first possibility was due to social desirability effect that influenced students to choose and verbalise responses that were expected of them in a communal setting. The second

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possibility might be that most of the students are already practising ethical decision-making in their daily lives. After all, when asked about the factors that influenced their responses, the most frequently cited reasons were their upbringing and prior encounters. The students also mentioned that the frameworks have given them a structure to frame their decision-making process, specifically in making ethical decisions.

5. Discussion and Conclusion

5.1. Discussion and implications

This study aimed to share how the interactive video approach was used to teach ethical decision-making skills. The research team's observations showed that this is a promising approach as students could use the ethical frameworks taught and apply them in their decision-making. Students also mentioned that through this application of the frameworks, they have become more aware of how to make ethical decisions. This might have been facilitated by the lesser number of steps: while the Markula Center for Applied Ethics (2022) and Brown University (2022) framework consist of seven steps, the chosen Kallet's (2014) framework for this study comprises only three steps, thus making it easier to remember. Furthermore, while Kotalik et al.'s (2014) framework was institution-focused, the chosen Sherfield and Moody's (2013) framework for this project features six components that were often imbibed into the students by their parents, thus making it easier for students to relate to. Overall, it was easier to get buy-in from the students to apply the two frameworks when making decisions presented in the interactive videos.

The use of the interactive video case study approach carries several academic and industrial implications. Academically, we observed that students could make decisions easily when prompted to do so in the video for case study #1. This reflected the typical way they made decisions. However, when they had to apply Kallet's (2014) and Sherfield and Moody's (2013) frameworks for case studies #2 and #3, they struggled to make decisions as now they needed to consider the ethical consequences of their decisions. Furthermore, the students came from different cultural backgrounds, and beliefs. Thus, the facilitation had to be conducted in a sensitive manner. Both frameworks introduced were neutral – one focusing on the problem-solving process and the other on six common values that were typically held by many students. Thus, there was less resistance to the use of both frameworks. In fact, both tutors and students felt that the frameworks enabled systematic discussion of the case studies. Tutors could thus consider incorporating interactive videos and theoretical frameworks in the teaching of ethical decision-making. Other approaches that could be considered include the use of simulation or virtual reality.

The utilization of interactive videos and theoretical frameworks to teach ethical decision-making can result in positive industrial implications, including improved decision-making skills by students during their work attachment. Organizations could also consider this approach in their onboarding process of new employees. New employees might not know how to identify or manage ethical situations as they are new to the work environment. Rather than take the reactive approach in solving ethical lapses, organizations could use this proactive approach to inform employees about common ethical scenarios they could face and how to resolve them. This approach is scalable and could be attempted by the employee 24/7 multiple times without disrupting their work and bring long-term benefits to the organization.

5.2. Conclusion

Equipping students with ethical frameworks and critical thinking skills empower them to be able to think for themselves and make the right choice in the future, especially during difficult situations. However, ethics is seldom taught in an intentional manner in a classroom setting, despite the major role that it plays in personal and professional settings. Therefore, it is hoped that the approach presented in this paper will encourage tutors to teach students ethical decision-making in their curriculum so that students will become more confident and ethical when making difficult or challenging choices. This pilot study has also provided justifications for the research team to proceed with an actual experiment to determine quantitatively the level of improvement in students' ethical decision-making. The team hopes to present these results in the future.

5.3. Limitations of this study and suggestions for future studies

For future lesson implementation, there were limitations that need some re-thinking and planning. One limitation was the short three-hour duration that might have permitted more in-depth reflections and discussions. Another limitation was the small number of tutors-facilitators for the considerable group size of about 30 students in each break-out room. In such large groups, one corollary is that the more vocal students would dominate the conversation and drown out the quieter ones. A smaller group size may be more conducive to learning as it ensures that more students can contribute and voice their thoughts.

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Improving Visitors' Loyalty Intentions for Destinations with Bothersome Micro-Trading Issues

Singh, Shweta
White Lodging JW Marriott Jnr School of Hospitality and Tourism Management
Purdue University

Nicely, Annmarie
White Lodging JW Marriott Jnr School of Hospitality and Tourism Management
Purdue University

Abstract:

The primary goal of the study was to determine-image-related moderators of the relationship between bothersome micro-trading (BMT) visitors' experience at a destination and their intention to return to (RETURN) and recommend a destination to others (RECOMMEND). For the study, the research team analyzed 323 surveys on the Dominican Republic (DR) using moderated hierarchical regression analyses. One finding the team noted was the importance of visitors liking the people of the DR as it weakened the negative relationship between BMT and RECOMMEND.

Keywords: Tourist harassment, informal trading, destination image, Dominican Republic

1. Introduction

Tourist harassment is an undesired behavior directed towards travelers by persons at destinations. Trader harassment (TH) is one form of tourist harassment (de Albuquerque & McElroy, 2001). It is an undesired selling behavior directed toward travelers by micro-traders (such as craft traders, street performers, etc.) at destinations (Ngo & Nicely, 2021). While bothersome micro-trading (BMT) is a form of TH. It is hassling and annoying selling behaviors by micro-entrepreneurs when interacting with visitors.

Before the present study, there was a conflict in the scholarly literature on the effect of tourist harassment on visitors' loyalty intention toward a destination. Two (Henthorne et al., 2013; Kozak, 2007) and three studies (Alrawadieh et al., 2019; Chepkwony & Kangogo, 2013; Skipper, 2009) concluded a negative and no effect, respectively. So, in 2019 researchers conducted a qualitative study looking at the thoughts of visitors who reported experiencing intense TH but had positive loyalty intentions toward the destination (Nicely & Morrison, 2019). Seven destination-image-related reasons emerged from that study. They thought the destination was *beautiful and attractive* (Beautiful/Attractive); *enjoyable and fun* (Enjoyable/Fun); *unique, interesting, and amazing* (Unique/Interesting); and *history and culture rich* (RichHistory/Culture). As well because they *liked the locals* at the destination (PeopleLikeable), thought they could *access micro-traders who do not haras*s visitors (AccessToTraders); and *had connections at the destination* (PersonalConnection) (Nicely & Morrison, 2019). The goal of the present study was to explore the veracity of the findings of this earlier study (Nicely & Morrison, 2019) by looking at the popular tourist destination, the Dominican Republic (DR), and the most common type of tourist harassment reported at destinations, BMT (Skipper, 2009).

The research team wanted to know the following. First, of the seven destination-image-related factors

HOST & PARTNERS

(DIRF) above, which would be significant predictors of visitors' intention to both return to (RETURN) and recommend the DR to others (RECOMMEND) when certain features of the visitors' demographic profile and the intensity of the BMT they experienced are accounted for and held constant. Second, and most importantly, of the same seven DIRFs, which would strengthen or weaken the relationship between BMT and both RETURN and RECOMMEND.

The study was important as it was the first known to quantitatively determine factors that could weaken the negative relationship between tourist harassment and visitors' loyalty intention toward a destination. Also, the findings of the study could assist tourism practitioners in crafting appropriate strategies that would reduce the negative effect of BMT and visitors' loyalty intentions toward their destinations.

2. Literature Review

Destination image is "the sum of beliefs and impressions that a person has of a destination" (Chiu et al., 2014, p. 877). Some researchers believe that a strong overall positive destination image can reduce the negative effects of bad incidences that occur at a destination (Breitsohl & Garrod, 2016; Kim & Cameron, 2011; Utz et al., 2013). However, what was unclear are the aspects of a destination's image that are most important in such negative situations.

3. Methodology

To achieve the goals of the study, the research team performed a four-step moderated hierarchical regression analysis. Hence, the team conducted a quantitative study since a previous team attempted a qualitative enquiry prior (Nicely & Morrison, 2019). Since the present study was exploratory, the team used the online survey panel platform, Amazon Mechanical Turk (Amazon M-Turk) to collect the study's data.

The target population for the study was people 18 years and older, who were harassed by a micro-trader while on vacation in the DR during the period 2016 and 2019. The team gathered the study's data from Amazon M-Turk in November 2019. The team used 42 questions to get the data needed on the respondents' demographic background; TH experience, in general; BMT experience, in particular; as well as on the DIRF the focus of the study, their RETURN, and RECOMMEND. For the following group of constructs BMT, DIRF, and loyalty intentions, the team used an 11-point continuous scale where "0" was *strongly disagree*d and "10" *strongly agree*. However, for the DIRF construct, PersonalConnection, the team used a dichotomous measure where "0" was the respondent did not know anyone at the destination before their visit and "1" was they knew someone at the destination before their visit. The team used the Statistical Package for Social Sciences to perform the data analysis.

4. Results

For the study, the team analyzed 323 completed surveys. The team found the sub-measures for BMT and the various DIRF and loyalty intention measures were reliable determinants of those constructs. The constructs' Cronbach alphas ranged from 0.78 to 0.92. The minimum required for internal consistency was 0.70. Due to multicollinearity concerns, the team merged Beautiful/Attractive and Enjoyable/Fun to create a single DIRF construct, Beautiful/Enjoyable.

For RETURN, four predictors emerged when BMT and features of the respondents' demographic background were statistically controlled (i.e., gender, education, income, previous visit, and visitor type (domestic versus international)). They were PersonalConnection, Beautiful/Enjoyable, PeopleLikeable, and AccessToTraders. When each increased, RETURN increased significantly. The team found no significant moderators of the relationship between BMT and RETURN.

For RECOMMEND, three predictors emerged when the team statistically controlled BMT and the same features of the respondents' demographic background. They were Enjoyable/Beautiful, PeopleLikeable, and AccessToTraders. When each increased, RECOMMEND increased significantly. However, the team found two significant moderators of the relationship between BMT and RECOMMEND. They were PeopleLikeable and RichHistory/Culture. However, the former weakened the negative relationship between BMT and RECOMMEND, while the latter strengthened the negative relationship between the two constructs.

5. Discussion and Conclusion

Therefore, of the seven potential moderators of the relationship between BMT and RETURN and RECOMMEND identified by Nicely and Morrison (2019), only one held true, PeopleLikeable. So, one recommendation for tourism practitioners, where BMT is an issue, is to take steps to ensure positive visitor/local relations at their destinations. Two possible consequences of the present study are other studies looking at moderators of the relationship between BMT and visitors' loyalty intentions, and the application of "new" approaches to reducing the negative effects of BMT on destinations.

One limitation of the study was the non-probability sample used. So, the next step would be to confirm the findings of the present study through further research.

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Thriving together: Exploring the role of servant leadership and its impact on individual and group performance

Jung, Hyojung (Julie)
Department of Hospitality and Retail Management
Texas Tech University

Koo, Bonhak
Department of Hospitality and Retail Management
Texas Tech University

Abstract:

With a fast-growing and service-oriented nature, retaining talented employees with high performance can be critical to the success of hospitality organizations. In this study, we will adopt quantitative research to investigate the role of servant leadership and its impact on thriving at work and individual and team-level performances. The study's findings will demonstrate why and how employees' thriving at work improves employees' in-role and team performances, which contributes to firms' overall competitive position in the hospitality industry.

Keywords: Servant leadership, thriving at work, organizational commitment, perceived team Performance, in-role performance

1. Introduction

With a fast-growing and service-oriented nature, retaining talented employees with high service performance can be critical to the success of hospitality organizations. Such organizations can shape better employee performance by developing employees' feelings of vitality and experiencing learning, namely thriving at work (Porath et al., 2012). Employees' thriving is an essential indicator of whether individuals proactively and continuously expand their work functions and effectiveness, consequently improving their performances (Spreitzer & Porath, 2014). Affected by servant leadership, intrinsically motivated employees thrive more, enhancing their task performance, while an inclusive and ethical work climate can improve team-level performance (e.g., trust, mutual respect, and knowledge sharing) (Walumbwa et al., 2017). Despite the notion of the importance of employees' thriving, there is a dearth of understanding of how employees' thriving influences individual and group performances. Considering the impacts of other leadership on thriving (e.g., transformational and authentic leadership), the significant effects of servant leadership on employees' thriving within the service-oriented work contexts are also substantially overlooked. Hence, this study aims to investigate the effect of thriving at work on individual and team-level performances and the antecedent effect of servant leadership on thriving at work.

2. Literature Review

2.1. Thriving at work

Thriving at work is a critical notion of employees' psychological state, experiencing a simultaneously conjoining feeling of learning and vitality at work (Spreitzer et al., 2005). During diverse social interactions, learning is generated and grown by communicating with others (e.g., managers and co-workers) and monitoring others' working processes, while employees within the unit feel enlivened through interrelationships with them (Spreitzer et al., 2005). Organizations captured various benefits of employees' thriving, such as lessening employees' disengagement, burnout, absenteeism, and turnover intention, while thriving employees tend to experience higher job satisfaction, career satisfaction, or organizational commitment, thus engendering the firms' performances positively (Chang & Busser, 2019; Gerbasi et al., 2015; Harter, 2021). Employees are more motivated to thrive as contextual conditions are supportive, such as offering autonomous decision-making, information sharing, a climate of trust/respect, and feedback (Spreitzer & Porath, 2014). Servant leadership may act as a driving engine to cultivate such conditions, influencing unit-level and individual-level performances.

2.2. The effect of servant leadership on unit-level and individual-level thriving at work

Servant leadership represents leadership in which a leader's central concerns are placed first, not on oneself but others, especially the follower's development, and well-being; then, followed by the organization's success (van Dierendonck, 2011). Servant-leaders share authority in decision-making and information to advance employees' expertise. They also give employees positive and suggestive feedback to see the employees' professional growth. Cultivating a work climate of trust and mutual respect is an essential effort of servant leadership (Bavik, 2019).

Servant leadership encompasses empowering, empathizing, transferring knowledge, giving feedback, developing expertise, and enabling employees' self-growth and success (Liden et al., 2014). The authors argued that such leadership, moreover, provides an ethical work environment that stimulates group members' mutual support and group identity. Servant leaders motivate the members actively engage in interdependent tasks by appreciating others' constructive ideas and exchanging skills and knowledge (Xu & Wang, 2020). Servant leadership, thus, enables to fostering of collective thriving at work. Employees with feelings of support and acceptance from in-group members, becoming more energetic and achieving professional learning tend to involve in affective commitment to the organizations, which impacts team performance positively (Walumbwa et al., 2010).

Individual employees' senses of autonomous motivation (autonomy, competence, and relatedness) are fulfilled by proximal external factors, such as leadership (Spreitzer & Porath, 2014). Servant leaders' empowerment supports employees' need for autonomy, while employees' feelings of proficiency and efficacy, namely competence, are strengthened by such leaders' developmental support (Liden et al., 2014). Employees' feelings of relatedness are magnified by servant leaders' behaviors, such as accepting interpersonal differences and providing trust and respectful work climates (Gotsis & Grimani, 2016). Servant leadership provokes employees to thrive, leading to employees' emotional bonding and higher identification with their organization, called affective commitment (Walumbwa et al., 2017). Consequently, feelings of attachment and congruence between selves and organizations allow employee striving their in-role performance (Casimir et al., 2014). Accordingly, this study posits the following hypotheses:

H1. Servant leadership is positively related to collective thriving at work.
H2. Collective thriving at work is positively related to collective affective organizational commitment.
H3. Collective affective organizational commitment is positively related to perceived team performance.
H4. Servant leadership is positively related to individual thriving at work.

H5. Individual thriving at work is positively related to affective organizational commitment.
H6. Affective organizational commitment is positively related to in-role performance.

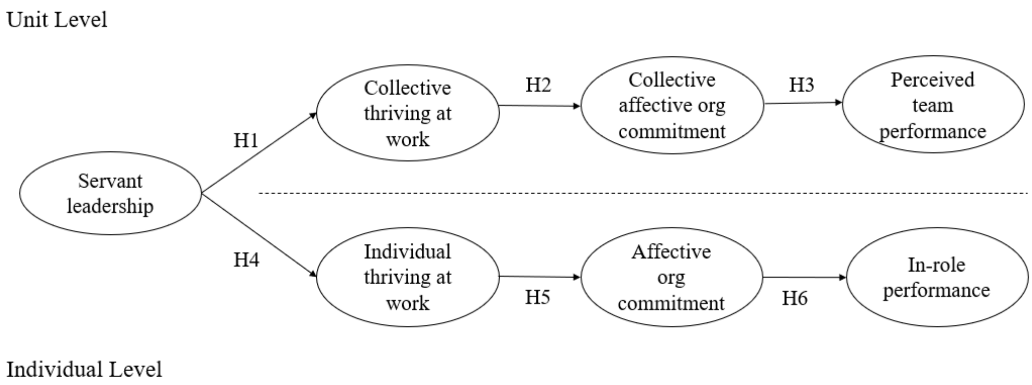

Figure 1. Proposed research model

3. Methodology

This study is designed as quantitative research adopting a convenience sampling technique. Approximately 300 responses from full-time employees who currently work in the hospitality and tourism industries in the United States will be collected using Qualtrics, an online panel survey platform. Measurement scales of all constructs will be adopted from existing literature. Basic demographic information (e.g., gender, age, business type, and team size) will be collected to prevent the likelihood of erroneous inferences due to the confounding effects of control variables. Multi-level structural equation modeling using MPLUS (v. 8.8) (Muthén & Muthén, 2017) will be conducted to validate the proposed model (Figure 1).

4. Expected Implications

The study's findings will demonstrate why and how employees' thriving at work improves employees' in-role performance and team performance, which contribute to firms' overall competitive position in the hospitality industry. Empirical evidence of the current study will advance the understanding of the fundamental role of thriving at work that explains the linkage between servant leadership and employees' affective commitment. Lastly, this study will expand the theoretical framework of the model of human growth at work, adding the value of affective commitment, which deepens the insight into how thriving employees endeavor to perform at the workplace. The study outcomes will also offer meaningful suggestions for industry leaders. Organizations' efforts to enrich employees' self-development/enhancement will be worthwhile to invest in for accomplishing the firms' long-term success. Leaders' unique attributes based on "the servant as leader" mindset is essential to nourish employees thriving at work.

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Understanding Genuine Hospitality Now and in the New Normal: A Grounded Theory Approach in Defining Filipino Hospitality

Goopio, Joselyn
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Cheung, Catherine
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Abstract:

With the advent of travel, tourism, and the commercialization and digitalization of hospitality services, the meaning of genuine hospitality or hospitableness is disputed. Likewise, the existence of genuine hospitality in commercial hospitality settings has been debated for years. This study examines the existence of genuine hospitality in hotels and explores its meaning within the framework of the hospitality culture in the Philippines. Employing the grounded theory approach, participants defined Filipino hospitality by affirming the existence of hospitality culture, comparing it with other cultures, characterizing hospitableness, and describing the motives of hospitality including delighting, caring, building relationships, and treating guests like family. The underlying dimensions and causal conditions are expounded. Theoretical and practical implications are presented.

Keywords: Genuine Hospitality, Culture, Hospitableness, Commercial Hospitality, Filipino, Philippines

Influence of Demographics, Capability, and Opportunity on the Research Motivation of Joji Ilagan International Schools Faculty: A Hierarchical Regression Analysis

Dalagan, Juninah D.
International Management School (IMS),
Joji Ilagan International Schools

Ligan, Victoria O.
International Management School (IMS),
Joji Ilagan International Schools

Abstract:

Schools have tri-functions, namely instruction, research, and extension. Of these three, research is the most difficult to fulfill. With this premise, the investigator wanted to examine the factors that motivate employees to conduct research. Authors have conducted studies on this topic; however, the researcher has not found a study on research motivation with demographics, research capability, and the opportunity to do research as the explanatory variables using hierarchical regression analysis. Therefore, this research intended to determine the significance of the relationship between employees' research capability, opportunity, and motivation to do research in a hierarchical regression analysis model. The complete enumeration sampling method has gathered thirty-seven employees from the teaching and non-teaching personnel of Joji Ilagan International Schools (JIIS). They responded to a survey. Demographics showed that most respondents were female (21 or 56.8%), and 17 or 45.9% worked at the College of Business and Tourism (CBT) for three to six years. Also, the majority came from the academic department (21 or 56.8%). Data analysis showed that the respondents' research capability was low (M=2.08; SD=0.60), and the opportunity to do research was moderate (M=3.35; SD=0.64). However, their research motivation was high (M=3.50; SD=0.78). The correlation test revealed that of the three explanatory variables, only the association between opportunity and motivation was significant (p=0.010). The multiple regression analysis bared the predictive capability of opportunity to do research at 6.6% only. Subsequently, the hierarchical regression model revealed that adding research opportunity to research capability has significantly influenced the respondents' research motivation by 18.4%. The result revealed that 81.6% of the research motivation predictors are outside the purview of this study. The findings have inferences for the institution's strategic plan, including research grants, funding, scheduling, and incentives. Thus, the study recommends increasing the capability of the faculty and non-teaching personnel to do research through training, exposure to research conferences, and other capacity-building activities. Furthermore, the findings strongly recommend that the school allow faculty members to research, especially by giving them the time to do so with incentives to motivate them to embark on a research undertaking.

Keywords: hierarchical regression analysis model, demographics, research capability, the opportunity to do research, research motivation, Joji Ilagan International Schools, Philippines

1. Introduction

College and university professors face challenges in producing and publishing scientific research because of time constraints due to teaching overload, low salaries, and fewer research opportunities, resulting in demotivation (Fawzi & Al-Hattami, 2017; Kızıltepe, 2008). Research productivity is dependent on intrinsic motivation, determination, and self-efficacy. Low productivity can diminish the quality and quantity of research output. Therefore, researchers must learn how to foster intrinsic motivation, proactivity, and self-efficacy to increase productivity and field advancement (Kusurkar et al., 2011; Waterson, 2014; Chen et al., 2001). Moreover, incentives motivate employees to conduct research, and inadequate incentives may result in poor research performance (Jessani et al., 2020; Smart, 2009). A mail survey revealed that other external and internal rewards motivate the incentive to publish for promotion. Pay raises are the best (Tien, 2008).

Research motivation increases and improves research performance. However, teacher motivation depends on the availability of research opportunities and the teachers' capacity to engage in such endeavors. Currently, educational institutions continue to pursue the objective of enhancing research performance. The purpose of conducting this study is congruent with such a pursuit by educational institutions to explore the research gap on this topic. This study aimed to determine the significance of the relationship between employees' research capability, opportunity, and motivation to do research. Specifically, it aimed to:

1. Describe the demographic profile of the respondents;
2. Assess the levels of capability of teachers to do research;
3. Assess the level of opportunity to do research;
4. Measure the level of motivation to do research;
5. Determine the significance of the relationship between the capability, the opportunity, and the motivation to do research; and
6. Determine the significant influence of the independent variables on the motivation to do research in a hierarchical regression analysis.

Hypotheses
Ho1: The correlation between the capability, opportunity, and motivation to conduct research is not significant.
Ho2: The influence of the independent variables on the motivation to do research is not significant.

2. Literature Review

2.1. Research Capability
Research capability is the capacity to conduct research effectively and efficiently. It involves having the skills, resources, and knowledge necessary to plan, execute, and evaluate research initiatives. Caingcoy (2020) defined research capability as the capacity to conduct high-quality research in a specialized field. His study found that research ability declines as instructors age and accumulate service years. Perez et al. (2022) emphasized the significance of comprehending faculty members' capacity for research and the need for research to inform policy and practice. Teacher educators can evaluate their programs critically and develop high-quality, research-based skills for teaching all students equally, which can increase faculty members' capacity to engage in research and promote the development of culturally sensitive teaching practices. Besides, Lomotos et al. (2019) identified the factors associated with teachers' capacity for research, such as attitude, motivation, mentoring, and action plan development skills.

Strong research capabilities allow individuals and organizations to solve problems, generate new ideas, and make better decisions (Rosowsky, 2022). Consequently, the effectiveness of a university's research helps define its "brand" on the national and international market, influencing everything from student recruitment to faculty retention. Jalal (2020) claimed that research productivity significantly impacts the growth of academic research capacities among researchers, impacting innovation and teaching quality. Additionally, institutions can utilize research productivity to evaluate proposals, motivate and recognize researchers, and award prizes for outstanding research. Therefore, it is timely that the Department of Education has institutionalized research capability, as it has attracted significant interest among academics and practitioners (Caingcoy, 2020).

Teachers need to build solid research capability for several reasons. Firstly, research allows teachers to stay up-to-date with the latest developments in their field, which is essential for effective teaching. By staying informed about the latest research, teachers can ensure they provide their students with the most accurate and relevant information. Secondly, research helps teachers develop new teaching strategies and techniques based on evidence rather than assumptions. Also, by conducting research, teachers can identify what works and does not work in the classroom and use this information to improve their teaching methods. Thirdly, research helps teachers to evaluate their teaching effectiveness. By collecting data on student learning outcomes, teachers can assess the impact of their teaching and make adjustments as needed. Overall, building a solid research capability is essential for teachers who want to provide the best possible education for their students (Jalal, 2020; Perez et al., 2022; Rosowsky, 2022).

2.2. Research Opportunity

Research offers opportunities to investigate new ideas and concepts, produce knowledge, and address complex problems. According to Petre (2010), conducting research offers numerous opportunities for personal and professional development, such as developing one's critical thinking skills, learning how to work independently, and building a network of connections within the industry. Several variables, including the institution, the faculty member's workload and teaching load, and the nature of their research, can influence the opportunity and availability to participate in research activities. Moreover, Norcross (2021) acknowledged that students could identify potential professors to work with collaboratively and complete a learning contract, allowing faculty members to engage in research and mentor the next generation of researchers.

Further, research culture comprises community behaviors, values, expectations, attitudes, and norms. It influences who conducts research, the research type, and the means to disseminate findings. A supportive research culture can allow faculty members to join research activities and foster community and collaboration (University of Aberdeen, 2023). Furthermore, Baker (2020) suggested that formal digital communities can be established on college campuses so that professors can exchange ideas, pose questions, share resources, and seek advice. Such a forum could be led by an academic Dean or the person in charge of faculty development, providing opportunities for faculty members to engage in research and collaborate with colleagues.

Lastly, reduced teaching loads, increased research funds, and collaboration can increase research output (Jalal, 2020). Research can enhance teaching by introducing new topics and methodologies (Marsh & Hattie, 2002). Also, creating conditions that promote student success in college is crucial for research productivity (Kuh et al., 2006). A survey of faculty members revealed that reducing teaching burdens and increasing research funding were among the top suggestions for enhancing research outputs (Smith et al., 2008). A study on research productivity from a life-cycle perspective indicates that collaboration and support can sustain research productivity (Centre for Global Higher Education, 2022).

2.3. Research Motivation

Many faculty members were attracted to research because it could benefit society. Whether their work is predominantly theoretical or aimed at direct application, they firmly believe it matters to the larger world. As a result, recognizing faculty members in their research endeavors can inspire them to engage in research activities and foster a sense of community and collaboration (Lundquist, 2016). Sondari et al. (2016) created a framework for research motivation based on a literature review synthesis procedure. The framework includes six dimensions: achievement, enjoyment, the work itself, social influence, personal growth, and external factors. These factors can impact faculty members' opportunities to engage in research activities.

On the one hand, motivation is essential for faculty participation in research activities. Cook and Artino Jr. (2016) define intrinsic motivation as the desire to do something because it is exciting or gratifying. It motivates individuals to act solely out of curiosity or a desire for mastery. It is the desire to engage in an activity for its own sake because it is fascinating and enjoyable or contributes to accomplishing a goal (National Academies of Sciences, Engineering, and Medicine, 2018). Although rewards and recognition have a positive and significant impact on employee motivation (Manzoor et al., 2021), intrinsic motivation refers to engaging in an activity for its own sake, deriving satisfaction from the activity itself as opposed to external rewards such as money or recognition (Cherry, 2022; Neuhaus, 2021). Consequently, understanding intrinsic motivation is essential for promoting engagement and enjoyment in learning activities, and it can assist individuals in finding meaning and purpose in their work and personal lives (Neuhaus, 2021).

On the other hand, extrinsic motivation refers to the desire to engage in an activity to obtain external rewards or avoid punishments (Brown, 2023; Cherry, 2022a). These rewards can be tangible, such as money or grades, or nebulous, such as praise or recognition, according to Cherry (2022a). It emphasizes external incentives over the enjoyment or gratification of the activity itself. Extrinsic motivation contrasts with intrinsic motivation, fueled by personal satisfaction and a sense of accomplishment. According to Lubart (1994), extrinsic motivation can be a powerful instrument for encouraging behavior change or promoting engagement in particular activities, but it can also have adverse effects, such as diminishing intrinsic motivation and creativity. Understanding the role of extrinsic motivation in behavior can therefore assist individuals and organizations in designing effective incentive systems and promoting participation in activities essential for personal and professional development (Kubala & Rice, 2021).

Factors contributing to teachers' motivation to conduct research include professional development, curiosity and interest, career advancement, and contributing to the field. For example, teachers are motivated to research as it helps them to enhance their knowledge and skills in their subject area. Research helps them improve their teaching practices and provide better student learning outcomes. Also, some teachers are motivated to conduct research out of curiosity and interest in a particular topic. They may want to explore a new area of knowledge or investigate a particular issue that they find interesting. Conducting research can also help teachers to advance their careers by publishing papers, presenting at conferences, and demonstrating their expertise in their field, leading to opportunities for promotion or tenure. Finally, teachers may also be motivated to research to contribute to the field of education. They may want to share their findings with other educators and contribute to developing new knowledge and practices in their field (Dörnyei & Ushioda, 2021; Supriyanto et al., 2019; Zhou, Law, & Lee, 2022).

2.5 Theoretical Framework

The anchor theory for this study is the COM-B model Susan Michie and Robert West developed in 2013. The COM-B model is a theoretical framework for understanding behavior change. The main argument of the COM-B model is that behavior change results from an interaction between three key components: Capability (C), Opportunity (O), and Motivation (M). The COM-B model provides insight into three components that, according to the model, play a crucial role in producing and thus altering behavior (Social Change UK, 2019). Capability refers to the individual's psychological and physical ability to perform a behavior, including the necessary knowledge and skills required to perform the behavior. Opportunity refers to the external factors that enable or hinder behavior performance, including physical and social factors such as the environment, social norms, and access to resources. Finally, motivation refers to the individual's conscious and unconscious processes that energize and direct behavior, including the desire or intention to perform a behavior and the emotional and cognitive processes that influence behavior. The COM-B model suggests that all three components must be present for a behavior change. Additionally, the model proposes that these components can progress through interventions to promote behavior change (Michie & West, 2013; West & Michie, 2020).

The COM-B behavior model is extensively used to determine what to alter for a behavior change intervention to succeed (West & Michie, 2020). Furthermore, the model is necessary for any behavior modification; these three elements are interdependent (Garcia, 2023). In the context of this study's objective and variables, it is straightforward to clarify that demographics, research capability, and research opportunity can contribute to the research motivation of teachers. Below is the conceptual framework of the study inspired by the COM-B model. The study assumed that the use of hierarchical regression analysis would harden the amalgamation of the three independent variables of this study toward the research motivation of teachers.

3. Methodology

This study utilized the non-experimental quantitative design through hierarchical multiple regression analysis. Its ultimate goal was to determine the significance of the influence of demographic variables (sex, school, and department), capability, and opportunity on teachers' motivation to do research. In addition, this research is cross-sectional, which involves analyzing data from a population at a specific time. In this study, researchers collected data from a sample of individuals from the population of interest and then analyzed that data to estimate the prevalence of the variables characteristic within the population. Researchers use cross-sectional studies to identify patterns and associations between variables. However, cross-sectional studies cannot establish causality, as they do not follow individuals over time and cannot determine whether exposure to a particular risk factor caused a particular outcome (Frost, 2022; Kesmodel, 2018; Wang & Cheng, 2020).

The study's respondents are the faculty and non-teaching personnel of the Joji Ilagan International Schools (JIIS). The complete enumeration technique in selecting samples yielded 37 teachers. They responded to a survey using Google Forms. Complete enumeration, or a census, is a sampling method that includes the entire population (Bethlehem & Biffignandi, 2021; Gupta & Gupta, 2022). This sampling strategy is typical for a small and manageable population when the cost and time required to collect data are insignificant (Giacometti & Soulet, 2018; Ziafati Bafarasat, 2021). Therefore, the researchers used complete enumeration since the population of the teachers is small and homogenous, and when it was necessary to measure every individual in the population.

4. Results

4.1. Demographic Profile of the Respondents

Table 1. Demographic Profile of Respondents in Terms of Sex, Tenure, and JIB School Assigned

Variable	Frequency	Percentage	Rank
Sex			
Male	16	43.2%	2
Female	21	56.8%	1
Total	**37**		
Tenure			
Less than 3 years	9	24.3%	2
3 – 6 years	11	29.7%	1
6 – 10 years	9	24.3%	2
11 years or more	8	21.6%	3
Total	**37**	100%	
JIB School			
ICHEF	3	8.1%	4
IMS	11	29.7%	2
JICC	17	45.9%	1
CAISA	2	5.4%	5
JIIS	4	10.8%	3
Total	**37**	**100%**	

Table 1 displays the demographic profile of the respondents. Female teachers outnumbered male teachers (Female=21 or 56.8%; Male=16 or 43.2%). Nine teachers have worked with JIIS for less than three years, 11 for three to six years, 9 for six to ten years, and eight have been with the JIIS for over ten years. Moreover, of the 37 respondents, 17, or 45.9%, are teaching at the Joji Ilagan Career Center

(JICC), while 11, or 29.7%, are teaching at the International Management School (IMS). Career Institute of Southeast Asia (CAISA) has the fewest participants (2, or 5.4%). The researchers used percentages to express a particular variable's relative size or frequency. Using percentages allows researchers to compare different groups or conditions in a standardized way, regardless of the sample size. For example, in this study, the researchers wanted to compare the proportion of male and female teachers. Reporting the number of the male and female population would not provide a clear picture of the relative size of each group. Instead, the researcher can easily compare the two groups and draw meaningful conclusions by expressing the number of male and female students as percentages of the total student population.

4.2. Level of Research Capability

The researchers used the mean and standard deviation to calculate the data in Tables 2 to 4. The mean is helpful because it provides a single value that summarizes the entire data set, making it easy to compare different groups or conditions. On the other hand, the standard deviation is a measure of variability that indicates how spread out the data is around the mean. The standard deviation is helpful because it provides information about how much the individual data points vary from the mean, allowing researchers to assess the consistency and reliability of their results. Together, the mean and standard deviation provides a comprehensive picture of a set of data distribution. For example, in this study, the researcher wanted to compare the mean scores of the indicators of each variable, so they calculated the mean and standard deviation for each indicator. The mean provided information about the average level for each indicator, while the standard deviation indicated how much variability there was within each group. This information could draw meaningful conclusions about the differences between the groups.

Table 2 shows the respondents' ability to do research. The data shows that grounded theory qualitative research competence had the lowest mean of 1.68. All other indicators had means between 1.80 and 2.59. Still, low. The result indicates teachers' lack of research skills in qualitative and quantitative research methods, including all aspects of the research processes listed in Table 2.

Table 2. Teachers' Level of Research Capability

Research Capability	**Standard Deviation**	**Mean**	**Descriptive level**
1. Discuss the purpose of the research	0.80	2.41	Low
2. Differentiate research methods	0.80	2.27	Low
3. Characterize qualitative research traditions	0.78	2.05	Low
4. Perform phenomenological research	0.80	2.03	Low
5. Perform case study method	0.63	2.14	Low
6. Perform ethnographic research	0.69	1.84	Low
7. Perform grounded theory	0.67	1.68	Very low
8. Analyze qualitative data	0.73	1.84	Low
9. Characterize the different types of quantitative research	0.76	2.03	Low
10. Perform descriptive research design	0.86	2.24	Low
11. Perform correlation research design	0.88	2.05	Low
12. Perform predictive research design	0.72	1.92	Low
13. Perform moderating and Intervening types of research	0.80	1.95	Low

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14. Perform impact study/ causal comparative research	0.84	1.89	Low
15. Perform trends and projection analysis	0.69	1.84	Low
16. Write a research introduction	0.82	2.35	Low
17. Draft statement of the problem	0.86	2.38	Low
18. Review and write related literature	0.89	2.38	Low
19. Write the research method	0.89	2.24	Low
20. Select and write theoretical and Conceptual Framework	0.89	2.14	Low
21. Analyze statistical results	0.90	2.16	Low
22. Write a research abstract	0.75	2.14	Low
23. Perform statistics using SPSS	0.80	1.97	Low
Overall	**0.60**	**2.08**	**Low**

4.3. Level of Research Opportunity

Table 3 shows an overall mean score of 3.35 with a standard deviation of .064. The overall mean score conveys moderate research opportunities for teachers. Specifically, the *chance* indicator is high, with a mean score of 3.59 (SD=0.79). On the other hand, the *time* indicator has a low mean score of 2.11 (SD=0.80). The result conveys that although teachers have a high chance of conducting research, their time would not allow them. The teachers revealed that their teaching loads were heavy, and they no longer had time for research.

Table 3. Teachers' Level of Research Opportunity

Research Opportunity	Standard Deviation	Mean	Descriptive level
1. Chance	0.79	3.59	High
2. Time	0.80	2.11	Low
Overall	**0.64**	**3.35**	**Moderate**

4.4. Level of Research Motivation

Table 4 displays the respondents' level of research motivation. The Table shows teachers' high research motivation (M=3.50; SD=0.78). The school policy, an extrinsic motivation, has a high mean score (M=3.76; SD=0.72). This result denotes that the school's research policy, such as research incentives and subject deloading, are significant factors in the research motivation of teachers. Subject deloading can give teachers time to conduct research.

Table 4. Teachers' Level of Research Motivation

Research Motivation	Standard Deviation	Mean	Descriptive level
1. Interest (intrinsic)	1.62	3.14	Moderate
2. Inner motivation (intrinsic)	0.76	3.62	High
3. School policy as a motivator (extrinsic)	0.72	3.76	High
Overall	**0.78**	**3.50**	**High**

Similarly, the inner motivation to conduct research is high (M=3.62; SD=0.76), suggesting that teachers desire to conduct research only if the school policy is attractive enough to fan their motivation.

On the other hand, considering their overall low research capability (Table 2), their research interest may dampen. This statement is valid based on the mean score of the *interest* indicator (intrinsic motivation). In other words, to resolve this issue, the school may provide rigid research seminars and workshops to educate teachers on the different research types and methods. Once they have these skills, their interest may increase with the attractive research incentive offerings of the school.

4.5. Relationship between Demographics, Research Capability, Research Opportunity and Research Motivation of Teachers

Table 5 shows the results of the correlation test. The researchers used Pearson r—Pearson correlation coefficient—to measure the strength and direction of the linear relationship between two continuous variables. The measure ranges from -1 to +1, with values close to -1 indicating a strong negative correlation, values close to +1 indicating a strong positive correlation, and values close to 0 indicating no correlation. In this study, using Pearson r allowed the determination of whether there is a relationship between the independent and dependent variables. In addition, Pearson r allowed the quantification of the strength of the relationship between these variables, which helped predict or identify data patterns.

Only the relationship between research opportunity and research motivation is significant in this study (r-value= 0.418; p-value= 0.010). The relationship is weak. Nevertheless, the result suggests that research motivation increases with opportunities like *chance* and *time*. The rest of the independent variables, with their indicators, have no significant relationship with research motivation. In other words, the variables such as research capability and demographics (sex, tenure, and JIB school assigned to teach) have no significant association with the teachers' research motivation.

Table 5. Relationship between Demographics, Capability, Opportunity, and Research Motivation of Teachers

Independent Variables	**Research Motivation**		
	***r*-value**	***p*-value**	**Interpretation**
Research Capability	0.256	0.126	Not significant
Research Opportunity	0.418	0.010	Significant
Demographics (*unpacked*)			
Sex	-0.112	0.508	Not significant
Tenure	0.149	0.380	Not significant
JIB School	0.175	0.299	Not significant

4.6. Combined Degree of Influence and Specific Strength of the Predictive Variables

Table 6 is the hierarchical regression Table showing the model difference and their corresponding significance. Hierarchical regression analysis (HRA) is a statistical technique used in research to explore the relationship between variables and to determine how much variance in an outcome variable can be explained by a set of predictor variables. There are several reasons why researchers use hierarchical regression analysis. Firstly, it allows researchers to control for the effects of multiple variables when examining the relationship between a set of predictor variables and an outcome variable. By controlling for the effects of other variables, researchers can more accurately assess the unique contribution of each predictor variable to the outcome variable. Secondly, hierarchical regression analysis allows researchers to test the incremental contribution of each predictor variable to the overall model. HRA can help identify which predictor variables are most important in explaining variance in the outcome variable. Thirdly, hierarchical regression analysis can help researchers identify potential moderators or mediators of the relationship between predictor variables and the outcome variable. By examining the relationship between predictor variables and the outcome variable at different levels of a moderator variable, researchers can gain insights into how and when certain predictor variables are more or less important in predicting the outcome variable (Arshad, Saleem, & Mahmood, 2022; Du, 2019; Wang, 2021).

Table 6: Hierarchical Regression (Model Difference)

Predictive Variables (Models)	**Barangay Development Outcome**				
	R-square	Coefficient B	R-Square Change	Sig. F Change	Interpretation
Research Capability	0.066		0.066	0.126	Not significant
Research Capability + Research Opportunity	0.184		0.118	0.033	Significant
Capability to do research + Opportunity to do research + Sex + Tenure + JIB School +	0.295	0.157 0.371 -0246 0.107 0.224	0.111	0.339	Not significant

In this study, research capability only affects motivation by 0.066 or 6.6%. With the addition of research opportunity, the degree of influence increased by 0.184, or 18.4%. The latter has significantly increased the criteria variable's influence. Moreover, adding the demographics, such as sex, tenure, and JIB school assigned, increased the R-squared value to 0.295, or 29.5%. However, the increase did not significantly influence the research motivation of teachers. The hierarchical regression model strengthens the regression result in Table 5 that research opportunity is a factor for the teacher's research motivation.

5. Discussion and Conclusion

The study concludes that research opportunity is an essential predictor of research motivation because it allows researchers to explore new ideas, test hypotheses, and make meaningful contributions to their field. When researchers have access to research opportunities, they are more motivated to engage in research activities. Research opportunities can take many forms, such as access to funding, collaboration with other researchers, access to data or resources, or the ability to conduct research in a particular area of interest. These opportunities can give researchers the support and resources they need to pursue their research goals, which can be a powerful motivator. In addition to providing motivation, research opportunities can help researchers develop their skills and expertise. By engaging in research activities, researchers can gain experience in data collection and analysis, hypothesis testing, and other essential research skills. As a result, research engagements can help them become more confident and competent researchers, further increasing their motivation to engage in research activities. Overall, research opportunity is a crucial predictor of research motivation because it provides researchers with the resources, support, and experience they need to pursue their research goals. By providing researchers with opportunities to engage in meaningful research activities, they can help foster a culture of innovation and discovery that benefits all.

5.1. Recommendations

Based on the findings and conclusion of the study, the researchers recommend that the school looks into its research policies to motivate the teachers to engage in research. In addition, the findings have inferences for the institution's strategic plan, including research grants, funding, scheduling, and incentives. Thus, the study recommends increasing the capability of the faculty to conduct research through training, exposure to research conferences, and other capacity-building activities. Furthermore, the findings strongly recommend that the school allow faculty members to research, especially by giving them the time to do so with incentives to motivate them to embark on a research undertaking.

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Study of Regulatory Focus on Hotel Employees' Voice Behavior

Dai, You-De
Department of Tourism, Leisure and Hospitality Management
National Chi Nan University

Chen, Kuan-Tai
Department of Tourism, Leisure and Hospitality Management
National Chi Nan University

Lin, Chun-Ting
Department of Tourism, Leisure and Hospitality Management
National Chi Nan University

Chen, Kuan-Yu
Department of Tourism, Leisure and Hospitality Management
National Chi Nan University

Abstract:

Hotel managers are supposed to consider the types of employees who are most likely to point out service failure and the suggestions for improvement. Therefore, the study intends to explore the impact of promotion focus/prevention focus on the voice behavior. Therefore, the study intends to explore the impact of promotion focus/ prevention focus on the voice behavior of international tourist hotel employees, and meanwhile compare the influences of promotion focus and prevention focus. Questionnaire survey was adopted and questionnaires were distributed to employees and supervisors in international tourist hotel. The number of valid questionnaires was 348, and the valid questionnaire response rate was 87%. As is shown by analysis result, both regulatory focuses will positively influence voice behavior. Managerial implications are discussed following the Managerial implications are discussed following the findings of the study, and related advice for future research is also provided.

Keywords: Regulatory Focus, Promotion Focus, Prevention Focus, Voice Behavior

1. Introduction

In today's fast-changing business environment and in the face of fierce competition, the issue of how to innovate and enhance the competitive edge of the industry is a matter of great urgency. Brockner, Ackerman, Greenberg, Gelfand, Francesco, Chen, & Kirkman (2001) mentioned that in Western culture, individualism is important and people are willing to express themselves. to speak out and express their own opinions. On the other hand, Eastern cultures advocate collectivism, where there is no individual opinion but only obedience and organizational orders. Therefore, in the tourism and tourism industry, most of the research is focused on the Western countries, and the research on the voice behavior is still limited compared to the Eastern culture of Confucianism, which is worth exploring.

In the face of rising customer awareness, companies must continue to seek new and innovative ways to respond to changes in the external environment, and how to allow frontline employees to express their opinions and ideas is an important indicator of the quality of organizational decision making and team performance (Burris, 2012; Kremer, Villamor, & Aguinis, 2019; Van Dyne, Ang,& Botero, 2003). Due to the nature of the hotel industry, the first contact a guest has upon entering a hotel is with the front desk staff, and the service requirements of the front desk staff are more required than those of other departments, yet front-line staff often face overtime, low pay, and high stress working environments (Chen, 2021). Therefore, managers would like to improve the relationship with employees as much as possible, and the most effective way is to listen to employees' suggestions (Dai, Zhuang, Yang, Wang, & Huan, 2020; Liang, Chang, Ko, & Lin, 2017).

Voice behavior refers to the initiative of employees to propose improvements when they are dissatisfied with the organization's current situation. It is a bottom-up approach to change within the organization to improve the organization's current situation and fix mistakes, or to develop new strategies to solve problems, which is beneficial to innovation within the organization (Fuller, Barnett, Hester, Relyea, & Frey, 2007; Morrison, 2011; Xu, Qin, Dust, & DiRenzo, 2019). As a result, innovative thinking within companies to allow employees to actively express their opinions and provide constructive suggestions has become the focus of attention in the corporate world (Fuller et al., 2007; Morrison, 2014). Nowadays, more and more companies are placing more emphasis on employee feedback, and therefore studies are beginning to examine the impact of feedback behaviors in various aspects.

It is important to note that supervisors' performance behaviors often directly affect employees' mood or motivation (Goleman, Boyatzis, & McKee, 2001), especially supervisors' negative emotions (Mignonac & Herrbach, 2004), which can easily cause employees to feel threatened and forced to avoid this high-risk behavior (Burris, 2012). This makes employees more reluctant to make suggestions (Burris, 2012). Therefore, it is important for supervisors to consider how to get employees' internal motivation to proactively reflect on issues within the organization, because it is not within the scope of employees' work to make suggestions. In order to improve employees' suggestion behavior, managers should first realize that their position as management will prevent employees from making suggestions and how to reduce their authority and express their desire for real suggestions, Fernandez, & Ullauri, 2017).

Although these studies have enriched the theoretical network and connotations of voice behaviors, very little literature has examined the motivation of employees to advocate for the creation of greater organizational benefits. or to avoid organizational mistakes and failures? Or is it to avoid organizational failure? This issue still needs to be investigated. In recent years, scholars in the field of advocacy have begun to emphasize the importance of adding employee motivation to existing research models in order to understand the core content and impact of advocacy (Morrison, 2011, 2014). Research empirically demonstrates that constructs are not monolithic in themselves, yet most studies treat constructs as a single concept, and most focus on more general forms of constructs (Van Dyne et al., 2003), which has led to subsequent studies failing to accurately predict constructs (Withey & Cooper, 1989), Farrell, Rogers, and Mainous III (1988) suggested that the low consistency of past scales of ruminative behavior may be due to the multiple constructs of ruminative behavior itself. Therefore, in order to avoid misattribution of the motivation of the constructs (Ruck, Welch, & Menara, 2017; Van Dyne et al., 2003), a more in-depth classification of the constructs is needed. In recent years, many research trends have also begun to examine the related behaviors arising from various personality traits (Burris, 2012; Liang et al., 2012). In the past, single constructs of the Verbal Behavior Inventory (Van Dyne & LePine, 1998) have not been academically or practically applicable to verbalization patterns derived from various personality traits (Detert & Burris, 2007; Fuller, Marler, & Hester, 2006; Liang et al., 2012).

2. Literature Reviews and Research Hypotheses

2.1. Regulatory Focus

Regulatory focus theory (RFT) has shown that individuals use unique motivational strategies to pursue goals in order to achieve their desired outcomes, such as performance (Higgins, 1997, 2000). Behavior strategy is based on Approach motivation, or ambivalence reduction (Higgins, 1997). As a result of paradox reduction, research has found that the effects of regulatory focus on performance can have many consequences, including safety and productivity performance (Wallace & Chen, 2006), in-role performance (Wallace, Little, & Shull, 2008), task performance (Johnson, Shull, & Wallace, 2011), creativity, helping behaviors, and deviant behaviors (Dai et al., 2020; Neubert, Kacmar, Carlson, Chonko, & Roberts, 2008), and task engagement (Dai et al., 2020; Forster, Higgins, & Idson, 1998). However, promotion focus plays a different role than the prvention focus in achieving the goal state (Higgins, 1997). Promotion focus makes the individual highly sensitive to the presence or absence of positive outcomes. Individuals with a prevention focus are highly sensitive to the presence or absence of negative outcomes (Higgins, 1998). Promotion focus individual is "in a state of desire", as Higgins (1998) states, "wanting to ensure that goals are achieved and that inaction errors are avoided". This means that the promotion focus individual will do all that is necessary to achieve the goal. In contrast, individuals of prevention focus are "in a state of vigilance" (Higgins, 1998) and "want to reject correctly and avoid errors of action".

2.2. Voice Behavior

Voice behavior was first traced back to Hirschman's (1970) research, which focused on employees' dissatisfaction with their performance behavior and proposed the EVL model "Exit - Voice - Loyalty", which provided a significant contribution to employee dissatisfaction behavior. Later, Farrell (1983) continued Hirschman's concept by adding "Neglect" to the original model to form the EVLN model "Exit - Voice - Loyalty - Neglect" to make the model more complete. However, among the four components, voice is the more positive and structural concept. This research area suggests that employees' views and ideas can help solve organizational problems and therefore organizations should encourage employees to express their opinions (LePine & Van Dyne, 1998). In organizations, employees' opinions are an important reference for decision making, and diversity of opinions and perspectives are beneficial for organizations to make more thoughtful decisions and directions (Morrison & Milliken, 2000). However, most employees are only willing to accept explicitly defined in-role behaviors, but managers often expect employees to demonstrate more beneficial extra-role behaviors, such as organizational citizenship (Grant, Parker & Collins, 2009). Employees react to dissatisfaction in two different ways, by leaving or by making suggestions, leaving is terminating the relationship with the organization, while making suggestions is attempting to change the organization through complaints or more positive behaviors (Hirschman, 1970). Therefore, the act of advocacy is not only beneficial to enhance the internal development of the organization, but also can further stop the decline.

2.3. Types of Voice Behavior

However, in the past, most research has examined why employees do not engage in gestures, but less has been done to examine the reasons why employees engage in gestures (Van Dyne et al., 2003), making it impossible to accurately predict changes in gesture behavior in academic research (Withey & Cooper, 1989). Rusbult et al. (1988) argued that the low consistency of the past gestalt scales may be due to the fact that gestalt behavior itself is not a single construct. Therefore, in order to avoid

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misjudgment of the motivation of the proposed behaviors (Van Dyne et al., 2003), it is necessary to further classify the proposed behaviors.

2.4. Hypothesis Development

According to the regulatory focus theory (Higgins, 1997), for tasks assigned by the company, promotion focus employees are motivated to complete the task and provide more input to highlight their personal value because of their desire to succeed. On the other hand, prevention focus employees are motivated to complete their work without making mistakes. As a result, prevention focus employees are more willing to make suggestions for improvement in order to avoid making mistakes that could lead to lost goals. In addition, prevention focus employees are likely to put more effort into avoiding such incidents and advising the hotel on its own practices because they fear bad feelings from customers. Therefore, the prevention focus seems to be more helpful for hotel employees to make suggestions. In summary, the following hypotheses are proposed in this study.

H1a: Employee's promotion focus positively affects supportive voice.
H1b: Employee's promotion focus positively affects challenging voice.
H1c: Employee's promotion focus positively affects prohibitive voice.
H1d: Employee's promotion focus positively affects promotive voice.
H2a: Employee's prevention focus positively affects supportive voice.
H2b: Employee's prevention focus positively affects challenging voice.
H2c: Employee's prevention focus positively affects prohibitive voice.
H2d: Employee's prevention focus positively affects promotive voice.

3. Methodology

3.1. Research Frame

This study concluded that both the promotion focus and the prevention focus of the hotel employees helped to enhance their voice behaviors, and therefore, the hypothetical pathes of this study are shown in Figure 1.

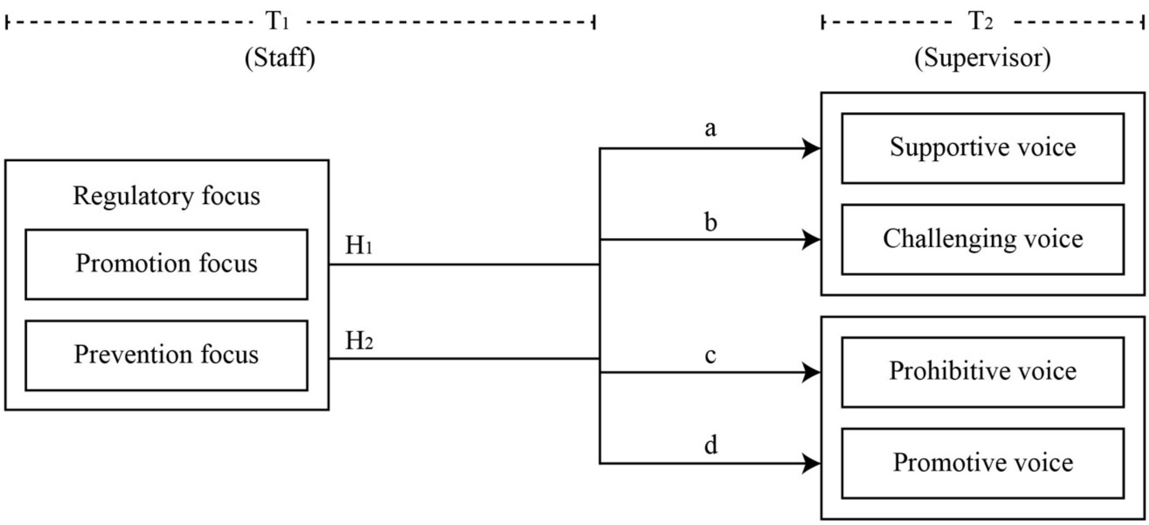

Figure.1. Research Frame

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3.2. Sampling method and sample size

Patton (1990) showed that this type of sampling process allows the researcher to more accurately select respondents who are relevant to the study. Patton (1990) noted that this sampling process allows the researcher to more accurately select the subjects relevant to the study. In terms of sample size, according to Tinsley and Tinsley (1987) , who suggest that each question must have between 5 and 10 respondents, suggest that if the sample size is as large as 300, then this ratio can be slightly relaxed; in other words, a valid recall of 300 questionnaires is sufficient. Hair, Anderson, Tatham, and Black (1998) concluded that it is best to construct a valid questionnaire with a valid sample size that is 5 to 20 times the number of questions in the questionnaire. Since there are 41 questions in this study, a valid sample size of 205-820 is preferred. Considering the factor of invalid questionnaire, the number of formally distributed employee-supervisor matching questionnaires in this study is 400 (100 each in Taipei, including New Taipei, Taichung, Tainan, and Kaohsiung).

3.3. Measurement

3.3.1. Regulatory focus

This study uses Wallace and Chen (2006) the Regulatory Focus at Work Scale (RWS) developed by Wallace and Chen (2006) and Dai et al. (2020) . This scale consists of two constructs (promotion focus and prevention focus) with six questions each. The 5-point Likert-type scale ranges from 1 (strongly disagree) to 5 (strongly agree), with a total of 12 questions. The higher the score, the higher the employee's focus on promotion or prevention.

3.3.2. Voice behavior

This study is based on Burris (2012) and Liang, Farh, and Farh (2012), a 7-item scale of supportive and challenging behaviors. The supervisors were asked to answer questions about their employees' performance in engaging in proactive and preventive behaviors. The higher the score, the higher the employee's level of constructive behavior. The 5-point Likert-type scale was used to measure the employee's performance on a scale from 1 (strongly disagree) to 5 (strongly agree).

4. Results

4.1. Descriptive Statistics

4.1.1. Sample Analysis of Employees

Regarding the gender of the respondents (employees), the majority of the respondents were female, accounting for 62.9% of the overall sample, with a total of 219 respondents, while 129 respondents were male, accounting for 37.1% of the overall sample. In terms of occupation, all respondents were employed, accounting for 100% of the overall sample, with a total of 348 respondents. In terms of age, they were distributed between 19 and 24 years old, accounting for 26.4% of the overall sample, with a total of 92 people; 25 to 34 years old were the most numerous, with 116 people, accounting for 33.3% of the overall sample; 35 to 44 years old, with 84 people, accounting for 24.1% of the overall sample; 45 to 54 years old, with 36 people, accounting for 10.4% of the overall sample; and 55 years old and above, with 20 people, accounting for 5.8% of the overall sample. The number of respondents aged 55 and above was 20, accounting for 5.8% of the overall sample, which was the smallest group. In terms of education level, there were 0 respondents with education level below junior high school, accounting for 0% of the overall sample; 35.3% of the overall sample were in high school, accounting for 123 respondents; 208 respondents were in university (including college), accounting for 59.8% of the overall sample; and 17 respondents were in graduate school or above, accounting for 4.9% of the overall sample.

4.1.2 Sample Analysis of Supervisors

As for the gender of the respondents (supervisors), males accounted for 51.3% of the overall sample, with 39 respondents, while females accounted for 37 respondents, with 48.7% of the overall sample. In terms of occupation, all respondents were in full time positions, accounting for 100% of the overall sample, with a total of 76 respondents; there were 0 part-time positions and interns, accounting for 0% of the overall sample. In terms of age, the distribution was 19 to 24 years old, accounting for 0% of the overall sample and 0 people in total; while the largest number of respondents were 25 to 34 years old, with 32 people in total, accounting for 42.1% of the overall sample; 29 people were 35 to 44 years old, accounting for 38.2% of the overall sample; 8 people were 45 to 54 years old, accounting for 10.5% of the overall sample; and 7 people were 55 years old or older, accounting for 9.2% of the overall sample. This is the smallest group. In terms of education level, there were 0 respondents with education level below junior high school, accounting for 0% of the overall sample; 11.8% of the overall sample were in high school, accounting for 9 respondents; 61 respondents were in university (including college), accounting for 80.3% of the overall sample; and 6 respondents were in graduate school or above, accounting for 7.9% of the overall sample.

4.2. Regression Analysis

The relationships between regulatory focus (promotion focus / prevention focus) and supportive/challenging/prohibitive/promotive voice behaviors are examined. This study used regression analysis to conduct hypothesis testing.

To test Hypothesis 1a, Hypothesis 1b, Hypothesis 1c, and Hypothesis 1d, the results of the multivariate regression analysis are used, with promotion focus as the independent variable, supportive/challenging/prohibitive/promotive voice as the dependent variables, and gender, age, rank, and years of experience as the control variables. According to the results of the analysis, there was a significant effect of promotion focus on supportive/ challenging/ prohibitive/ promotive voice (βsupportive = 0.20, $p < 0.001$; βchallenging = 0.14, $p < 0.01$; βprohibitive = 0.19, $p < 0.001$; and βpromotive = 0.14, $p < 0.01$), so Hypothesis 1 was supported.

To test Hypothesis 2a, Hypothesis 2b, Hypothesis 2c, and Hypothesis 2d, the results of the multivariate regression analysis are adopted, with prevention focus as the independent variable, supportive/ challenging/ prohibitive/ promotive voice as the dependent variables, and gender, age, rank, and years of experience as the control variables. According to the results of the analysis, there was a significant effect of prevention focus on supportive/ challenging/ prohibitive/ promotive voice (βsupportive = 0.20, $p < 0.001$; βchallenging = 0.16, $p < 0.01$; βprohibitive = 0.25, $p < 0.001$; βpromotive = 0.16, $p < 0.01$), so Hypothesis 2 was supported.

5. Conclusion and Recommendation

5.1. Conclusion of the Study

Wallace and Chen (2006) state that individuals with a regulatory focus exhibit the following attitudes ensure that they achieve their goals and that their desired end state matches the actual outcome. Therefore, the findings of Hypothesis 1 in this study support the relationship between regulatory focus and voice behaviors (supportive/challenging/prohibitive/promotive).

Hypothesis 2 holds true for all employees, as their prevention focus positively influences their voice behavior (supportive/challenging/prohibitive/promotive), indicating that the more pronounced the employee's prevention focus is, the more likely the employee is to advocate; the lower the employee's prevention focus is, the less likely the employee is to advocate. Individuals with an prevention focus demonstrate the ability to achieve goals while ensuring that mistakes are avoided (Neubert et al., 2008; Wallace & Chen, 2006). As a result, employees with an prevention focus are more conservative and error-averse than those with a promotion focus, and are therefore more willing to make suggestions in order to avoid making mistakes that could lead to lost goals. Therefore, it seems that the prevention focus is more helpful for hotel employees to make suggestions. Therefore, the findings of hypothesis 2 in this study support the relationship between prevention focus and voice behavior (supportive/ challenging/ prohibitive/ promotive).

5.2. Management Implication

According to Higgins (1998), individuals who are promotion focus want to ensure that goals are achieved and that inaction is avoided, meaning that the individual will do all that is necessary to achieve the goal. In short, the personality traits of employees in an organization who have a tendency to become focused will lead them to strive to achieve the organization's goals, and as a result, employees may be more willing to make suggestions in order to accomplish their goals, and more suggestions will be received from within the organization.

According to Higgins (1997), individuals with an prevention focus are more likely to ensure that they avoid making mistakes and lose goals, and to strategically pursue the end state for the final outcome. In short, the personality traits of employees with an prevention focus in an organization will lead them to avoid making mistakes in order to achieve the organization's goals, so that they will be more willing to make suggestions to the organization in order to accomplish the goals. It is worth noting that, compared to challenging/ promotive voices, employees' promotion focus and prevention focus are both more supportive/ prohibitive voices, which may be explained by the fact that employees, whether they are success seekers or failure avoiders, will only talk about their own business when changes are needed within the organization, and tend to adopt a progressive and conservative approach to change. This is a kind of behavior to maintain the status quo by stabilizing the existing relationship and making it less likely to conflict with members.

5.2.1. Theoretical Contributions

Filling in the gaps in the literature of the tourism and hospitality field, especially in the field of the regulation focus theory, is still limited. We also use regulation focus theory to investigate the effects of regulation focus on hotel employees' voice behaviors (supportive/ challenging/ prohibitive/ promotive) to achieve the effectiveness of combining cross-sectional research.

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Unveiling Tourists' Gastronomy Tourism Intentions through the Moderating Role of Sustainable Behavior: Perspectives of Generation Y and Z

Arthittaya, Mondhol
Dusit Thani College

Wisuwat, Wannamakok
Dusit Thani College

Abstract:

The intersection of food, culture, and sustainability has made gastronomy tourism a popular global trend. This study seeks to explore the factors that influence gastronomy tourism among generations Y and Z in Thailand by utilizing the Theory of Planned Behavior to examine tourists' perspectives on their intention to engage in gastronomy tourism. The survey was conducted online and gathered responses from 406 Thai individuals during March and April of 2023. Notably, sustainable behavior was found to moderate the relationship between perceived behavioral control and gastronomy tourism intention. It is recommended that future research investigate the intentions of non-Thai or non-Asian tourists as they may have different perspectives.

Keywords: Gastronomy tourism, food tourism, tourist intention, sustainable behaviour, generation Y, generation Z

1. Introduction

Although the concept of mixing foods and cultures was first presented in 1998 and later named "culinary tourism" (Long, 2004), global issues such as pollution, climate change, and pandemics have raised people's awareness to focus on sustainability (Future, 2004). Therefore, the Greek word "gastronomy" (which means "stomach" and "laws") has been adopted and become the focus (Richardson, 2022). Gastronomy tourism is an integral part of tourism activity and a global trend that highlights not only the local cuisine experience but also the aspects of culture, history, traditions, beliefs, and sense of community of different peoples (UNWTO, 2022). Gastronomy tourism is impactful and greases the wheel of a nation's economic growth, driving job creation, social development, and sustainable tourism. The various sub-sectors of the gastronomy tourism industry include food festivals, food trails, food museums, culinary lessons, and wine and food tasting (GlobalData, 2022). However, while gastronomy tourism has been widely recognized in European countries (Gheorghe, 2014), it has recently gained popularity in Asia, particularly in Thailand.

In 1991, the theory of planned behavior (TPB) was introduced (Ajzen, 1991a) to predict individuals' potential behaviors by inspecting how intentions and behaviors are changed through both contributing and thwarting factors. This theory has been widely studied in numerous areas such as hospitality and tourism (Oh, 2011; Ajzen, 1991b; Lee 2009; Lam, 2004; Lam, 2006; Bigné, 2005). However, research adopting TPB with gastronomy tourism in Thailand has fewer intentions. TPB can be applied in behavioral studies for several reasons: (1) previous studies confirmed the TPB model's appropriateness for predicting behavioral intention in the context of food tourism (Su, 2020), (2) prior research revealed

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that the TPB offered feasible explanations for tourists' traditional food consumption behaviors (Hsu, 2014), and (3) the recent systematic review of sixty publications identified the TPB model as the best suggestive theory for analyzing local product buying intent. This strengthens the argument of TPB as an appropriate theory related to local food buying intention (Chamoli, 2021).

The TPB model consists of three conceptually independent intent determinants: attitude, subjective norm, and perceived behavioral control. The term "attitude" is theoretically used to describe how visitors behave toward any element of the tourism industry's infrastructure, including its own products and destinations (Bohner & Dickel, 2011; Rachmawati, 2020). Another study has investigated the effect of gastronomy involvement, local food consumption value, and food knowledge as independent variables toward intention to recommend local traditional food as a dependent variable through attitude as a mediating variable (Syntiadewi, 2022).

This cross-sectional research aims to study the factors that will affect Thailand's gastronomy tourism among the Thai population between generations Y and Z. The perspectives from those generations will represent the majority of the population and uncover the different perceptions in terms of lifestyle and traveling behaviors (Mgronline, 2022). Therefore, the TPB has been applied to examine the perspectives of Thai tourists toward gastronomy tourism propensity in this study. Due to the combination of locality, food consumption, and tourism determinants, sustainable behavior acts as the moderating role on the relationship between three dimensions of the TPB model (attitude, subjective norm, and perceived behavioral control) and gastronomy tourism intention accordingly.

2. Literature Review

2.1. Gastronomy Tourism

“Gastronomy" refers to the art of selecting, preparing, serving, and enjoying elaborate food (Gorlinski, 2023). It stems from the combination of the Greek words "gaster" (stomach) and "nomas" (law), which extensively describes its purpose of stabilizing human health with nutrition and ensuring enjoyment of life and eating (Sormaz, 2016). In the last few decades, gastronomy has been emphasized as a way to create additional income from tourism (Puiu, 2020). Gastronomy tourism is a type of tourism that involves visiting food producers, traveling to food festivals or restaurants, exploring special places to taste unique foods, or watching a cooking show or eating a dish prepared by a famous chef (Aiello, 2014). This type of tourism can take many forms, such as food festivals, food trails, food museums, culinary lessons, and wine and food tasting (GlobalData, 2022).

In recent years, gastronomy tourism has emerged as a growing industry in Thailand. As per the Ministry of Tourism and Sports of Thailand, in 2019, the country welcomed 39.8 million international tourists, and a significant number of them came to explore the diverse and flavorful Thai cuisine. The country's cuisine is renowned for blending sweet, sour, salty, and spicy flavors, with some of the most famous dishes being pad Thai, green curry, tom yum soup, and mango sticky rice. The street food scene in Thailand is also a hit among both locals and tourists due to the wide variety of dishes available at affordable prices. To attract more tourists, the Tourism Authority of Thailand (TAT) has been promoting gastronomy tourism as part of its overall strategy. The TAT organizes several culinary events throughout the year, such as the Amazing Thailand Grand Sale Food Festival, the Bangkok Street Food Festival, and the Thailand Tourism Festival. These events celebrate the diversity of Thai cuisine and provide tourists with opportunities to try local dishes and learn about Thai culture (Tourism Authority of Thailand, 2022).

2.2. Gastronomy involvement, local food consumption value, and food knowledge
According to Syntiadewi (2022), gastronomy involvement refers to how individuals perceive the importance of gastronomy in their daily lives. Local food consumption values, on the other hand, indicate the interest of tourists or visitors in consuming local or traditional culinary products, particularly if they are considered tasty, high in quality, offer health benefits, and are priced reasonably, while also having emotional and prestige value (Rousta & Jamshidi, 2020). Furthermore, Scorrano (2018) notes that food knowledge plays a critical role in motivating tourists to participate in gastronomy tourism events by providing them with fundamental knowledge about local gastronomy. There is a significant connection between gastronomy involvement, local food consumption value, and food knowledge. Studies have shown that individuals who are more involved in gastronomy are more likely to value and consume local food, as well as have a greater understanding of food and its cultural significance. As such, gastronomy involvement, local food consumption value, and food knowledge are all interconnected and mutually reinforcing. Increasing gastronomy involvement and food knowledge can promote a greater appreciation for local food and its cultural significance, which in turn can support sustainable food practices (Kovalenko et al., 2023).

2.3. Theory of Plan Behavior (TPB)
Drawing upon Ajzen (1991a), attitude toward behavior refers to an individual's evaluation of a particular behavior as positive or negative. This evaluation can be influenced by a variety of factors, including personal beliefs, past experiences, and cultural values. Subjective norm refers to the influence of social norms and peer pressure on an individual's behavior. This can include the influence of friends, family, or cultural expectations. Perceived behavioral control refers to an individual's belief in their ability to perform a particular behavior. This can be influenced by a variety of factors, such as knowledge, skills, and resources.

According to Karaman and colleagues (2021), the theory of planned behavior (TPB) provides a framework for understanding how individuals make decisions and act on their intentions. The TPB proposes that there are three main determinants of behavior: attitude towards behavior, subjective norm, and perceived behavioral control. The TPB provides a useful framework for understanding how individuals make decisions and act on their intentions. By considering the three main determinants of behavior, researchers and practitioners can design interventions and strategies that are more likely to be effective in promoting positive behaviors.

2.4. Sustainable Behavior and Its Moderating Effect
According to Thomas (2014), sustainable behavior refers to intentional actions that prioritize the well-being of all living beings, including current and future generations. Such behavior is influenced by people's values, norms, beliefs, and sense of responsibility towards the environment. In other words, sustainable behavior involves making choices that have a positive impact on the environment and society, rather than just fulfilling one's immediate needs or desires. This can include actions such as reducing waste, conserving energy, and supporting environmentally friendly practices. Additionally, sustainable behavior is crucial for promoting sustainable development, which aims to meet the needs of the present without compromising the ability of future generations to meet their own needs.
Sustainable behavior can play a moderating role in the relationship between planned behavior theory and gastronomy tourism intention. This is because sustainable behavior is concerned with the well-being of all living beings, including present and future generations, and it involves deliberate actions that prioritize environmental, social, and economic sustainability. In the context of gastronomy

tourism, sustainable behavior can influence how individuals evaluate their behavior, the subjective norms that they follow, and their perceived behavioral control. The research of Han, Hsu, and Sheu (2010) has shown that sustainable behavior can moderate the relationship between TPB and green hotel choices. The authors also suggest that this finding has important implications for hospitality businesses that aim to attract environmentally conscious customers.

2.5. Generation Y and Z

According to a report by the National Statistical Office of Thailand, as of 2020, Gen Y (born between 1981-1996) and Gen Z (born between 1997-2012) make up a significant portion of the population in Thailand. Gen Y comprises 25.1% of the population, while Gen Z makes up 25.9% of the population. This is in line with the work of Anuradha (2021), Generation Y or Millennials include individuals born between 1981 and 1996, while Generation Z consists of those born between 1997 and 2012. When it comes to lifestyle and travel, the two generations have different tendencies. Generation Y is more interested in exploring and expressing their identity through travel, while Generation Z prioritizes eco-friendliness and cost-saving (Mgronline, 2022).

2.6. Hypothetical Relationship

The attitude towards gastronomy tourism intention is hypothetically influenced by gastronomy involvement, local food consumption value, and food knowledge (Syntiadewi, 2022). In addition, norms can drive attitudes by changing behavior (DeSombre, 2018); thus, the subjective norm towards attitude is set. Refer to the sustainable concept and the emerging of the gastronomy tourism, the sustainable behavior is acting as a moderator which theoretically beliefs that strengthens the three components of the TBC towards intention. Based on the above-mentioned theoretical point of view, there are ten hypotheses to validate what factors may have impacts on gastronomy tourism intention (See Figure 1).

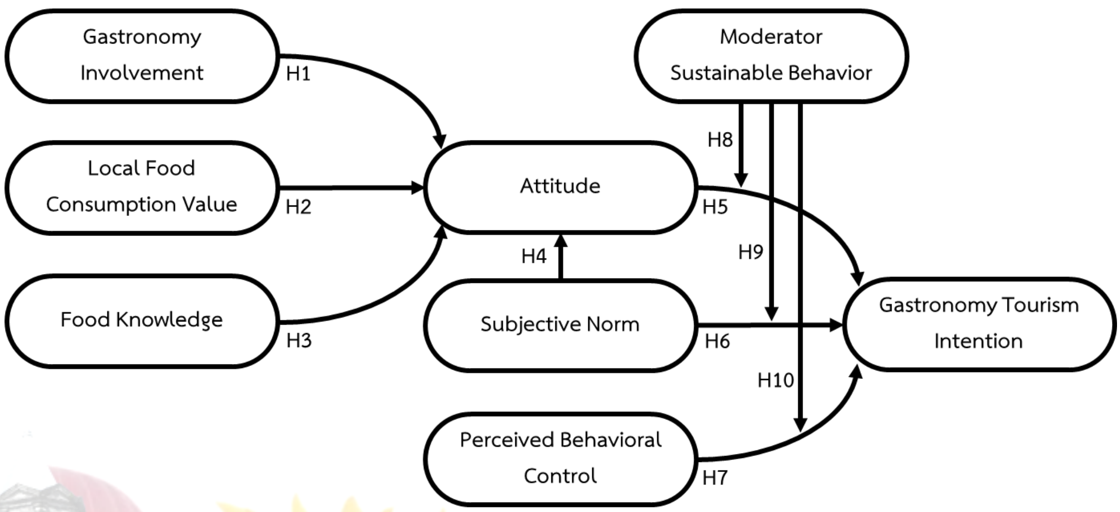

Figure1. The theoretical framework

3. Methodology

3.1. Measurement

All questionnaire items have been introduced based on the literature. They were prepared and reviewed to measure the variables such as sustainable behavior, gastronomy involvement, local food consumption value, food knowledge, attitude, subjective norms, perceived behavioral control, and intention. A five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) was used to evaluate all constructs, and multiple items were employed for each one. Additionally, participants' gastronomy tourism experiences were gathered to be used in future studies. The questionnaire was divided into five sections, including personal information (question no.1-5), gastronomy tourism experience (question no.6-9), sustainable behavior (question no.10-14), TPB (gastronomy involvement (question no.15-19), local food consumption value (question no.20-23), food knowledge (question no.24-27), attitude (question no.28-31), subjective norms (question no.32-34), perceived behavioral control (question no.35-37), and gastronomy tourism intention (question no.38-40).

3.2. Data Collection

The online survey was launched in mid of Mar and closed in early of Apr 2023. A total of 400 Thai population is calculated from Taro Yamane and this used a multistage to random and sampling with a quota sampling (classified by two different generations) and a snowball to collect more populations. Descriptive and multiple linear regression has been selected to validate both direct and moderated relationships.

4. Results

4.1. Profile of the respondents

With no missing value or information, a total of 406 respondents were collected which were 218 generation Y and 188 generation Z across Thailand. The majority of the population is female (69.2%), graduate (60.1%), and has the income below 15,000 THB/month or below 440 USD/month (34.7%). 314 of 406 respondents (77.3%) have the gastronomy tourism experiences and more than half of them were impressed (40.8%) or highly impressed (26.4%).

4.2. Validity and Reliability

Regarding the theoretical framework, Cronbach's Alpha coefficient (α) was found to be greater than 0.7 for all scales, ranging from .810 to .931 (See Table 1). According to this finding, it can be concluded that the scale has a high degree of reliability.

Table 1. Construct, number of items, and Cronbach's Alpha

Construct	No of Items	Cronbach's Alpha
Gastronomy Involvement (GI)	5	.894
Local Food Consumption Value (LFCV)	4	.872
Food Knowledge (FK)	4	.869
Attitude (A)	4	.931
Subjective norms (SN)	3	.836
Perceived Behavioral Control (PBC)	3	.890
Sustainable Behavior (SB)	5	.810
Gastronomy Tourism Intention (GTI)	3	.907

4.3.Correlations and Regression Results

Table 2. Means, Standard Deviations, Correlations[a]

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
(1) Attitude	1							
(2) Subjective Norm	.639**	1						
(3) Behavioral Control	.729**	.596**	1					
(4) Gastronomy Involve	.649**	.472**	.624**	1				
(5) Local Food	.593**	.552**	.612**	.690**	1			
(6) Food Know	.604**	.548**	.613**	.662**	.615**	1		
(7) Sustainability	.428**	.402**	.463**	.530**	.548**	.470**	1	
(8) Intention	.247**	.294**	.300**	.359**	.303**	.402**	.261**	1
Mean	4.232	4.024	4.188	3.953	3.975	3.833	3.942	3.713
S.D.	0.721	0.737	0.752	0.727	0.698	0.764	0.700	0.933

The total correlation coefficients of the item expressing the item strength obtained as a result of the confidence analysis ranged between 0.247 and 0.729.

Table 3. Results of Hierarchical Regression Analyses[a] (N = 406), for H1-H3

	Dependent: Attitude			
	Model 1		**Model 2**	
	β	**t**	**β**	**t**
Control variable				
Generation	.184**	2.775	.089	1.863
Gender	.030	.605	.028	.785
Education	-.038	-.656	.009	.225
Income	-.056	-.833	-.043	-.878
Independent variable				
Gastronomy Involvement			.336***	86.177
Local Food Consumption Value			.196***	3.776
Food Knowledge			.258***	5.206
ΔR2	.022		.479	
R2	.022		.501	
F	2.207		56.978***	

a Standardized coefficients are reported
** p< .05; ** p< .001; ***p< .0001*

Table 3 includes the results of hierarchical regression analysis carried out to determine the effect of the factors on attitude towards gastronomy tourism intention.

-Model 1 tested the control variables including generation, gender, education, and income, the results show that only generation is statistically significant towards attitude ($\beta = .180$, $p < .001$). This means generation has the effect on attitude towards gastronomy tourism intention.

-Model 2 analyzed how impactful the independent variables which are gastronomy involvement (GI), local food consumption value (LFCV), and food knowledge (FK) on attitude towards gastronomy tourism intention. In line with the results, all elements related to the factors influential in the attitude at the significance level of $p<0.0001$ have a positive and significant effect on the attitude towards gastronomy tourism intention (GI β = .336, p <.0001, LFCV β = .196, p <.0001, and FK β = .258, p <.0001). It is possible to say that the "gastronomy involvement" with the highest β value is the most important variable in explaining the attitude towards gastronomy tourism intention. To conclude the Table 3, the hypotheses H1, H2 and H3 are supported.

Table 4. Results of Hierarchical Regression Analyses[a] (N = 406), for H4

	Dependent: Attitude			
	Model 1		Model 2	
	β	t	β	t
Control variable				
Generation	.184**	2.775	.108*	2.112
Gender	.030	.605	-.004	-.098
Education	-.038	-.656	.028	.630
Income	-.056	-.833	-.003	-.050
Independent variable				
Subjective Norms			.640***	16.703
ΔR2	.022		.402	
R2	.022		.424	
F	2.207		58.788***	

a Standardized coefficients are reported
* p< .05; ** p< .001; ***p< .0001

We further figure out the effect of subjective norms towards attitude. Table 4 demonstrates that Model 2 analyzed how influent subjective norms on attitude towards gastronomy tourism intention. This shows that subjective norms have a statistical significance (β = .640, p <.0001); thus, the hypothesis H4 is confirmed.

Table 5. Results of Hierarchical Regression Analyses[a] (N = 406), for H5-H10

	Dependent: Intention					
	Model 1		Model 2		Model 3	
	β	t	β	t	β	t
Control variable						
Generation	.040	.599	-.017	-.266	-.007	-.122
Gender	-.010	.205	-.027	-.578	-.019	-.421
Education	-.016	-.269	-.012	-.221	-.009	-.162
Income	-.017	-.249	.024	.379	.014	.222
Independent variable						
Attitude			.038	-.514	.053	.728
Subjective Norms			.164*	2.546	.147*	2.367
Perceived Behavioral Control			.171*	2.339	.235**	3.295
Sustainable Behavior			.135*	2.478	.189	3.575
Moderating Effect						
Attitude*Sustainable Behavior					-.130	-.912

Subjective*Sustainable Behavior					.166	1.321
Behavioral*Sustainable Behavior					.295*	2.443
ΔR2	.001		.124		.081	
R2	.001		.125		.206	
F	.110		14.078***		13.353***	

a Standardized coefficients are reported
* p< .05; ** p< .001; ***p< .0001

Table 5 includes the results of hierarchical regression analysis carried out to determine the effect of the factors on the three conceptually independent intent determinants of the TPB towards gastronomy tourism intention.

-Model 1 tested the control variables and the results show that no element has the effect on the independent variables towards gastronomy tourism intention ($p \geq .05$).

-Model 2 evaluated the three determinants of the TPB and including sustainable behaviour towards gastronomy tourism intention. The findings are subjective norms (SN), perceived behavioural control (PBC), and sustainable behaviour (SB) have a positive and significant effect towards gastronomy tourism intention (SN $\beta = .164$, $p <.05$, PBC $\beta = .171$, $p <.05$, and SB $\beta = .135$, $p <.05$). Accordingly, only the hypotheses H6 and H7 are confirmed while the hypothesis H5 is rejected.

-Model 3 analysed the effect of the three determinants of the TPB towards gastronomy tourism intention through the sustainable behaviour as the moderating variable. Only perceived behavioural control through the moderating effect of the sustainable behaviour (PBCXSB) has a positive and significant effect towards gastronomy tourism intention ($\beta = .295$, $p <.05$). Therefore, only the hypothesis H10 is accepted while the hypotheses H8 and H9 are rejected.

Table 6. Independent sample t-test (Generation)

Sample groups	**Gen Y (n = 218)**		**Gen Z (n = 188)**				
Variables	**Mean**	**SD**	**Mean**	**SD**	**T**	**Df**	**p-value**
Gastronomy Involvement	*4.0376*	*.66309*	*3.8564*	*.78625*	*-2.488*	*367.579*	*.013*
Local Food Consumption Value	4.0069	.62858	3.9388	.77060	-.980	404	.328
Food Knowledge	3.8704	.67511	3.7899	.85578	-1.059	404	.290
Attitude	*4.3200*	*.61564*	*4.1303*	*.81655*	*-2.608*	*344.035*	*.009*
Subjective Norms	4.0382	.68789	4.0089	.79319	-.399	404	.690
Perceived Behavioral Control	*4.2875*	*.66277*	*4.0727*	*.83166*	*-2.846*	*355.924*	*.005*
Sustainable Behavior	3.9743	.60633	3.9053	.79502	-.990	404	.323
Gastronomy Tourism Intention	3.7324	.92319	3.6915	.94688	-.440	404	.660

We further assay how the different between generations Y and Z on all variables towards the gastronomy tourism intention, thus performed the independent t-test and found that both generations have slightly different from 3 of 8 variables which are gastronomy involvement (Mean Gen Y 4.0376 vs Mean Gen Z 3.8564, p = 0.013), attitude (Mean Gen Y 4.3200 vs Mean Gen Z 4.1303, p = 0.009), and perceived behavioral control (Mean Gen Y 4.2875 vs Mean Gen Z 4.0727, p = 0.005).

5. Discussion and Conclusion

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5.1. Discussion and implications

The literature review on food or culinary or gastronomy related tourism, reported that three factors are gastronomy involvement, local food consumption value, and food knowledge have been studied on the attitude towards the intention; however, only food knowledge has a positive effect towards intention to recommend local food festival in Indonesia (Syntiadewi, 2022). That finding is minimally in line with this study that all three elements influenced on the attitude (hypotheses H1, H2, and H3) towards gastronomy tourism intention. Furthermore, this research extensively performed the impact of the subjective norms towards attitude and also found the positive effect with a statistical significance (hypothesis H4). This study was first applied the TPB on the gastronomy tourism in Thailand with focusing the generation Y and Z who are the majority. The findings are subjective norms, perceived behavioural control, and sustainable behaviour have a positively significant effect towards gastronomy tourism intention; unlikely the attitude. Furthermore, when multiplied the moderating effect of the sustainable behavior, only perceived behavioral control has a positively statistical significant effect towards gastronomy tourism intention suggested that the sustainable behavior does not strengthen the attitude or subjective norms to generate the gastronomy tourism intention.

5.2. Limitations of this study and suggestions for future studies

While this qualitative research provides a contribution to the gastronomy tourism research and the perspectives of Thai populations, there are still some limitations that might be dealt with in the future for better researches. First, since the data used in the study was collected from Thai populations, the findings of the study might not be generalized to other nationalities which may have different cultures. Thus, any applications utilizing the results may be reconsidered this point. Second, with the limitation of the study timeline, this research assumes to study the majority which are generation Y and Z; likewise, the future research could be more extent the generation other than those (such as including generation X) for completely explaining the intention of potential tourists.

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Is my city a competitive tourism destination?
A residents' perspective assessment

Costa, Rui Augusto
GOVCOPP
Department of Economics, Management, Industrial Engineering and Tourism
University of Aveiro, Prortugal

Chim-Miki, Adriana F.
GOVCOPP
Department of Economics, Management, Industrial Engineering and Tourism
University of Aveiro, Portugal
Federal University of Campina Grande, Portugal

Fong, Hoc Nang Lawrence
Department of Integrated Resort and Tourism Management
Center for Cognitive and Brain Sciences, University of Macau, SAR China

Abstract:

This study verified the effects of natural, cultural, and urban resources on the city's tourism competitiveness from the resident's perspective; and identified city managers' priorities. We used PLS-SEM and the functionality of the software SmartPLS to create an IPMA Analysis. Data collection was in Viseu City, Portugal. From the resident's perspective, natural and urban resources positively impact the city's tourism competitiveness, while cultural resources do not. IPMA results pointed out how to improve competitiveness for tourists and citizens.

Keywords: Urban Tourism Competitiveness, Staycation, Managers' priorities, Quality of life, Resident's perspective.

1. Introduction

Tourism competitiveness research has a growing social bias (kubickova et al., 2017; Aguiar-Barbosa & Chim-Miki, 2020). This theoretical line argues that regional tourism activity is no longer competitive if it is not well-regarded by the residents (Romão & Nijkamp, 2017). Another growing perspective is the concept of staycation, defined as the free time spending at one's domicile or surrounding areas to encompass a variety of leisure-embedded activities (De Bloom et al., 2017; Yan et al., 2022). These two theoretical trends demand rethinking the city's tourism competitiveness.

In order to contribute to this vital rethinking and promote a tourism development citizen-centred, this study has a twofold objective: i) to verify the effects of natural, cultural, and urban resources on the city's tourism competitiveness from the resident's perspective; ii) to identify city managers' priorities to improve tourism competitiveness for citizens.

2. Literature Review

Approaches centred on social views are growing in tourism studies, for instance, human well-being (Dywer, 2022), social progress (Perles-Ribes et al., 2020) and Beyond GDP (Dywer, 2020). Besides the important focus on tourism contribution to sustainable development, these approaches mainly consider three factors. First, tourism competitiveness must be an end to generate social progress, which means, the focus must be on the citizen (Dwyer, 2022). Second, currently is tenuous the line between residents and tourists, as residents have become consumers of tourist attractions as a recreational activity (Stylidis, 2020) or by staycation, that is, a vacation in which the vacationer stays at home and uses that time to explore the local environment or a leisure trip within a 50-mile radius of their home (Zhang et al., 2022). Third, the economic, social and environmental factors that affect residents' quality of life are related to destinations' competitiveness and sustainability (Modica & Uysal, 2016).

2.1. Model Proposition

Destination competitiveness can positively impact the resident's quality of life in many ways. One of them is providing leisure in the city. Thus, we use primary factors and variables from traditional models of competitiveness, for example, Ritchie and Crouch (2003), to propose a model to analyze the tourist competitiveness of a city from the residents' perspective. (Figure 1).

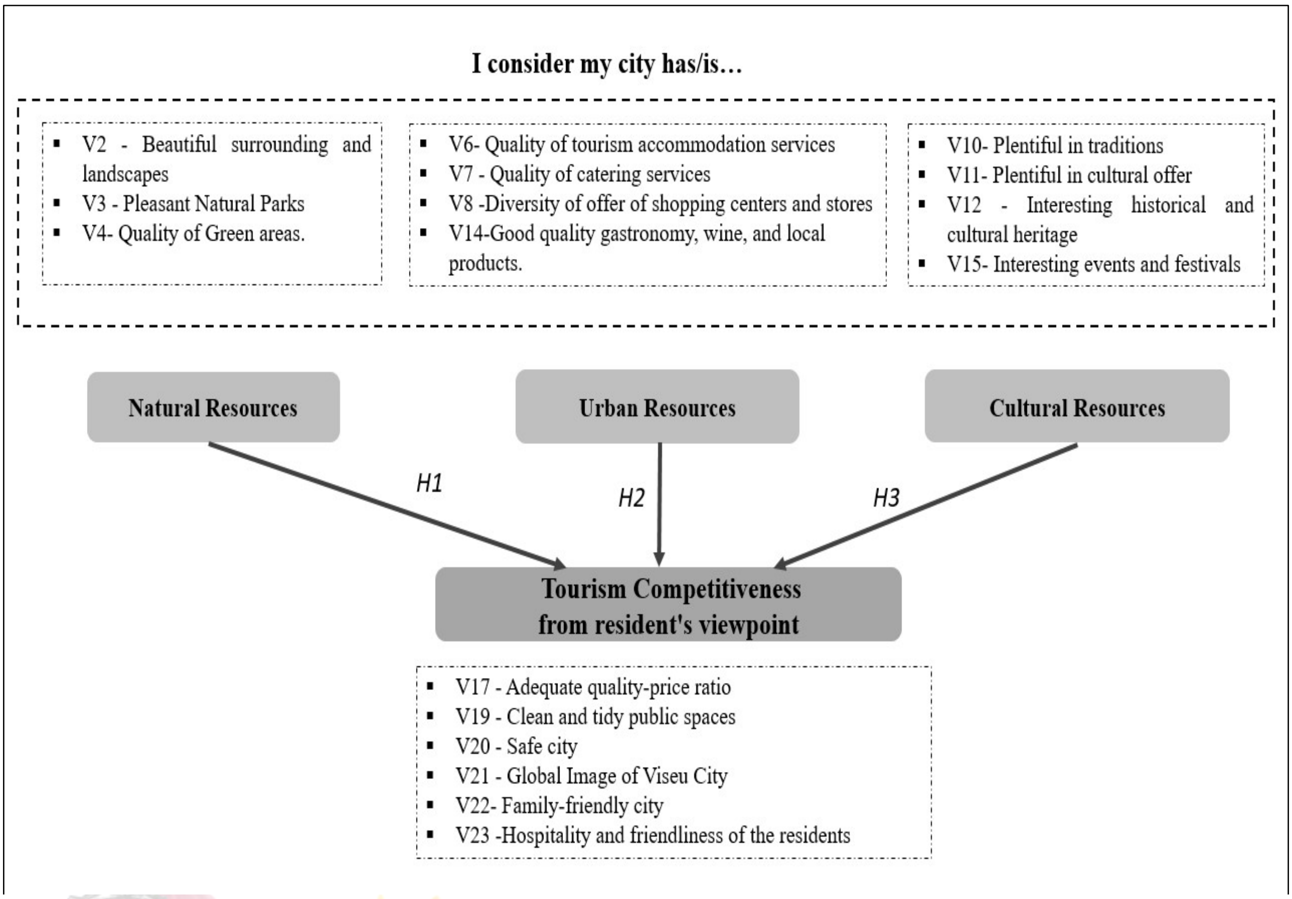

Figure 1. Model proposition (Source: Author's construction)

3. Methodology

3.1. Measurement

We use the Partial Least Squares Structural Equation Modelling (PLS-SEM) through SmatPLS 4.0 since this method provides simultaneous evaluation and modification of a conceptual model and balance explanation and prediction. The technique has causal predictive nature, then it tests the

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hypothesized models and provides managerial recommendations (Becker et al., 2023), besides facilitating theory-building (Hair, Ringle & Sarstedt, 2011). Additionally, we used the functionality of the SmartPLS to create an IPMA (Importance-Performance Map Analysis). Data collection was in Viseu City, Portugal, with a non-probabilistic sample of 179 respondents through a face-to-face and online questionnaire through social media using Facebook groups. Viseu is located in south of the Douro River and is the second largest city in the Central region of Portugal. The city has beautiful architecture designated as "Architecture of Faith," and the title of "Vinhateira City" and "Viseu capital of the Dão land" due to its gastronomy and wineries. Its tourism flow is derived from cultural, gastronomic, and events resources.

4. Results

4.1. Profile of respondents

In the sample, 63,9% responded online; 36,1% face-to-face, 69% were female, and 55.5% with college level. Regarding occupation, most were employees (67%) and students (19%), and the age prevailed 25-54 years old (60,5%).

4.2. Measurement model assessment

In the model, we retained the variables with a factor loading above 0.70. The exception was the inclusion of V8=0.691. The measurement model presented satisfactory internal reliability with composite reliability and Cronbach's alpha values above 0.8 (Hair et al., 2011). The average variance extracted (AVE) above 0.6 indicated the convergent validity of the model. Also, the model has discriminant validity since values on the diagonal are the square root of the AVE, as they are greater than the correlations between the Latent Variables, it meets the Fornell Larcker criterion (Table 1). Additionally, we confirmed through the heterotrait-monotrait ratio of correlations (HTMT) below 0.90.

Table 1. Assessment of the Measure Model

	1	**2**	**3**	**4**
1. Cultural resources	**0.850**			
2. Natural resources	0.713	**0.858**		
3. Resident_Tour_competitiveness	0.626	0.666	**0.848**	
4. Urban resources	0.700	0.673	0.762	**0.808**
Cronbach's alpha	0.872	0.821	0.920	0.820
Composite reliability	0.912	0.894	0.939	0.882
Average variance extracted (AVE)	0.723	0.737	0.720	0.652

4.3. Structural model assessment

Bootstrapping resampling method indicated the coefficient of determination R^2=0.625, that is, moderate explanation capacity (Hair et al., 2013). The structural model presented a good fit considering values of Standardized Root Mean Square Residual (SRMR = 0.060) and Normed Fit Index (NFI=0,085). Figure 2 shows the path results.

The Natural Resources Factor presented a positive influence on Tourism Competitiveness from the residents' perspective (β=0.252, t=3.623, p = 0.000), which confirms H1, as well as the Urban

Resources Factor (β=0.549, t=7.609, p = 0.000) confirmed H2. However, the Cultural Resources Factor has no influence on Tourism Competitiveness from the resident perspective (β=0.062, t=3.623, 0.840, p = 0.401), thus we rejected the H3.

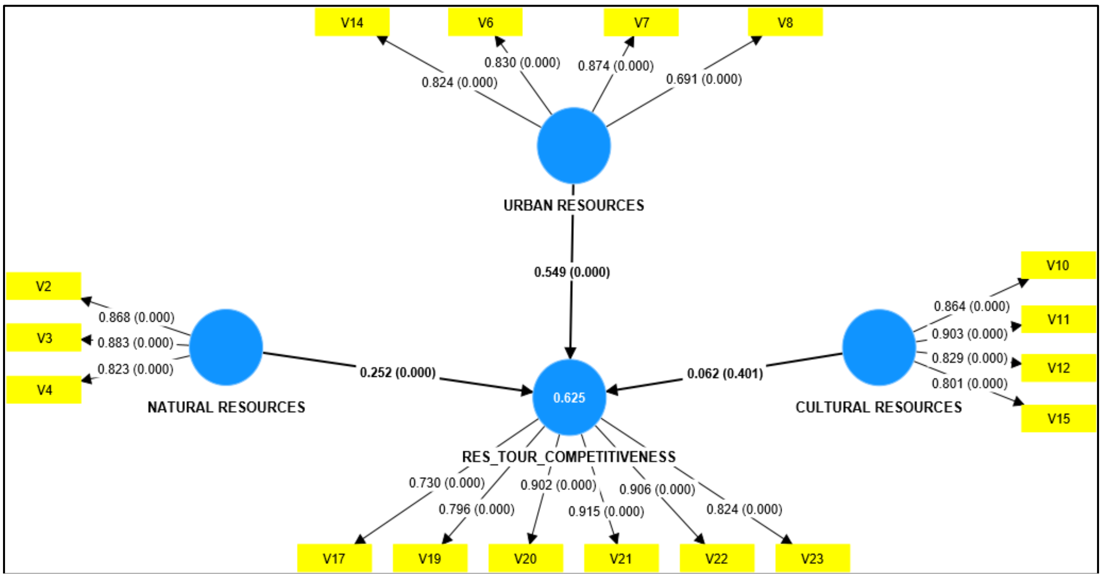
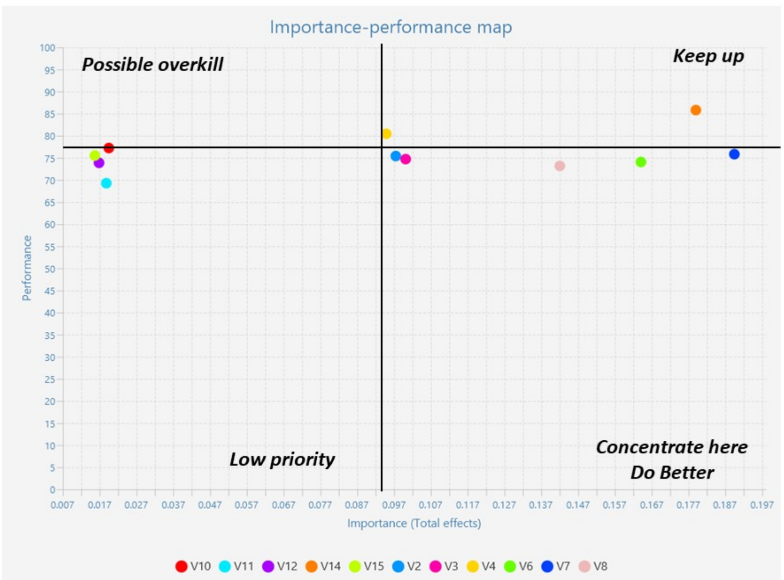


Figure 2. Path Model

4.4. Importance-Performance Map Analysis

Results extracted by the IPMA module of SmartPLS 4.0 software give us gains additional results for managerial findings. The IPMA analysed the path coefficients (the importance dimension) and the average value of the latent variables and their indicators (performance dimension). Our results indicated that city managers should improve the variables V2 (landscapes), V3 (parks), V6 (accommodation services), V7 (catering services) and V8 (diversity of shopping) to create more tourism competitiveness from the residents' perspective (Figure 3).



Importance-performance matrix analysis map (IPMA-SMART/PLS)

Factor Variable	Importance	Performance
CULTURAL RESOURCES	0.062	73.999
NATURAL RESOURCES	0.252	76.736
URBAN RESOURCES	0.549	77.515
V10	0.020	77.235
V11	0.019	69.274
V12	0.017	73.883
V14	0.179	85.810
V15	0.016	75.531
V2	0.098	75.419
V3	0.101	74.721
V4	0.095	80.447
V6	0.165	74.078
V7	0.190	75.838
V8	0.143	73.184

Figure 3. Results of IPMA

5. Discussion and Conclusion

5.1. Discussion
Our findings indicated tourism competitiveness from the residents' perspective depends on the leisure activities that citizens can enjoy as much as tourists. However, the cultural heritage is not attractive to residents since it is part of their day-by-day. Therefore, improving in tourism offerings to satisfy residents and tourists will make the city more competitive for Staycation and attract tourism flow. At the same time, the tourism sector contributes to a better quality of life for its residents through leisure activities.

5.2. Conclusion
Theoretical implications from our study support previous assumptions of scientific literature that tourism competitiveness and well-being are no more independent paths. Scholars and managers need to double lens and balance the city's offer to tourists and residents. Our findings are explorative but pointed out ways to tourism generate social value for residents. The study also has practical implications for Viseu City. The IPMA Grid illustrated the variables that managers should prioritise to improve city tourism competitiveness, particularly, Food and Beverage (F&B) supply, shopping, festival, and events with high importance and low performance; then, managers should prioritize these elements of the tourism supply.

5.3. Limitations of this study and suggestions for future studies
The data collection after a pandemic context generated some difficulties for residents to answer to extensive questionnaires. Thus, a number of variables and the size sample were the limitations of our study. We minimize the restriction using confirmatory multivariate statistics and procedures to guarantee validity and reliability. However, we suggest further research in different contexts and using more variables to follow the path of tourism development-centred-citizen.

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Understanding Short-Term Rental Classes via Design: A Technology-Enhanced Approach

Zhang, Huihui
Howard Feiertag Department of Hospitality and Tourism Management
Virginia Tech

Zach, Florian J.
Howard Feiertag Department of Hospitality and Tourism Management
Virginia Tech

Xiang, Zheng
Howard Feiertag Department of Hospitality and Tourism Management
Virginia Tech

Abstract:

This study aims to explore vertical segments among short-term rental properties via their design patterns. We implement machine learning techniques to quantify design with 51,657 listings from Texas Airbnb market. Functional design is measured by an amenity theme distribution generated from a topic model. Aesthetic design is represented by a probabilistic distribution predicted by a pre-trained deep learning model over four interior design styles. We identify significant differences in functional and aesthetic design across vertical classes. High-end properties emphasize home benefits and greenery designs rather than business-oriented features or classic styles. This study contributes to hospitality literature by deepening our understanding of market segments in a new lodging sector. The findings also provide guidance for short-term rental and hotel practitioners.

Keywords: Short-term rental; Vertical segmentation; Functional design; Aesthetic design; Machine learning

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Why do Tibetan Buddhist Monks engage in tourism?
The impact of tourism on religious prosperity in Tibet, China

Wang, Ying-Ying
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Huang, Wei-Jue
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Abstract:

Anchored on the social cognitive theory, the study applies a qualitative approach, interviewing 12 Tibetan Buddhist monks in Garze Tibetan Autonomous Prefecture, China. This study finds that, the key factors which affect setting foot in the tourism industry, include the full-coverage tourism development strategy in Garze, the financial self-supporting policy for the monastery, the tourism industry's capacity for cultural transmission, and a low technical bar. As a result, monks entered the sector through hotel management as well as by planning religious pilgrimages that exhibited strong tourism traits.

Keywords: Impact of Tourism, Religious Tourism, Tibetan Buddhism

1. Introduction

The impact of tourism on religion is one of the key topics of tourism impact research. As the main stakeholders of religious tourism and providers of religious products, monks' perception of tourism has been studied by some scholars (Wong et al., 2013; Lin, 2015; Chen et al., 2015). However, little research has been done on how monks engage in tourism and use it to advance their faith.

Tibet, China, is the birthplace of Tibetan Buddhism. It is also a mysterious place for tourists from all over the world. Research on Tibetan Buddhist monks who are engaged in tourism is currently rare, because of the geographical distance and language barrier (Zhao & Ritchie, 2007; Mao & Pearce, 2012). Litang county, Garze Tibetan Autonomous Prefecture, Sichuan Province is the hinterland of China's three major Tibetan regions and has rich Tibetan Buddhist culture. Many hotel investors in Litang have religious backgrounds. For example, on the Ctrip (The largest OTA in China), all the Listed hotels in Litang have religious backgrounds. The phenomenon related to Tibetan Buddhist monks who are keen to invest in hotels, including tourism, has not been paid attention to by academics.

This study was guided by the following questions in order to fill the aforementioned research gap while also building on SCT. 1) On monks' perception, what are the main factors influencing the development environment of religious tourism? 2) What do monks think about tourism? 3) What are the distinct behaviors of monks participating in tourism exhibitions?

2. Literature Review

2.1. Social Cognitive Theory

According to social cognitive theory, individuals, their behaviors, and environments interact with each other, which is known as "ternary interactive determinism" (Bandura, 1991; Schunk & Ertmer,1999). Human beings process the information input from the outside through brain processing, and convert it into internal psychological activities to further support their own behavior. This process is the so-called knowledge processing, that is, the cognitive process (Bandura, 2002, 1991). The individual's response to the environment includes three aspects: cognition, strategy, and action. " Cognition refers to the degree to which individuals perceive and understand themselves and their environment. Strategy refers to the methods or techniques used to achieve goals. Action refers to the specific actions taken by individuals.". That is, when individuals have a perception of the external environment, they will adopt corresponding strategies to achieve their goals, which will lead to specific actions under the guidance of this strategy.

It can be seen that Social Cognitive Theory can be used to guide an investigation into monks' cognition (environment) of religious and tourism policies, what corresponding strategies (personal) they have adopted, and what specific actions (behaviors) have resulted from these strategies.

2.2. Impact of Tourism on Religion

In the 1990s, Vukonic (1996), who first studied the relationship between religion and tourism, believed that "tourism provides people with an environment to meet their personal spiritual needs and personality development. There are many spiritual, even sacred and religious thoughts in the whole tourism phenomenon". Li and Sun (2019) reviewed the research on the impact of religion on Tourism: the research on the impact of tourism on religion involves the impact of tourism on the local religious environment and rituals and the tourism perception of local residents as the main body of the religious tourism community. However, there are some limitations. Previous studies have answered the dual impact of tourism on community religion, for example, "what is the impact of tourism on religion", but there is a lack of theoretical discussion and localized empirical research on "why tourism has an impact on community religion" and "how tourism has an impact on life religion". Most studies often focus on the results of tourism impact, but there is lack of discussion on the process and mechanism of tourism impact.

Anchored on the social cognitive theory, this study focuses on the tourism impact from the supply side of religious products, that is, the religious group. the Tibetan Buddhist group has 2 types, one is traditional monks, and the other one is Tantric Master. The Tantric Masters are usually in the temple or at home for daily chanting, religious activities such as rituals, at the same time get married to ordinary people, participate in daily agricultural production, raise the children, and support the elderly, just as normal family life. Some of them are in the perennial silent retreat, and some are good at spells and the special activity in society. As a member of group who get rich firstly in the Tibetan area, they have become a very important power in Tibetan tourism businesses.

3. Methodology

The Grounded Theory method is applied to this study. The author used observation and informal semi-structured interviews to study 12 Tibetan Buddhist monks (9 lamas and 3 tantric masters). The tantric master can be regarded as the first part of the Tibetan region to become rich. They usually have more flexible interpersonal relationships and missionary methods, and wander between the secular and sacred. They are the main investors of Litang Hotel.

Semi-structured Interviews (SSI) is an informal interview conducted according to a rough outline of the interview. SSI is used when researchers have sufficient knowledge of the topic to be able to identify areas and major components of the topic but cannot predict all possible answers (Morse & Field, 1995). In this study, the first area of investigation is the main factors affecting religious prosperity - the attitude of the government and religious product suppliers toward tourism development, and the second is the experience of the government and religious product (religious tourism product) suppliers participating in tourism development. The following boundaries define the theme, that is, the contents of the research field are pointed out: (a) Policies background: governmental policies to religion and religious tourism; (b) Perception--the attitude of the monks towards the development of local religious tourism; (c) Participation --the participation process of the monks on local religious tourism.

Table 1. Background information of the interviewed respondents

No.	Name	Gender	Ethics	Age	Profession
S1	Luo	M	Tibetan	50	Lama
S2	A Jiang	M	Tibetan	36	Lama
S3	Dunzhu	M	Tibetan	28	Lama
S4	Qujie	M	Tibetan	36	Tantric Master/Culture company owner
S5	Gong	M	Tibetan	37	Tantric Master/Hotel owner
S6	Zeren	M	Tibetan	40	Tantric Master/Hotel owner
S7	Jiacuo	M	Tibetan	40	Lama
S8	Longka	M	Tibetan	28	Lama
S9	zhaxi	M	Tibetan	33	Lama
S10	Luorong	M	Tibetan	27	Lama
S11	Baima	M	Tibetan	31	Lama
S12	Yundeng	M	Tibetan	58	Lama

Qualitative research methods can fully reflect the multi-dimensional interaction process between the research object and the surrounding people and the environment, and can help researchers deeply observe and understand the specific action strategies and interactive processes used by monks in the process of coping with tourism development. Therefore, this paper uses in-depth interviews and grounded theory to study the monks in the holy places, and explores the motivations, behavior models and influencing factors of monks' participation in tourism activities.

4. Results

Four key factors impact on Tibetan Buddhist monks engaging in tourism industry and two main types of behavior were identified from the data collection, namely the sinicization of Tibetan Buddhism and the development strategy of full-coverage tourism in Ganzer (Environment) , the tourism industry's capacity for cultural transmission and low technical bar (Personal), hotel management and religious pilgrimages with tourism traits (Behavior).

4.1. Sinicization of Tibetan Buddhism

Religious Issues in the Socialist Period of China", the famous document No. 19, which put forward an important principle: religious organizations should "solve their own problems" and implement "self-support". In line with this, the document puts forward relevant policy measures. "*In order to properly* *solve the funds needed for various religions to run and support themselves, we must also earnestly implement the policies and regulations on the real estate and rent income of various religions. After the founding of the People's Republic of China, religion was reformed, the feudal exploitation of Tibetan Buddhist monasteries such as land rent, livestock rent and usury was canceled, all wealth was confiscated, and the state put forward the idea of maintaining monasteries*". In the early stage, in order to maintain the normal operation of monasteries, the government used subsidies to help the monastery gradually pass through the transition period. By the middle of the transition, monks in monasteries were self-supporting by participating in productive labor.

4.2 Full-coverage tourism strategy in Ganzer

In 2011, Gazer Prefecture took the lead in launching the development strategy of "Full-coverage tourism" in China, and then the tourism industry in Gazer Prefecture entered a rapid development stage. The government has made great efforts to improve the tourism management mechanism of Gazer Prefecture, improve the construction of tourism infrastructure, optimize the tourism business environment, improve the level of tourism public services, and achieve the upgrading, quality and efficiency of tourism in Gazer Prefecture. According to statistics, in 2019, the number of tourists received in Gazer Prefecture exceeded 33 million, and the tourism revenue reached 36.689 billion yuan, up 48.7% and 64.9% respectively from the previous year, as shown in Table 2.

Table 2. 2015-2019 Tourist arrivals and revenue in Gazer

(Million person/ Billion Yuan/Dollar)

	Total tourist arrivals (Million person)	Total revenue (Billion CNY)	Domestic arrivals (Million person)	Domestic revenue (Billion CNY)	International arrivals (Million person)	International revenue (million USD)
2015	10.76	10.77	10.68	10.69	0.08	7.82
2016	13.1	13.37	12.88	12.68	0.12	10.92
2017	16.68	16.6	16.51	16.43	0.17	25.26
2018	22.30	22.35	22.12	22.08	0.18	26.30
2019	33.16	36.69	32.92	36.38	0.25	46.63

Source: Zhang et al. (2020)

4.3 Impact of tourism on Tibetan Buddhist missionary

Propagating the Dharma according to the opportunity is the fundamental point and the most fundamental method of the Buddha's propagating the Dharma. Opportunities are reserved for those who are prepared, and monks also need more opportunities to spread the Dharma. Therefore, making good friends is one of the important ways to spread the Dharma. The scriptures say: "Before becoming a Buddha, you must first form a relationship with people." If a Bodhisattva wants to save all living beings, he must form a relationship with all living beings. If he does not obey all living beings, he will not be able to guide them.

In addition, monks have a positive and pragmatic dissemination attitude. The spread of Buddhism is not just the wishful thinking of the junior communicators. If there are no Chinese monks who hold a pious feeling for Buddhism and their admiration and spread of Buddhism, no matter how strong the fire is, it will be difficult to form a prairie fire. As the saying goes, "one slap can't make a sound". The spread of Buddhism in China is realized in the two-way interaction between transmission and seeking. Therefore, Buddhist monks do not passively accept the existing transmission content in the process of transmission, but actively and locally explore and innovate the content of dissemination, so that Buddhism can adapt to local needs, so as to obtain better dissemination effects.

The tourism industry has prompted local residents to actively approach religion: young people have also begun to have a strong interest in religion, like the boys in my village, who used to know how to use Tiktok. Now Litang is popular. There are many tourists. Young people who are the mandarin-speaking generation take on the job of introducing to tourists, so they need to understand their own culture. They would come to ask me a lot of questions, and they took the initiative, instead of asking the elders in the family to urge me to recite sutra. This is my biggest feeling. (S02)

4.4 Adaptability of Tourism and Tibetan Group Characteristics

From 1979 to 2001. After the reform and opening up, especially after the implementation of the Central Committee's instructions on Tibet work and the spirit of the Sichuan Provincial Party Committee's three-state conference in 1980, the main task of education in the Tibetan areas of Sichuan in the 1980s was to focus on the key points, quality and foundation, optimize the school layout and educational structure, especially restore the multi-standard boarding primary and secondary schools for ethnic minorities, and consolidate the quality of students. According to data in 1990, the enrollment rate of children aged 7-11 in the three prefectures of Liangshan, Aba, Garze is 52.4%. However, the level of adult cultural and technical education in Tibet is still low at this stage. The data shows that the proportion of Chinese illiterate and semi-illiterate in the total population aged 12-50 years reaches 36.05%. In 1994, the Education Commission of Sichuan Province also made a plan for education in ethnic minority areas, breaking down and implementing the annual goals and tasks layer by layer; In 2008, nine-year compulsory education was basically popularized in Tibetan areas, and the population coverage of "nine-year compulsory education" was increased to 95.5%.

It can be seen from the above data that at present, the young and middle-aged people in Tibet are not highly educated, and it is very difficult to engage in industries with high technological content. What's more, there are not many people in my generation who can go to college. Many of them can't even speak Mandarin well, and don't want to leave the Tibetan area. I think the tourism and catering industry are the most suitable for us. We don’t know how to operate complex industries(S04).

4.5 Monk’s Behaviour in the tourism industry

At present, there are few temples in Tibet to organize religious study tours, but the increasingly popular Han Buddhist study tours make consumers no longer unfamiliar with this way of travel, thus narrowing the cultural distance of potential consumers. The author found that although the monasteries did not deliberately organize this form of study travel, Buddhist study travel is becoming more and more common: the development of tourism, especially the convenience of service facilities, makes more mainland believers come to Litang, or visit the guru more frequently.

The design elements of the hotel are all based on religious culture, with a strong religious atmosphere. Take the lobby of two hotels operated by the company as an example: the floor tile of the lobby is spliced into the shape of a bead of heaven according to the natural grain of stone. The beads were first used by King Gesar to provide for the three treasures (Buddha, Dharma and Monk) and the Dharma, and then distributed to the soldiers and the people. He also buried the remaining beads in different places as the foundation for the future use of Tibetan wealth. The background wall and the ground are spliced with natural marble with a uniform pattern, which is like a lotus bud. On the right side of the hall, the Thangka hanging is the three patron gods of the snowy plateau, also known as the Guanyin Bodhisattva, Manjusri Bodhisattva and Vajrayana Bodhisattva. This picture is the personified image of Buddha's wisdom - Manjusri Bodhisattva. Unlike the portraits in the Han Dynasty, the Thangka of Manjusri Bodhisattva in the Tibetan region generally holds a sword and a scripture box in his hand, indicating the wisdom of cutting off ignorance. The figure in the middle is a four-armed Avalokitesvara, with two hands in the center to show the combination of wisdom and convenience. One hand holds a crystal rosary, and the other hand pulls a bead, which represents the salvation of a sentient being from rebirth. The white lotus in the left hand symbolizes purity and no worries. The person on the far right is the embodiment of the power of the Buddhas - Vajrayana Bodhisattva. This bodhisattva plays a very important role in Tibetan Buddhism, and can resist the magic barrier from all sides.

5. Discussion and Conclusion

5.1. Discussion and implications

Previous studies have also proven the impact of values and religion on individual entrepreneurial behavior (Gursoy et al., 2017, Wang et al., 2018). This study reveals the factors that influence monks' active participation in tourism, including the need for religious communication, tourism characteristics and monks' own personality. The motivation of tourism enterprise immigrants to actively learn Tibetan Buddhist knowledge comes from the need for work and livelihood integration. This group is passive in religious communication, but compared with other industries, tourism practitioners play a greater role in religious communication, because they not only learn religious knowledge, but also transform religious culture into religious tourism products and services that consumers like. This is beyond the reach of other industries, such as agriculture, industry and even other service industries. The way in which local residents actively participate in tourism is closely related to Tibetan Buddhist culture, which is related to the Tibetan people's belief in religion, the integration of Tibetan Buddhism into local residents' daily life, and the Tibetan people's hospitable national character, which makes local residents eager to learn their own religious culture and realize their social and spiritual values in tourism.

In addition, the environmental factors of tourism's impact on religion can be divided into two categories: religious environment and tourism development environment. China's monastery economy has a history of more than 1000 years, which means that Chinese Buddhism has a traditional practice of involving in economic activities. After China's reform and opening up, the religious policy encourages monasteries to support themselves. Therefore, unlike the monks in India, Myanmar and other places, Chinese monasteries need more economic income to maintain the normal operation and development of monasteries. In the experience of combining religion with other industries, Tibetan Buddhist monks are more inclined to engage in tourism. First, in recent years, tourism is an industry vigorously developed by local governments. Government officials frequently appear in new media to promote religious tourism resources. Secondly, the economic benefits of tourism are far higher than that of monasteries for agriculture and animal husbandry, and these industries cannot effectively expand the influence of monasteries. The monks in Litang have also seen cases where other Tibetan Buddhist monasteries have obtained huge economic returns through the development of tourism, such as the Jokhang Temple in Lhasa and the Ta'er Temple in Qinghai Province.

In the previous study on the motivation of monks to engage in tourism, the factors of religion and values have been observed (Olsen, 2016), but the national character has not been tracked. This study officially fills this gap. In the study of religious tourism destinations and immigrants, previous studies believed that the motivation for immigrants to approach religion was emotional integration, that is, love of religion. However, this study found that employees of religious tourism enterprises learn religious knowledge for the purpose of livelihood integration and work needs. In addition, this study also depicts the behavior process of monks, local residents, government and tourism enterprise immigrants participating in religious tourism, which fills the gap of observing the behavior of religious providers under the social cognition theory.

5.2. Conclusion

This study based on social cognitive theory, has broadened the knowledge about the impact of tourism, and constructs a research framework of the impact of tourism on religion, that is, from the perspective of religious suppliers, to reveal the impact of tourism activities on religious commodity suppliers in religious tourism destinations. Through research, the main research questions were answered. The motivation for monks to set foot in tourism is religious dissemination and self-cultivation of temples. Monks realized that the spread of tourism activities has great influence. In addition, after the local government took the regional tourism as the key industry, the monks also realized that tourism is an effective means to reconcile politics and religion. Monks prefer to participate in the tourism industry by building and operating hotels, because the hotel itself has the function of a monastery, and its technical content is relatively low, which is in line with the reality that monks are not highly educated.

5.3. Limitations of this study and suggestions for future studies

First of all, sectarian differences are not included in the study. In the study, the author found that the monks who are most involved in tourism are the secret mantras of the Ningma sect, while other sects such as the Gelug sect do not have this religious role. Therefore, whether the development of tourism will prosper one sect and slow the development of other sects needs further research. In the future research, the secret mantras should be the focus of observation, because they are the main investors of the hotel in the research area, and they freely shuttle between the sacred and the secular, playing an extremely important role in the development of tourism and religion.

Secondly, the hotel industry in Tibetan areas has not been observed separately. The religious function of the hotel has emerged in this study. However, as the hotel is not the only object of observation in this study, the author has not conducted in-depth analysis of it. In future research, the religious function of hotels should receive more attention.

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Constructing the AISTAS model to explore the relationship between trust and consumer behavior on online tourism platforms

Wang, Dan
Graduate Institute of Tourism Management
National Kaohsiung University of Hospitality and Tourism

Shen, Ching-Cheng
Graduate Institute of Tourism Management
National Kaohsiung University of Hospitality and Tourism

Loverio, Jennifer Pasion
Department of Hotel, Restaurant and Institution Management
College of Home Economics
University of the Philippines- Diliman

Liu, Hsi-Lin
Graduate Institute of Tourism Management
National Kaohsiung University of Hospitality and Tourism

Abstract:

Social platforms represent valuable marketing tools, and consumers have changed when they are affected by these websites. This study applies trust to the AISAS theory and constructs and verifies the establishment of AISTAS, which will supplement the theory and literature for future research. Meanwhile, according to the results of the quantitative analysis, practical suggestions are provided for the design of the tourism platform.

Keywords: AISAS, Online Tourism Platforms, Trust

1. Introduction

Due to the development of information and communication technology and the popularity of the Internet, digital technologies have been recognized as significant drivers of the ongoing digital revolution (Rüßmann et al., 2015). *Digital platforms* are how novel business models are developed, and value is created in the platform economy (Mariani et al., 2021). Social websites such as Instagram, Snapchat, Twitter, YouTube, and Facebook represent valuable marketing tools (Sharma et al., 2020); consumer behaviors change when these websites influence them (Rangaswamy et al., 2020; Bu et al., 2020).

The consumer behavior model applicable to the Internet generation is Attention, Interest, Search, Action, and Share, which is the AISAS model. Among them, search and share are essential links in the AISAS model. These two **S**s fully reflect the internet generation consumers' media usage habits and consumption behaviors (Xue et al., 2021). When consumers search for tourism products on the platform, they will not only browse the advertising information published by the brand but also see the positive and negative evaluations of other consumers who have used the products. The persuasiveness of this information to consumers is almost equal to or greater than the effectiveness of brand advertising (Ratchford, 2020). Therefore, when consumers share their experiences after purchase and use, they

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will become the reference information for the following consumer search (Kono, 2009). Thus, applying AISAS theory to the research of tourism platforms can provide a comprehensive and detailed understanding of consumers' consumption habits and sharing behaviors.

In addition, trust is the performance of consumers on the quality and credibility of administrative services (Garbarino & Johnson, 1999). The generation of trust can reduce consumers' anxiety when making decisions and help promote consumer behavior (Kramer, 1999). Few studies have applied trust as an intermediary variable to the AISAS theory in previous studies. Therefore, this study combines them to build AISTAS theory, supplement relevant literature and theoretical references, and give practical suggestions for marketing tourism platforms.

Lastly, consumers search for information based on their interests on the platform. The purpose of this study is to examine whether consumers have trust in the information they search for. This study builds on the AISTAS theory by adding a sense of trust in these pieces of information. The trust here is different from the trust of consumers in the platform or the trustworthiness of the transaction, as mentioned in previous studies (Lăzăroiu et al.,2020; Dabija et al.,2022).

2. Literature Review

2.1. AISAS (Attention-Interest-Search -Action-Share)

Ruswandi et al. (2021) proposed that *attention* will affect *interest, interest* will affect *search, the search* will affect *action*, and *action* will affect *share*. Due to tourism's intangible and heterogeneous nature, tourists prefer to seek out the quality and experience of tourism products through search, which is a trustworthy trace (Buhalis & Foerste, 2015). Therefore, it can be inferred that search will increase trust. Therefore, the following research hypotheses are proposed:

H_1: Attention has a significant positive effect on interest.
H_2: Interest has a significant positive effect on search.
H_3: Search has a significant positive effect on trust.

2.2. Trust

When consumers feel uncertain or at risk, they hesitate and delay purchasing. Therefore, trust plays a vital role in online purchasing (McKnight et al., 2002). Singh and Srivastava (2019) proposed that when buying online tourism products, trust will positively affect the entire online shopping experience process of consumers, from attitude and action to comment sharing (Kim & Fesenmaier, 2017). Based on the above analysis, this study proposes the following research hypotheses:

H_4: Trust has a significant positive effect on action.
H_5: Trust has a significant positive effect on share.

3. Methodology

This study adopted the convenience sampling method and invited Taiwanese consumers who went abroad for a vacation and bought tourism products online on the tourism platform (e.g., Instagram, Snapchat, Twitter, Youtube, or Facebook) as the research objects. The data was collected on Taiwan's PTT and Facebook travel community websites by completing online questionnaires. After confirming the qualification of the respondents, the questionnaires with repeated IP, too short or too long answering times were eliminated. Finally, 419 valid questionnaires were recovered.

The questionnaire was divided into seven parts: attention (ATT), interest (INT), search (SEA), true (TRU), action (ACT), share (SHA), and basic user information. A five-point Likert scale measures the first to the sixth part of the questionnaire.

4. Results

Using Confirmatory factor analysis, the factor loading (FL) was between 0.718 and 0.947, all greater than 0.7. Each observation variable's multiple square correlations (SMC) are between 0.516 and 0.897. Cronbach's α coefficients range from 0.764 to 0.811, all of which are greater than 0.7, indicating that the internal consistency of each factor is good.

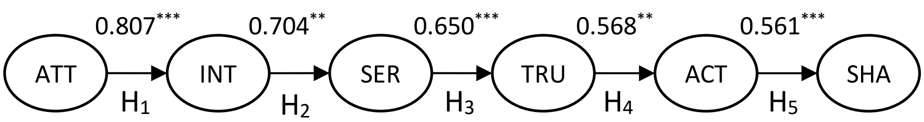
The composite reliability (CR) ranges from 0.871 to 0.951, which surpasses the recommended 0.7 (Wetzels et al., 2009). Meanwhile, the average variance extracted (AVE) estimates range from 0.612 to 0.866, which exceeds the cut-off value of 0.5. The AVE square root of each construct has a more significant square root correlation with the same concept than the other one, showing an acceptable discriminant validity. The influence relationship between variables is described as follows:

Table 1. Influence relationship between variables

Model	Independent Variable	Dependent Variable	F value	P value	R2	DW	Remarks
1	ATT	INT	778.248	.000	0.650	1.960	Ind
2	INT	SEA	506.131	.000	0.547	1.938	Ind
3	SEA	TUR	305.131	.000	0.421	1.817	Ind
4	TRU	ACT	198.388	.000	0.321	2.015	Ind
5	ACT	SHA	191.244	.000	0.313	1.854	Ind

Note: ind = met the independence test

This study applies the multiple linear regression method and draws the path map of the influence relationship between variables according to its results (Figure 1).



Note: ***p < .001 、**p < .010 、*p < .050

Figure 1. Variables relationship path diagram

5. Discussion and Conclusion

5.1. Discussion

The analysis shows that all hypotheses are accepted, verifying that trust is an essential variable of AISTS theory. In addition, through the influence coefficient of each aspect, this research finds that 'the tourism platform content will attract the attention of consumers' (0.787), it enables consumers to plan personalized trips (0.661), it is reliable (0.897), interesting (0.817) and the consumers will use the tourism platform to book products before departure (0.812). They will also actively share tourism products with friends and relatives (0.806)' which are the main influential items in all aspects.

5.2. Conclusion

This study applies trust to the AISAS theory and constructs and verifies the establishment of AISTAS, which will supplement the theory and literature for future related research. A practical contribution is to enable platform developers or operators to understand the importance of information in consumer decision-making, in other words, how consumers' trust in the information they collect affects their actions and decisions.

5.3. Limitations of this study

First, the participants of this study were all adults who met the conditions. There was no separate analysis based on gender or age. It is recommended that future researchers conduct differential analysis. Secondly, this study does not classify social platforms. Thus, future researchers should classify and explore social networking sites through cluster analysis.

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Crafting Inspiring Leadership Stories of Hospitality Students: A Preliminary Study

Loreto, Myla Medrano
Pathway Program
Dusit Thani College

Lloyd, Simon David
International Programs
Dusit Thani College

Abstract:

Leadership is one of the most important competencies, however, research indicates that this is the skill that hospitality graduates are least formally prepared for. To contribute to narrowing this gap, Dusit Thani College (DTC) in Bangkok, Thailand pioneered an approach to student leadership training in 2022, the Inspiring Hospitality Leadership (IHL). As a preliminary part of an ongoing longitudinal case study among 66 participants, this paper presents leadership stories from the reflections of first-year hospitality students. Participants were able to craft their leadership stories in the context of what they learned and how they applied it, challenges encountered, and plans for self-improvement. The leadership journey of the students will be progressively and participatorily monitored and evaluated in the proceeding phases of the study.

Keywords: leadership stories, leadership development program, hospitality students, inspiring hospitality leadership

1. Introduction

Leadership plays an integral part in the attainment of students' 21st-century skills specifically in the areas of career development and life skills. The need to adapt to changing circumstances and cultivate talent calls for a purposive student leadership program (Li & Kim, 2021).

In the hospitality education sector, researchers and practitioners claim that the curricula of hospitality programs tend to focus on teaching students hard or technical skills and fail to emphasize the teaching of soft skills including leadership (Saunders, 2004). Higher education institutions acknowledge leadership as one of the most important competencies. Leadership is ranked to be extremely important for graduates of hospitality programs beyond 2000 (Nelson & Dopson, 2001). However, it is the skill for which graduates are least formally prepared (Scheule and Sneed, 2001). Research findings have been consistently concluding and recommending that leadership skills should be integrated into hospitality curricula, but the gap remains in reaching a consensus on how this should be implemented (Saunders, 2004). This was also supported by Posner (2009) asserting that while there is increasing evidence that structured leadership courses can benefit students, not much is known about the best way to implement leadership programs. Deal and Yarborough (2020), on the other hand, argued that there is no single template or approach that works across the board. They put forward that the most effective leadership programs adapt research-based principles and tools to meet the students where they are.

Regarding developing and evaluating leadership development programs for students, Posner (2009) suggested that this entails a longitudinal process to observe changes and improvement. This area of study has not been well explored yet. This was backed by Xu, Wang, and Wen's (2019) study that there is limited literature explaining students' longitudinal leadership development in hospitality and tourism programs. Crawford, Weber, and Dennison (2014) recommended continual assessment of current practices on experiential learning methods to develop future hospitality leaders.

As an institutional response, Dusit Thani College in Bangkok, Thailand designed a leadership development program that is responsive and purposive to address the gaps. With the implementation of the revised curriculum in 2022 for DTC's international programs comes the pioneering approach to delivering a leadership program for hospitality students. Instead of offering a three-credit course on leadership in the senior year, the leadership program was spread throughout the four-year program of the students. Called Inspiring Hospitality Leadership (IHL), the leadership program is divided into four modules: leading the self, leading others, leading in dynamic organizations, and leading into the future. Each of the IHL modules is five days in duration, with all modules taking place at the beginning of the student's academic year. The learning content of each year is aligned to the level of courses in that academic year and integrated into the assessment during their practical and work placement assessments. This has been done to ensure that learners build practices and self-awareness skills needed for the focus of that year with the learning integrated into their practical work and can effectively implement the skills before moving to higher-level skills. An ongoing leadership learning journal will be assessed, culminating in the fourth year with a leadership narrative reflection to be integrated into the student's capstone project. It is a learning journey that is an integral and pivotal part of the Bachelor of Business Administration curriculum and the student's learning experience at DTC. It aims to build strong and passionate leaders who work in, manage, empower, and inspire a diverse and high-performance workforce who offer great service at all levels. Moreover, it also intends to develop the knowledge, skills, and attitudes of DTC students in three core competencies that are paramount to individual and organizational performance: teamship, leadership, and citizenship.

DTC was established in 1993 to meet the industry's high demand for well-trained professionals. The college offers nationally and internationally recognized Thai and international degree programs, an MBA program as well as non-degree programs in all aspects of hospitality, culinary arts, and tourism management. With its aspiration of prominence as Asia's premier international educational and training institute, Dusit Thani College sustainably develops and offers high-quality education producing highly competent graduates who have acquired first-rate professional skills, creativity, and an innovative outlook. DTC's mission is to educate world-class hospitality professionals to contribute to the future of the hospitality industry while ensuring its positive impact on the region's economy and sustainability.

This paper presents the preliminary results of the first phase of an ongoing four-year longitudinal case study. The initial evaluation is based on the stories shared by the first batch of participants. The leadership stories are gathered from the participants' reflections on how they applied what they learned in the first leadership module to their first semester as hospitality students. Leadership stories are operationally defined as reflections on the learning or discovery, challenges encountered, applications of IHL 1, and plans for self-improvement of the students.

2. Literature Review

2.1. Leadership Development Programs

Hamid and Krauss (2013) defined student leadership development as a process by which students are encouraged and motivated to take a lead in implementing change in their immediate communities of peers. Saunders (2004) particularly discussed that in the case of leadership training in hospitality, one of the weaknesses was a lack of experience in leadership. Hospitality education programs utilize multiple ways to improve leadership competencies including internships, simulations, service learning, and group projects (Crawford et al., 2014), industry partnerships, and inviting guest speakers (Saunders, 2004). Other preferred interventions in the educational setting drawn from the content analysis of Li and Kim (2021) were mentoring, skill-building, reflection, and leadership development programs that involve real-life experience and feedback. Five key practices for high-impact leadership development laid out by Deal and Yarborough (2020) were a proven leadership model and developmental framework, formative evaluation of students, relevant and meaningful leadership experiences, impactful coaching, and tools and methods that provide a rich and engaging experience.

Moreover, Sisson and Adams (2013) categorized student leadership competencies into three: hard competencies, soft competencies, and mixed competencies. Their study revealed that 86% of the essential competencies are soft competencies. These are work ethic, communication, teamwork, interpersonal and problem-solving skills, and adaptability (Beard, Schwieger, & Surendran, 2008). Dhyani, Gairola, and Dimri (2021) analyzed the role and importance of soft skills in the hospitality sector. The results of their study confirmed that leadership and teambuilding skills are significant for managers to be efficient leaders in hotels. The study also identified the managerial skills required in the hospitality industry which were ranked to be leadership, team building, people, initiative, and innovative skills. Konuk and Posner (2021) further recommended that leadership training programs should have learning activities that apply to real-life situations. These interventions are effectively used on individual, group, and organizational levels. Individually, mentoring, feedback, and communication skills should be adopted to establish cycled learning through face-to-face communication and targeted feedback. Team activities, team building, goal setting, vision creating, and leadership skills-building training should be advocated at the group level (Li & Kim, 2021).

In a longitudinal case study conducted by Hine (2017) from 2007 to 2009, perceived benefits and shortcomings were gathered among participants in a leadership program. The benefits perceived by the participants were working with other student leaders, access to leadership opportunities, and peer support, On the other hand, the shortcomings were lack of involvement of younger leaders, popular yet less qualified students taking on leadership roles, and student leaders disowning responsibilities. The study underscored the importance of evaluating the success and challenges of functioning school leadership programs.

2.2. DTC's Inspiring Hospitality Leadership (IHL)

Figure 1 summarizes the objectives and learning content of the IHL program. The IHL learning journey unlocks the leadership potential of students, nurtures their passion, and develops their skills to lead with courage, care, and grace. IHL is based on cutting-edge leadership research and a variety of learning methods such as feedback and self-reflection tools, peer coaching, and structured follow-up activities that support learning and its application to student's work in the classroom and laboratory, and their future professional lives. It is delivered by a lead faculty, a visiting professor, who is a leadership expert trained facilitators who are instructors in the international programs.

	Year 1 Leading The Self	Year 2 Leading Others	Year 3 Leading in Dynamic Organisations	Year 4 Leading into the Future
OBJECTIVES	Develop self-awareness and basic teamship and leadership skills	Leading performing teams, optimising diversity and enhancing performance	Strengthen strategic mindset, ability to lead change and navigate in the complex dynamics of organisations	Develop the ability to see, engage in and create the future in a sustainable way which has a positive impact
LEARNING CONTENT	• Learning and leadership • Self-management • Communication skills (active listening, giving and receiving feedback) • Leadership v. management theory • Building trust; engaging positively with others • Collective intelligence • Collaborating in teams • Self-reflection skills • Managing emotions • Resilience and wellbeing at personal level	• Building and leading effective teams • Feedback • Motivation • Communication and influencing skills within teams • Conflict management • Diversity and inclusion • Leadership v. management • Resilience and wellbeing at team level • Principles of human centred design thinking	• Building a personal strategic mindset • Decision making and critical analysis • Building an operational strategic mindset • Managing team dynamics and performance • Communication and influencing skills across the organisation • Stress management • Resilience and wellbeing at organisational level	• Leading in complex environments • Leading change and transformation • Managing complexity • Partnership and stakeholder management • Leadership agility • Future visioning • Legacy and sustainability • Perosnal leadership narrative • Creativity and innovation

Figure 1. IHL Objectives and Learning Content

The IHL Leadership Model is grounded on building students' ability in terms of skills leading to great performance as well as maturity. It inspires the enactment of great leadership through five foundational domains which form the backbone of the IHL curriculum. These domains (Figure 2) are presence (to stand in the leadership role with self-awareness and understand the impact that this has on others), relating (to engage in, build and facilitate strong relationships based on trust, inclusion, and harnessing collective intelligence), sensemaking (to give shared meaning to the context, vision, and action which guide the multidisciplinary response in a hospitality environment), action (to drive the implementation of objectives and results through the effective management of oneself, of others and available resources), and service (to create and inspire diverse teams to achieve the mission of service excellence and sustainable impact at all levels).

In IHL Module 1, students are introduced to the facilitative learning approach. The participants are assigned to groups who will be their actual group mates when they take their practical classes in kitchen and hotel management for work-integrated learning (WIL) courses. Each group is randomly appointed two facilitators to guide the students in their individual and group activities throughout the one-week program. The facilitators underwent training prior conduct of IHL Module 1. They were immersed in all the activities both as facilitators and participants. In IHL 1, participants took a learning style test to determine their learning style which was then cascaded to all instructors in the program so they can appropriately align the teaching and learning approaches in their respective classes. At the end of each session, participants engage in reflective practice by writing and sharing their reflections. Participants are awarded certificates upon completion of each module.

Figure 2. DTC IHL Leadership Model

3. Methodology

3.1. Measurement

The study employs a longitudinal case study design among 66 participants who belong to the first batch of IHL students. In a longitudinal study, researchers repeatedly examine the same individuals to detect any changes that might occur over a period. It involves repeated observations and data collection. Posner (2009) recommended this research design to observe changes and improvements among the participants. The study will run from 2022 to 2025 covering the stories of the participants one year after the completion of each of the four IHL modules. Qualitative data will be collected by employing focus group discussions, interviews, observations, and yearly assessments through reflection journals. Figure 3 shows the data collection timetable for the study. For this preliminary paper, data were gathered from the reflection papers of students collected upon completion of their first semester in DTC. Out of 66, 28 students (42%) have turned in their reflection papers at the time this paper is written. The remaining reflections will form part of the succeeding phases of this study.

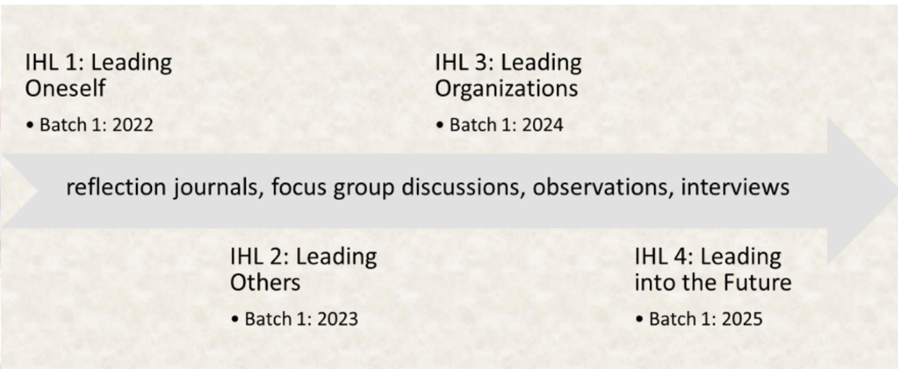

Figure 3. Data collection timetable of the longitudinal study

3.2 Data Analysis
The participants' reflection papers were manually coded and thematically analyzed, guided by Creswell's (2014) modified hierarchical approach to analyzing qualitative research.

4. Results

Table 4.1 shows the profile of the participants. The majority are Thai male students, specializing in Professional Culinary Arts.

4.1. Profile of participants

Table 1. Profile of the participants

		Frequency	Percentage
Gender	Male	46	69.70
	Female	20	30.30
	Total	66	100.00
Program	Professional Culinary Arts	58	87.88
	Hospitality Management	8	12.12
	Total	66	100
Nationality	Thai	58	87.88
	Burmese	3	4.55
	Indian	2	3.03
	Bangladeshi	1	1.52
	Cambodian	1	1.52
	Vietnamese	1	1.52
	Total	66	100.00

The participants' stories were gathered from their reflection papers. Tables 2 to 5 highlight the participants' quotes drawn from the themes that emerged from the analysis of the reflection papers. Under significant learning or discovery (Table 2), the themes are learning style, leadership style, self-awareness, leadership potential, interpersonal skills, and reflection. The challenges (Table 3) reflected upon by the participants include working with a team, communication, application of leadership concepts, and resilience. The participants can apply what they learned from IHL 1 (Table 3) in terms of being open to opinion, building confidence, dealing with peers, dealing with customers, and being resilient, mindful, and reflective. The participants' self-improvement plans revolve around being more active, taking a leadership role, improving communication, practicing mindfulness, and managing emotions.

4.2 Participants' leadership stories

Table 2. Participant quotes: significant learning or discovery

Themes	Participant Quotes

Learning Style	"…not everyone has the same style to be in the same group…more potential to succeed in a group with diversity…by using their strength…" (P3) "I have learned that my leaning style is a reflector…the more I reflect on myself, the clearer it get that I am a reflector. I have discovered that I can be talkative sometime. I used to think that I am an introvert, who do not like to engage with group activity. However, that is not the case. I was just scared of making a mistake." (P8)
Leadership Style	"… we all can be a leader but just different way that we lead like some leader are loud, or some can be quiet or some can be really talkative.." (P17) "I discover that I'm a situational leader that I change the way I encourage people on different situations." (P7)
Self-awareness	"…IHL week goes beyond textbook knowledge…it gives us time to explore about ourselves…" (P3) "… (IHL) pushed me out of my comfort zone and given me a chance to meet new people and do some new things." "I also learn to practice about mindfulness as it takes a few moments to get rid of stress, anxiety, anger, and fear. It helps me be fully aware and pay attention to my thoughts and feelings. I also discovered my strength and weaknesses." (P9)
Leadership Potential	"…when I got complimented by my friends and teacher that I have good management style…" (P1) "I discovered that I have more leadership than I expected." (P5)
Interpersonal	"I realized that in order for us to work together, I have to be more open-minded and accept their flaws so that we can succeed together." (P3) "…I learn that we need to be able to work with anyone in this career and you can't work alone in the kitchen you need to work in teams and know what our teammate is like and their personality helps me work easily with them." (P17) "…learn how to work with different types of people." (P5) "…how much I (am) good at emotional intelligence…" (P2)
Reflection	"We were always told and reminded to reflect on ourselves, which I think is good and I would use that to improve myself every day. The session made me think and re-reflect myself …I consider things more seriously and begin to see something what I have never seen before." (P14) "…one of the main takeaways I had from the session was reflection… not just with the situation or challenge, but reflecting on myself…" (P20)

Table 3. Participant quotes: challenges

	Participant Quotes
Working with a team	"…working with a team that is not efficient." (P1) "…trying to maintain good relationship" (P2) "…adapting with my colleagues." (P3)
Communication	"…I'd like to join some club, the language barrier discouraged me." (P2) "…making friends because I am not a really talkative person, so I don't know how to start conversation with friends." (P4) "…sometimes I cannot transfer my message to others wile communicating in the class and it make me frustrated with myself. (P8)
Application	"It hard to say what I have learn from the sessions beside the theory that we have learned like learning style, leadership model, important of EQ and mindfulness. But how I am gonna adapt these to the practical way is hard to say probably because I don't have many opportunity to put it into practice.' (P10)
Resilience	"I would often face work stress, or emotional issues during work, and I've been having quite a challenging time in dividing those emotions from my personal life." (P20)

Table 4. Participant quotes: applications of IHL 1

	Participant Quotes
Openness to opinion	"…listening to others opinion and communicate with them." (P4)
Confidence	"The learning from IHL help me to have more confidence to face with the problem and deal with myself feelings." (P15)
Dealing with peers	"I mostly used my emotional intelligence to deal with challenges…tried to control myself if I faced an argument and relate with my friends when they need help." (P2) "IHL help me to understand the other people more and treat them differently based on their learning style." (P8) "I want to improve working in team as it will encourage our personal growth and help in the development of communication skills." (P9) "…how to be a good follower by listen more cause before I came to the college, I could say that I am the person that always wants my thoughts to

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	win… people wants thing that is not my idea I am ok for what they choose." (P4)
Dealing with customers	"…to do WIL program…I need to control myself while facing aggressive customers or colleagues." (P2)
Resilience	"In the IHL week, resilient is one of the words repeated most of the time…I used that concept to rise back up whenever I face challenges. I try to see the positive side and take it as a lesson instead of letting it push me down." (P3)
Mindfulness	"…it helps me to calm myself down when I'm angry and mindfulness help me a lot because sometimes it is hard to control it emotions but this course really helps to be aware of my own action all the time and think what I am doing in the kitchen while cooking something." (P17)
Reflection	"I began to take more time with self-reflection more when I faced challenges. I tend to reflect more on how I respond, how I acted, how I handled my emotion, what's the next step I should take…I became more calm and gain more control over my own life…this is the true value I see in reflection." (P20)

Table 5. Participant quotes: plans for self-improvement

	Participant Quotes
More active participation	"I would like to be more active so I will not regret when I graduate that I didn't do something fun or face some new experiences" (P5) "…to share more about my opinion because I think I'm too shy so I don't share much."
Taking a leadership role	"I will try to be a better leader to my team…control my emotion more and pay attention to other's emotion." (P1) "Something I want to do differently after block 1 are to try to be a leader and take a challenge which I didn't used to or like more." (P10) "I think I need to step up and give direction to the group to improve the performance of the group otherwise we will be left behind." (P11) "I want to have more courage to lead, control and talk in the team to make myself and team be more efficient." (P15)
Communication	"…for WIL…I have to be more understanding and communicate better…communicate with other more…network and find opportunities for my career." (P3) "In the next block I want to question about more things and lessons. I want to ask question to learn something bigger than what we have. I have

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	"the class to be more creative, thoughtful and think outside of the box." (P14)
Mindfulness	"…use mindfulness to clear my mind and improve my focus so I will be able to focus on the task on the next block.." (P8)
Managing Emotions	"I should be more responsible and smart with how I handle emotions and especially apply EI into certain scenarios in order to avoid emotional harm for myself and others." (P20)

5. Discussion and Conclusion

5.1. Discussion

Initial findings support and align with results of previous studies on leadership development programs for students. From the analysis of the participants' reflection papers, specific themes were drawn from their stories categorized under significant learning or discovery, challenges, applications, and self-improvement plan as presented in Tables 2-5.

Table 2 illustrated the participants' significant learning or discovery. The themes that emerged were learning style, leadership style, self-awareness, leadership potential, interpersonal skills, and reflection. These results correspond to and support previous studies. Most of the participants' learning was included in Beard, et al.'s (2008) list of essential soft competencies that students need to acquire. Participants recognized that not everybody has the same learning style, and this is supported by Konuk and Posner (2021) in their study emphasizing that in any leadership development course, it is important to recognize and appreciate that not every student learns in the same way. This implies that the IHL programs have the capacity to address the differences in the student's learning styles. Crawford, et al. (2014) confirmed the relevance of providing reflection assignments about the students' experiences inside and outside the classroom.

The challenges experienced by the participants in their first semester as hospitality students, as presented in Table 3, were working with a team, communication, and application of lessons or theories learned from IHL 1. Konuk and Posner (2021) recommended that student leadership programs should be longer in duration for them to be more effective in terms of providing students the opportunity to practice and internalize their leadership skills. IHL is a four-year program taken by students before the beginning of each academic year from their first to fourth year in DTC. Dhyani, et al. (2021) reiterate the role of team cohesion, people skills, and interpersonal skills in organizational success. The succeeding IHL modules, teaching and learning, and other activities should be tailored to support the students in overcoming these challenges.

While a few had challenges with applying what they learned, some of the participants noted that they used what they learned. These applications are being open to others' opinions, building self-confidence, dealing with peers effectively, dealing with customers in WIL, and being resilient, reflective, and mindful. The participants' quotes in Table 4 highlight the details of the participants' experiences in applying what they learned.

In the area of plans for self-improvement, as shown in Table 5, the participants' reflections indicated a commitment to more active participation, taking a leadership role, better communication, mindfulness, managing emotions, and thinking outside the box. This reinforces Konuk and Posner's findings (2021) that student leadership program has a positive impact on the leadership capabilities of the students involved. The inclusion of this guide question in the participants' reflections prompts them to make sense of what they learned by setting action plans for future practice.

5.2. Conclusion

The preliminary results strongly suggest the robust potential of IHL in progressively training hospitality students to craft their inspiring leadership stories throughout their four-year academic program in DTC and equip them with formal leadership skills. Moreover, the objectives and content of IHL are parallel to the needs and recommendations put forward by previous studies regarding strengthening leadership development programs for students. Reflective practice enables the participants to share their leadership stories as first-year students without necessarily holding or being elected to a position.

IHL serves both as a response to previous research recommendations and an innovation to provide a model for the effective implementation of a leadership program, particularly for hospitality students. Internally, this preliminary study allows for the review and improvement of the delivery and evaluation of the succeeding modules. It also contributes to the literature and narrows the existing gap in terms of designing and evaluating leadership programs for students. The preliminary findings also prompt for progressive and consistent monitoring and evaluation of the IHL program among different batches of participants from their first year up to the fourth year when they integrate their four-year leadership story in their capstone project.

At the school level, students should be provided opportunities to demonstrate and apply their leadership skills both inside and outside the classroom through curricular and extra-curricular activities. There is also a need to design participatory monitoring and evaluation instruments that are in congruence with these activities. Through these, DTC hospitality students will be able to craft inspiring leadership stories that they will bring with them as future leaders in the hospitality industry.

5.3. Limitations of this study

This paper presents the preliminary findings from data partially collected from 42% of the participants. The scope of this paper covers only the first module of IHL which is Leading Oneself. Another limitation is the extent of reflective practice that the participants can engage in. Some participants can reflect and express themselves in writing better than others who may need more practice and reinforcement in engaging in reflective practice. This limits the quality and depth of the stories shared by the participants. Probing through in-depth interviews and FGDs must be conducted in the next phases of the study.

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Cultural Intelligence's Effect on Voice Behavior for Employees in the Hospitality Industry

Yuan, Lu
Hospitality Business Management
Washington State University

Kim, Hyun Jeong
Hospitality Business Management
Washington State University

Ryu, Kisang
Department of Foodservice Management
Sejong University

Abstract:

Drawing upon demands-abilities fit, this paper examines the impact of hospitality employees' cultural intelligence (CQ) on their voice behavior and job satisfaction. Data were collected from employees working for restaurants in the U.S. The results show that CQ has a positive effect on employees' voice behavior through self-efficacy. CQ positively affects job satisfaction through a sequential mediation of self-efficacy and voice. This study contributes to the CQ and voice literature, utilizing CQ as a person's ability to meet job requirements.

Keywords: Cultural intelligence, Voice, Self-efficacy, Demands-abilities fit

1. Introduction

The COVID-19 pandemic and accelerated technological advances have thrown the hospitality industry into an increasingly volatile economic climate (He & Harris, 2020). New business trends are forcing hospitality companies to be more responsive and adaptive to the market (George, 2021). Frontline employees, as "part-time marketers," may play critical roles as they gather unique information from customer interactions (Grönroos, 2020). Employee voice can support management's strategic decisions (Morrison, 2011), and prior studies have explored the antecedents of voice. Individual elements like personality traits (Big Five) (LePine & Van Dyne, 2001) and emotional intelligence (EQ) (Srivastava et al., 2019) affect employees' willingness to speak up. However, research on the effect of cultural intelligence (CQ) on hospitality work outcomes is limited.

According to person-environment fit theory, the fit between individuals' capabilities and job requirements facilitates individuals' desired actions in organizations (Muchinsky & Monahan, 1987). Hospitality employees frequently work with customers and colleagues from various cultural backgrounds, and ongoing communication is a must for the smooth operation of the company. To fill the gap in literature on the effect of CQ on hospitality work outcomes, specifically employee voice and satisfaction, this study explores direct and indirect effects through self-efficacy, using a sample of restaurant workers in the U.S.

2. Literature review and hypotheses

2.1. Demands-abilities fit
Demands-abilities fit refers to the level of compatibility between an individual's knowledge, skills, and abilities and the demands of their environment (Edwards, 1991). Based on this theory, the current study aims to examine the impact of individuals' capabilities, specifically their cultural intelligence (CQ), on their voice behavior in a diverse work setting, such as the hospitality industry. When individuals believe they are competent in their job tasks, their perception of demands-abilities fit improves, leading to better work attitudes and behaviors, including higher levels of organizational commitment (Zellars et al., 2001) and organizational citizenship behavior (Park et al., 2016).

2.2. Cultural intelligence
Cultural intelligence (CQ) refers to an individual's capability to function effectively in culturally diverse settings (Ang et al., 2007). The construct of CQ has four sub-facets—metacognitive, cognitive, motivational, and behavioral CQ (Ang & Van Dyne, 2008). Metacognitive CQ describes cognitive strategies that enable individuals to perceive and identify cultural differences (Ang et al., 2007). Cognitive CQ signifies knowledge about other cultures' norms, traditions and practices that one learns from experiences. Motivational CQ enables individuals to enjoy socializing with people from other cultural backgrounds. Behavioral CQ is one's ability to modify verbal and nonverbal actions to fit in multicultural situations (Ang et al., 2007).

2.3. Employee voice
Employees often confront unsatisfactory events and gain opportunities to improve their own or organizational wellbeing during work. When individuals voluntarily communicate their opinions and concerns about their work in an informal way, voice occurs (Morrison, 2011).

2.4. Cultural intelligence, voice, and job satisfaction
In cross-cultural encounters, cultures play a vital role in employees' role expectations. In the absence of explicit job requirements, employees' decisions on how to perform their roles are dependent on what is culturally expected (Triandis, 1982). Facing customers from all over the U.S. or globe, CQ is likely to be essential for hospitality employees to better communicate and interact with diverse people. In summary, we put forth the first hypothesis that:
H1. Hospitality employees' CQ is positively related to voice.

Job satisfaction is a positive attitude or emotional state that employees may gain from their work or work aspects (Judge & Bono, 2001). As CQ enables employees to meet the demands of working in the intercultural work environment, CQ is expected to increase their job satisfaction.
H2. Hospitality employees' CQ is positively related to job satisfaction.

In addition, if hospitality employees successfully achieve the desired results through their voice, changes in the status quo help solve dissatisfying situations and improve employee or organizational wellbeing (Ng & Feldman, 2012). Putting the links from CQ to voice (shown in H1) and from voice to satisfaction together, we propose that:
H3. Hospitality employees' CQ is positively related to job satisfaction through voice. That is, voice mediates the positive relationship between hospitality employees' CQ and job satisfaction.

2.5. The mediation role of self-efficacy
From a psychological perspective, self-efficacy indicates individuals' belief in their ability to perform a certain behavior in a given situation (Bandura, 1986). Culturally intelligent employees, while

interacting with people from diverse cultures, their high-level of CQ helps enhance their general self-efficacy (Appelbaum & Hare, 1996). Thus, we theorize that self-efficacy is an underlying mechanism through which the favorable effect of CQ on voice occurs.
H4. Hospitality employees' CQ is positively related to voice through self-efficacy. That is, hospitality employees' self-efficacy mediates the relationship between CQ and voice.

Moreover, given H3 (CQ → voice →satisfaction) and the relationship just mentioned (CQ→ self-efficacy →voice), we theorize a sequential mediation path from CQ to satisfaction via first, self-efficacy and then, voice (CQ → self-efficacy → voice → satisfaction) as follows:
H5. Hospitality employees' self-efficacy and voice sequentially mediate the relationship between CQ and job satisfaction.

3. Methodology

3.1. Data
We collected data from employees working for in the U.S. The participating restaurants are full-service restaurants. After distributing 500 questionnaires, we collected 285 usable ones (response rate: 57%).

3.2. Measurement
We adopted Ang et al.'s (2007) scale to assess CQ. To assess voice, we utilized the scale developed by Van Dyne and LePine (1998). We assessed employees' self-efficacy, as suggested by Schwarzer and Jerusalem (1995). Job satisfaction was assessed with the scale developed by Cammann et al. (1979). All measure items were rated on a 5-point Likert-type response scale. Lastly, we inquired into respondents' demographic and job characteristics: gender, age, job position, and job tenure with the current employer, and industry tenure.

4. Results

4.1. Profile of the respondents
Most of the respondents were either servers or bartenders. Of the 285 respondents, 53% (N = 151) were women and 41% (N=118) were men. They ranged in age from 18 to 63 years with a mean of 29.2. On average, respondents have worked for 4 years in the restaurant industry and 2.1 years at their current restaurant.

4.2. Measurement model
We checked Cronbach's alpha as well as composite reliability values. All latent constructs demonstrated a value greater than the threshold of 0.7 (Cohen, 1988), ensuring their internal consistency. All factor loadings showed acceptable values ranging from 0.63 to 0.95 (Fornell & Larcker, 1981). Average variance extracted (AVE) was shown to be greater than the recommended value of 0.5 all composites. Heterotrait-monotrait ratio (HTMT) of all latent constructs were evaluated, confirming discriminant validity (Henseler et al., 2015).

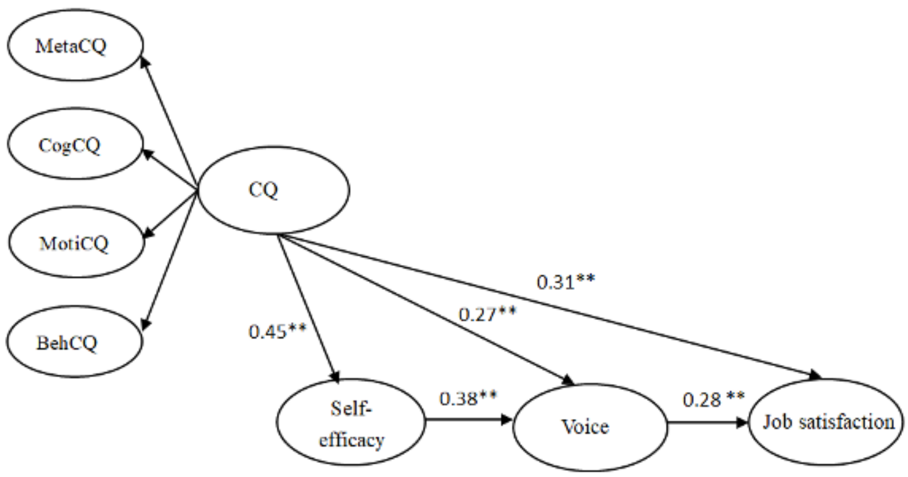
4.3. Structural model and hypotheses testing
In SmartPLS 3, bootstrapping 2,000 subsamples were applied to test proposed hypotheses. Figure 2 shows the results of parameter estimates and corresponding significance levels. H1, H2, and H3 are supported. CQ improves self-efficacy, which leads to a greater chance to voice and ultimately increases job satisfaction. H4, H5 and H6 are supported (Figure 1).

5. Discussion and Conclusion

5.1. Discussion and implications

Previous research focused on CQ and voice behavior in non-national or migrant workers, while this study examined domestic employees in the hospitality industry. The findings suggest that CQ is essential for customer-facing employees in domestic work environments.

The practitioners should strive to increase the organizational level of CQ because hospitality employees often encounter customers from other cultures and countries and work with multicultural or diverse co-workers. The organization may acquire CQ by recruiting employees with high levels of CQ. It will be wise for hospitality practitioners to provide regular cultural training to their contact employees to enhance their CQ.



H_1: CQ → Voice 0.27**
H_2: CQ → Job satisfaction 0.31**
H_3: CQ → Voice → Job satisfaction 0.08**
H_4: CQ → Self-efficacy → Voice 0.17**
H_5: CQ → Self-efficacy → Voice → Job satisfaction 0.05**

Figure 1. Parameter estimates of the research model

5.2. Limitations of this study and suggestions for future studies

Given this study was conducted in casual or fine dining restaurants, it is recommended to validate the findings in other hospitality or service sectors. It will be also interesting to conduct comparative studies to reveal which intelligence plays a more substantial role in voice behavior (e.g., IQ vs. EQ vs. CQ) in a variety of hospitality or service sectors.

Employee voice can be promotive or prohibitive (Liang et al., 2012). Researchers may want to examine the relationships between CQ and these two types of voice. It is predicted CQ, more receptive to a new culture, encourages promotive voice rather than prohibitive, possibly stimulating innovative thoughts, which is critical in an increasingly volatile economic climate we experience.

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Small and medium-sized hotel digitalization: Exploring stakeholder salience and interactions

Lin, Chien-Pang
Department of Finance
Chang Jung Christian University

Wu, Chi-Mei Emily
Department of Restaurant, Hotel and Institutional Management
Fu Jen Catholic University

Ho, Yi-Hui
Department of International Business
Chang Jung Christian University

Li, Chiung-Ying
Department of Finance
Chang Jung Christian University

Abstract:

Previous studies on digitalization treat its influential factors, within several stakeholders, as independent variables, ignoring probably interactions. This study thus examines the salience and interactions of stakeholders and their influential factors for small and medium-size hotel digitalization. By integrating stakeholder interactions into stakeholder theory, thist study shows three key findings. First, technologies, technology vendors, hotels, competitors, and customers are more important than education system, business partners, and governments. Second, the five primary stakeholders closely interact. Third, customers, hotels, and technology vendors are core causes. They directly affect digitalization and indirectly affect it by others.

Keywords: Small and medium-size hotel digitalization; Stakeholder interactions; Stakeholder salience; Stakeholder theory

1. Introduction

Digitalization is necessary for an organization's survival and continuous success (IDC-Cisco, 2020). No individual, organization, industry, society, or economy is immune to its pervasive influence (Brunetti et al., 2020). Effective business digitalization brings benefits in term of process effectiveness, customer relationship management, financial performance, and learning and growth (Chen et al., 2016). If a business does not digitalize, or digitalizes ineffectively, business competitiveness will suffer. To sustain business development, digitalization is inevitable.

Digitalization is the use of digital technologies to create value for business. It thus closely associated with the adoption of digital technologies. Many studies (Pelletier & Cloutier, 2019) have examined digitalization based on the diffusion of innovation theory (DOI), institutional theory (IT), technology acceptance model (TAM), and technology-organization-environment (TOE) framework. The models and theories have provided insights into individual responses, organizational behavior, or industry phenomenon to the digital wave. However, they are incapable to provide a clear road map for stakeholder cooperation to enable digitalization. Consequently, these studies have identified some critical factors behind digitalization and indirectly shown the salience of some stakeholders.

Each stakeholder has its own distinctive influence on organizational actions (Mitchell et al., 1997). An organization's sustainable development thus relies on the engagement of all stakeholders. In the face of digitalization that transforms the socioeconomic landscape, organizations wishing to digitalize need the support and collaboration of all relevant stakeholders (Brunetti et al., 2020). Businesses integrating digital technologies and data into their value chain both affect and are affected by their stakeholders. These stakeholders tend to interact with others, directly or indirectly, to support or resist organizational change. Although stakeholder theory stresses the salience of stakeholders, previous stakeholder studies do not take stakeholder interactions into account. For that reason, it would be more realistic to consider both stakeholder salience and interactions in digitalization research and management.

Focusing exclusively on the influences of several stakeholders is insufficient to explain complex digitalization problems. Moreover, previous studies make the unrealistic assumption that the factors and stakeholders are independent. Ignoring the probable interactions may skew the analysis. Digitalization research on stakeholders is scant (Brunetti et al., 2020). To ensure the success of digitalization, it would be valuable to study business digitalization in a multi-stakeholder and multidimensional setting.

Businesses evolve with technology, the economy and society. Unlike large firms, small and medium-sized enterprises (SMEs) have limited financial and technological resources. SMEs therefore find it difficult to shorten the distance between things and people by digitizing their businesses. There are approximately 400 million SMEs worldwide (National Action Plans on Business and Human Rights, n.d.). They represent approximately 90% of businesses and over 50% of employment globally (The World Bank, n.d.). SMEs are therefore the key economic driver of most countries, especially developing economies. In addition, close interactions with customers, employees, communities, business partners, and other stakeholders make them an integral part of domestic and global value chains.

Due to the indispensable contributions of SMEs, governments around the world place SME development a high priority (The World Bank, n.d.). However, digitalization is the main constraint on SME growth (IDC-Cisco, 2020). Unprecedented digital wave has fundamentally changed business operations and customer behavior. These changes have left their mark on the tourism sector because of its heavy reliance on business-consumer relationships, digital technologies, and digital channels (Gössling, 2020). Therefore, this study explores the salience and interactions of stakeholders and their influential factors on small and medium-sized hotel digitalization in Taiwan. The results of the analysis can clarify the role of stakeholders in digitalization. Indeed, effective digitalization rests on the engagement, support, and cooperation of stakeholders. Without understanding stakeholder salience and interactions, it is difficult for SME businesses to enable digitalization and maximize its socioeconomic impact.

2. Literature Review

2.1. Stakeholder theory

Stakeholder theory explains the relationship between an organization and individuals or groups that affect or are affected by its actions (Friedman & Miles, 2002). Stakeholders exert influence on organizational decisions to protect and advance their interests. The organization, for its part, needs to balance the needs of stakeholders to secure their engagement (Clarkson, 1995). Accordingly, an organization's development and success depend on stakeholder support. To encourage stakeholder cooperation, organizations need to take the power and urgency of their stakeholders into account (Mitchell et al., 1997). An organization has stakeholders with the right and interest to influence its decisions and some stakeholders are more influential than others (Clarkson, 1995). Primary stakeholders thus, such as customers, employees, and shareholders, have a major role in organizational actions and performance (Mitchell et al., 1997). Therefore, understanding and evaluating stakeholder salience are essential for an organization to achieve its objectives (Donaldson & Preston, 1995).

The success of digital transformation also relies on stakeholder engagement and support (Brunetti et al., 2020). For example, businesses, education and research institutions, and public administrators are central to meet the challenges of digital transformation in a regional economy (Brunetti et al., 2020). For public sector digitalization in tourism, the socioeconomic outcomes pivot on the interactions among governments, businesses, citizens, employees, nonprofits, and visitors (Kalbaska et al., 2017). The effectiveness of SME digitalization needs the commitment of entrepreneurs, socioeconomic support professionals, and technology experts (Pelletier & Cloutier, 2019).

Failure to consider the salience of stakeholders is likely to hamper business digitalization, or even weaken its benefits (Pelletier & Cloutier, 2019). Moreover, stakeholders tend to be interdependent. The failure to consider stakeholder interactions may result in the overestimation or underestimation of stakeholder salience. Digitalization depends on the involvement of all stakeholders (Pelletier & Cloutier, 2019). However, there are few holistic analyses of stakeholders (Brunetti et al., 2020). To date, research has not assessed and prioritized stakeholder salience and interactions. This knowledge is essential for policymakers, industry practitioners, and researchers given the challenges and opportunities presented by digitalization.

2.2. The stakeholders of small and medium-sized hotel digitalization

The success of SME digitalization counts on the engagement and support of all stakeholders. This study thus examines the stakeholder salience and interactions in the digitalization of small and medium-sized hotels. Digitalization stakeholders assume a variety of roles and have distinctive impacts.

Digital technologies. Stakeholders are individuals and groups that affect or are affected by an organization's action (Friedman & Miles, 2002). Since digital technologies affect and are affect by hotel digitalization, they can be considered a digitalization stakeholder. Effective digital technology adoption can improve operation or marketing efficiency by shortening the distances between people and things (Molinillo & Japutra, 2017). To be competitive, businesses need to be aware of technological factors, such as barriers, compatibility, complexity, relative advantage, risks, security, and trialability (Yoon & George, 2013), before adoption. These technological factors are closely related to the innovation characteristics of DOI theory, the perceived usefulness and perceived ease of use suggested by TAM model, and the technological context in TOE framework. In addition, technologies need to be compatible with business operations and management (Leung et al., 2015) because business digitalization uses digital technologies to create value through services and products.

Technology vendors. Researchers have traditionally paid little attention to technology vendors. A small number of studies has noted that technology vendors influence the intensity to adopt technology (Chen et al., 2016; Leung et al., 2015). Due to the limited technological and financial resources SMEs need the right partners with the right expertise and technologies to help them solve digitalization problems (Chen et al., 2016). Moreover, continuous service and support toward digitalization shifts is another influential way in which technology vendors enable digitalization (Brunetti et al., 2020).

Hotels. Organizational factors are important in explaining business transformation (Chen et al., 2016; Leung et al., 2015). These factors are related to the six organizational characteristics — centralization, complexity, formalization, interconnectedness, sizes, and organizational slack — suggested by DOI theory (Rogers, 2010). They are also in line with financial readiness, technological readiness, and top management support of organizational context within the TOE framework (Leung et al., 2015). Given the theoretical and empirical evidence, organizational factors play a significant role in digitizing business.

Customers. Institutional theory and TOE framework highlight the importance of external influences, such as customers, competitors, business partners, or governments, on technology adoption and organizational digitalization (Leung et al., 2015). The digital wave has had a significant impact on customer behavior, creating new interactions between customers and businesses. Customers create coercive pressures on businesses (Molinillo & Japutra, 2017). Businesses thus have the incentive to digitize their operations, products, or services to satisfy customers (Brunetti et al., 2020). Therefore, customer expectation, experience, and satisfaction play an important role in digitizing business.

Competitors. Market competition generates mimetic pressures that cause businesses to copy the strategies of their industry leaders (Molinillo & Japutra, 2017). In the advancing digital market, firms need to digitalize. Pressures from competitors, adoption among competitors, the successful adoption of competitors, and the desire to outperform bring significant impact to bear on organizational digitalization (Yoon & George, 2013). Businesses are thus willing to use digital instruments to secure market share or improve market growth and expansion (Leung et al., 2015; Molinillo & Japutra, 2017).

Business partners. Business partners are known to affect business digitalization (Leung et al., 2015). The amount of influence is based on supplier dependence and partner size (Jones et al., 2014), which determine the bargaining power. For example, pressure from business partners has a significant impact on digital technology adoption for hotels in Hong Kong (Leung et al., 2015). Powerful firms in China may force small partners to follow their technological strategies for supply chain management (Zhang & Dhaliwal, 2009). In addition, large firms may recommend or promise their small partners to apply certain digital instruments for their mutual benefit (Iacovou et al., 1995).

Educational systems. Educational systems receive less attention than other stakeholders. As digital transformation continues, digital skills and talents are of growing importance to business operations and development (Brunetti et al., 2020). Digital education and training for individuals, businesses, industries, and governments can resolve digitalization challenges (Brunetti et al., 2020). These initiatives show the importance of educational systems in supporting the development of digital economy by enabling digital transformation (Brunetti et al., 2020). However, digital education and training programs in SMEs are not as active as those in large corporations because of financial and time constraints (Chen et al., 2016).

Governments. Governments respond to digital waves and can shape digital transformation. They have significant impact on business digitalization (Brunetti et al., 2020). Since SMEs are essential in local and global value chains, governments around the world support SMEs to digitize their businesses. This support consists of education and training, financial subsidies, guideline and standard setting, and regulation and policy (Brunetti et al., 2020). This evidence is in line with the TOE framework which treats governments as an external driver of organizational digitalization (Molinillo & Japutra, 2017).

3. Methodology

Previous studies have examined the impact of technological, organizational, and/or environmental factors on business digitalization and technology adoption. These studies (Leung et al., 2015) use Likert- type questionnaires and multivariate statistical analysis, such as factor analysis, regression, or structural equation modeling, to examine the relationship. Likert-type measurement and traditional statistical analyses assume that all factors are independent (Tzeng et al., 2007), measure their absolute influence, and do not perform pairwise comparison among them. The constraints probably cause biased measurement and analysis (Lin, 2021). In other words, these studies can help to identify whether or not some stakeholders have a significant influence. However, they are incapable of assessing the relative importance of factors and their interactions, which are critical to clarifying this complex relationship.

In addition, several studies (Lin, 2017) use multicriteria decision-making (MCDM) method, such as analytical hierarchy process (AHP) and analytical network process (ANP), to assess and prioritize the critical factors. AHP, developed by Saaty (1980) ranks the relative importance of critical factors behind decision-making. However, this method fails to consider factor interactions in decision system. ANP remedies this shortcoming. It structures complex problem as a network with clusters of factors and allows interactions between and within clusters (Yang et al., 2008). Although ANP considers the interdependent relationship and provides a more precise analysis modeling, it assumes that each cluster is equally influential (Chen & Lin, 2018; Chiu et al., 2013), which is unrealistic. Ignoring the possibility of different clusters exerting different amounts of influence on a decision network may cause analysis biases (Yang & Tzeng, 2011).

To correct this unrealistic assumption, Tzeng et al. (2007) developed the decision-making trial and evaluation laboratory (DEMATEL) -based ANP (DANP). DANP assumes that each cluster may have a different influential weight (Chiu et al., 2013). It combines DEMATEL and ANP analyses. ANP helps to assess the influential weights of critical factors while their cause-effect relationship is identified by EMATEL (Chen & Lin, 2018; Gabus & Fontela, 1976). Since hotel digitalization is a socioeconomic transformation, it influences and is influenced by interdependent stakeholders. This study thus uses DANP to evaluate the salience and interactions of stakeholders and their influence in a holistic setting.

4. Results

4.1. Research data

In MCDM analysis, literature review and expert judgement are frequently used to reach consensus on valid criteria (Lee & Yang, 2018). After detailed literature review and group expert judgement, eight stakeholders and 24 influential factors were selected (Figure 1) to construct a decision system of hotel digitalization. The system links hotel digitalization, stakeholders, and influential factors in a multi-stakeholder and multidimensional setting for DANP analysis. In addition, Figure 1 shows the relationship between digitalization stakeholder system with previous technology adoption theories and models.

The explanatory ability of MCDM analysis counts on theoretical consistency, empirical support, and expert judgment for the research question (Lee & Yang, 2018). For DANP analysis, panel members with the expertise to understand and assess the research objective are essential. However, there is no theoretical and empirical guidance to govern expert selection and panel size (Hwang & Lin, 2012). According to management, five to seven experts are sufficient (Robbins & Coulter, 2012). An expert panel of 10 to 15 members is acceptable in an MCDM study (Hwang & Lin, 2012). In practice, a minimum panel size is usually 10 (Lee & Yang, 2018; Lin et al., 2020).

DANP analysis counts on expert survey. Since this study examines stakeholder salience and interactions of small and medium-sized hotel digitalization, group experts are selected from the eight digitalization stakeholders identified: technology vendors, hotels, competitors, business partners, educational systems, and governments. From January to February 2022, 23 experts were recruited to join in the DANP survey. These experts hold one or more roles in hotel digitalization and interact with other stakeholders, providing the expertise to facilitate digitalization. Therefore, they have requisite experience and knowledge to evaluate the impact of stakeholders and their influence on hotel digitalization. Their profiles are shown in Table 1.

4.2. DEMATEL analysis: Cause-effect relationship

In DANP analysis, DEMATEL helps to identify the cause-effect relationship among stakeholders and their influential factors. As shown in Figure 2, technology vendors (SV), hotels (SH), customers (SC), and business partners (SS) are causes while technologies (ST), educational systems (SE), and governments (SG) fall into the effect group. Competitors (SP) are neutral. Following a similar calculation, Figure 3 shows that technical features, interdisciplinary expertise, technologic readiness, top management support, customer attitude and expectations, customer behavior and experience, customer satisfaction and loyalty, competitive pressure, market growth and expansion, supplier dependence, supplier pressure, and mutual benefit belong to the cause group while the other 12 factors are effects.

According to Figure 2, this study plots their cause-effect relationship map to visualize stakeholder interactions. Insignificant causal links are filtered out by setting a threshold value (0.233) measured as the average of all the elements in the total influence matrix. An arrow represents the direction of causality. Following similar processes, the causal relationship map for factors (Figure 3) is generated.

4.3. ANP analysis: Influential weight

In DANP analysis, ANP facilitates the assessment of influential weights for stakeholders and their influential factors. Among the eight stakeholders (Table 2), technologies (14.11%) has the highest weight, followed by hotels (14.05%), technology vendors (13.46%), competitors (12.76%), customers (12.59%), educational systems (12.51%), business partners (10.41%), and governments (10.11%). In addition, this study sets a threshold value (12.50%), by averaging the influence weights of all stakeholders, to highlight the salience of primary stakeholders. In this way, business partners and governments are identified as less important stakeholders. As to the 24 factors, this study also sets a threshold value (4.17%), by averaging the influential weighs of all factors, to filter out the less important factors. As shown in Table 2, the influential factors of technologies, technological vendors, and hotels, customer behavior and experience (4.27%), customer satisfaction and loyalty (4.19%), competitive pressure (4.33%), securing market share (4.31%), digital education (4.23%), and digital talents (4.19%) are more important than the other nine factors.

HOST & PARTNERS

5. Discussion and Conclusion

5.1. Discussion

According to the results of causal analysis (Figure 2), technologies, technology vendors, hotels, customers, competitors, and educational systems interact. Among them, technology vendors, hotels, and customers are core causes. They directly affect hotel digitalization and indirectly affect it through others. Technologies, educational systems, and governments belong to the effect group; competitors are neutral. Previous studies on business digitalization and technology adoption concentrate on identifying the critical factors among stakeholders. They assume that the stakeholders and their factors are independent, which ignores probable interactions and is most likely to result in less accurate measurements and analyses. It is therefore essential to consider the causal relationship among stakeholders and their influence on digitalization research and management.

By setting a threshold point, the causal relationship map (Figure 2) is then divided into four quadrants (Hu et al., 2011) to explain the influential intensity and direction of stakeholders. The map reveals that (1) Quadrant I contains the core cause stakeholders with high influence; (2) Quadrant II contains technologies; it is important but not necessary to be reformed directly because it belongs to the effect group; (3) business partners located in Quadrant III are causes with weak influence; and (4) educational systems and governments are placed in Quadrant IV; they are effects and have weak influence. Figure 2 shows that hotels, customers, and technology vendors are influential core causes. This indicates their potential force in driving hotel digitalization, suggesting that they should be refined.

Following a similar calculation, the causal relationship map for factors is also divided into four quadrants. As shown in Figure 3, technical features, interdisciplinary expertise, technologic readiness, top management support, customer attitude and expectations, customer behavior and experience, customer satisfaction and loyalty, competitive pressure, and market growth and expansion are placed in Quadrant I. These nine factors are core causes with high influence.

According to the analysis results (Table 2) of influential weight, technologies, hotels, technology vendors, competitors, and customers have the highest influence weight. Their salience highlights the significant impact of technology-related reasons and interactions among hotels, customers, and competitors on hotel digitalization. In other words, hotel digitalization could be considered a digital form of market competition. To ensure market competitiveness by capturing the benefits of digital advances, hotels need to formulate and implement a strategic alignment between digital technology and business.

5.2. Implications

According to stakeholder theory, primary stakeholders are essential in achieving an organization's objectives (Clarkson, 1995; Mitchell et al., 1997). This shows the importance of stakeholder identification and salience. However, an organization's stakeholders may protect their interests by joining forces to support or resist organizational change. Ignoring stakeholder interactions may lead to the overvaluing of stakeholders that have weak influence or the undervaluing of stakeholders that have a strong influence. It is more realistic for stakeholder researchers to integrate stakeholder interactions with stakeholder salience in a multi-stakeholder analysis, especially in studies of digitalization that transforms socioeconomic conditions.

Based on the results of DANP analysis, prioritizing primary stakeholders (factors) and realizing the core causes are appropriate strategies. Since customers are the core cause and exert significant influence on digitalization, hotels are recommended to formulate and implement a customer-centric approach to digitalize their business. Small and medium-sized hotels also lack financial and digital resources. Therefore, it is applicable for governments providing appropriate financial and non-financial support to hotels. The support program can focus on meeting changing customer needs by providing integrated digital technology services via technology vendors. In this way, the mutual beneficial link between digitalization stakeholders — customers, governments, hotels, technologies, and technology vendors — is strengthened. Another effective approach would be for governments to invest in platforms for digitalization stakeholders to encourage their engagement and cooperation (Brunetti et al., 2020) because hotel digitalization is a multi-stakeholder and multidimensional transformation.

5.3. Conclusion

To solve the problems caused by independent stakeholder assumption and partial stakeholder analysis, this study integrates stakeholder salience and interactions into a multi-stakeholder and multidimensional analysis. The results of DANP analysis show the interactions among stakeholders and their influential factors behind the digitalization of small and medium-sized hotels. These core cause stakeholders (factors) influence digitalization directly and indirectly influence it through other stakeholders (factors), showing their potential force in driving digitalization. To enable digitalization by exploring the potential driving force, it is appropriate to refine these core stakeholders and factors.

The results also reveal that technologies, hotels, technology vendors, customers, and competitors are more important than other stakeholders. Moreover, the most important factors are from the five primary stakeholders. These results show the importance of technology-related reasons and market competition on hotel digitalization. However, there is no dominant stakeholder and influential factor, showing the multi-stakeholder and multidimensional nature of hotel digitalization. Therefore, the success of digitalization relies on the engagement, support, and collaboration of all relevant stakeholders, not just some. Prioritizing primary stakeholders (factors) is essential for administrations and hoteliers in planning, organizing, leading, and controlling digitalization. Lastly, digitalization relies on all relevant stakeholders. In the digital age with its constant changes, the role of stakeholders may evolve with digitalization. It would be worthwhile to study the salience and interactions among stakeholders and their influential factors in a multiphase setting.

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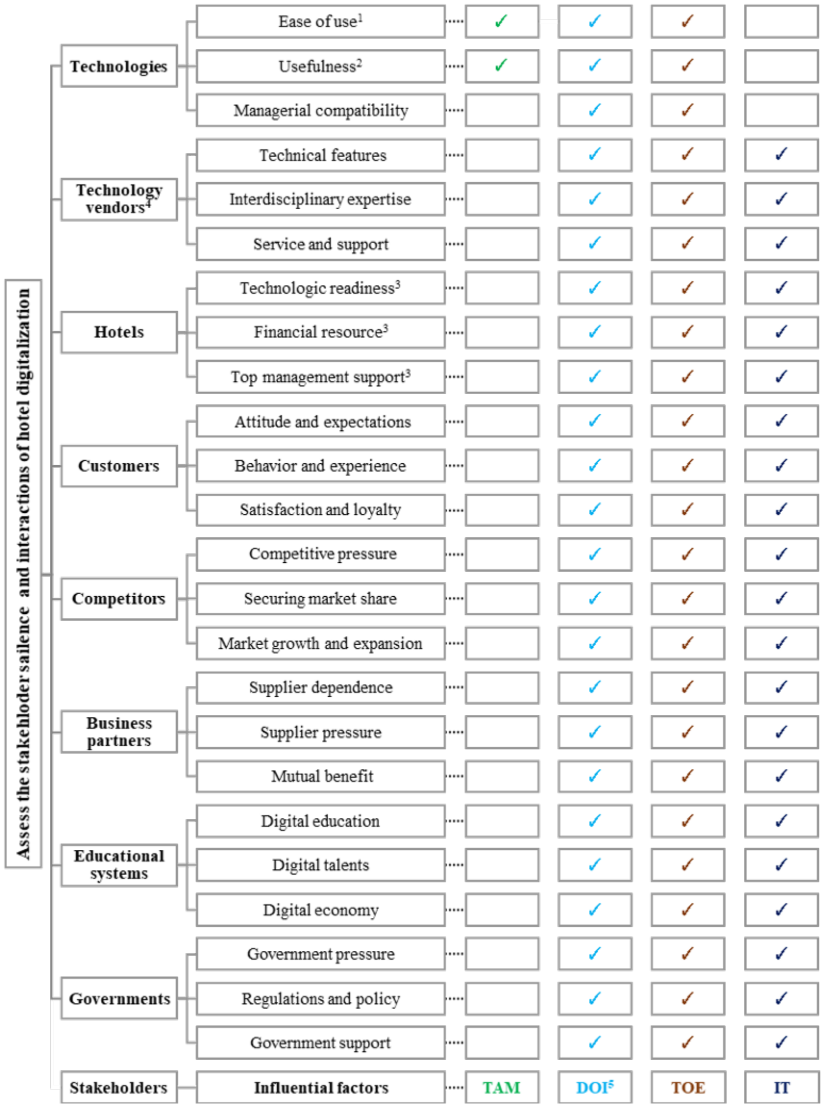

Figure 1. The theoretical framework of hotel digitalization

Note:
[1] Ease of use is related to perceived innovation characteristics (DOI), perceived ease of use (TAM), and technological context (TOE).
[2] Usefulness is related to perceived innovation characteristics (DOI), perceived usefulness (TAM), and technological context (TOE).
[3] Technologic readiness, financial resource, and top management support are related to organizational attributes (DOI) and organizational context (TOE).
[4] Technology vendors, customers, competitors, business partners, educational systems, and governments are related to social system (DOI), institutional influence (IT), and environmental context (TOE).
[5] DOI, IT, TAM, and TOE represent diffusion of innovation theory, institutional theory, technology adoption model, and technology-organization-environment framework, respectively.

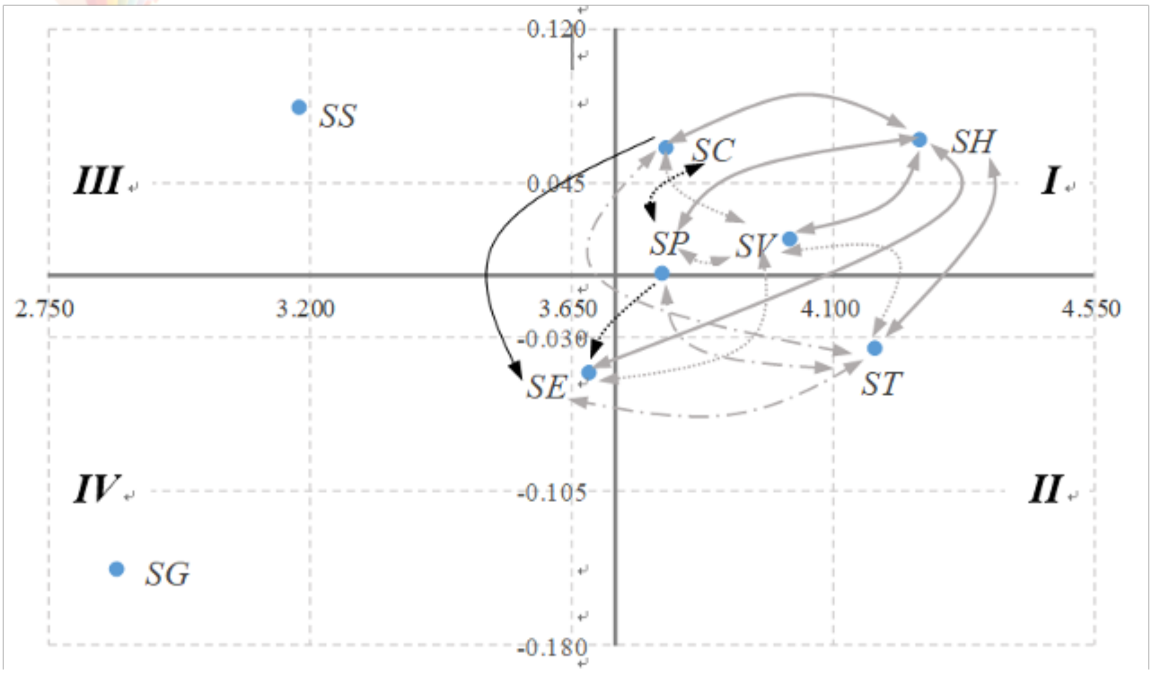

Figure 2. The causal relationship map of stakeholders

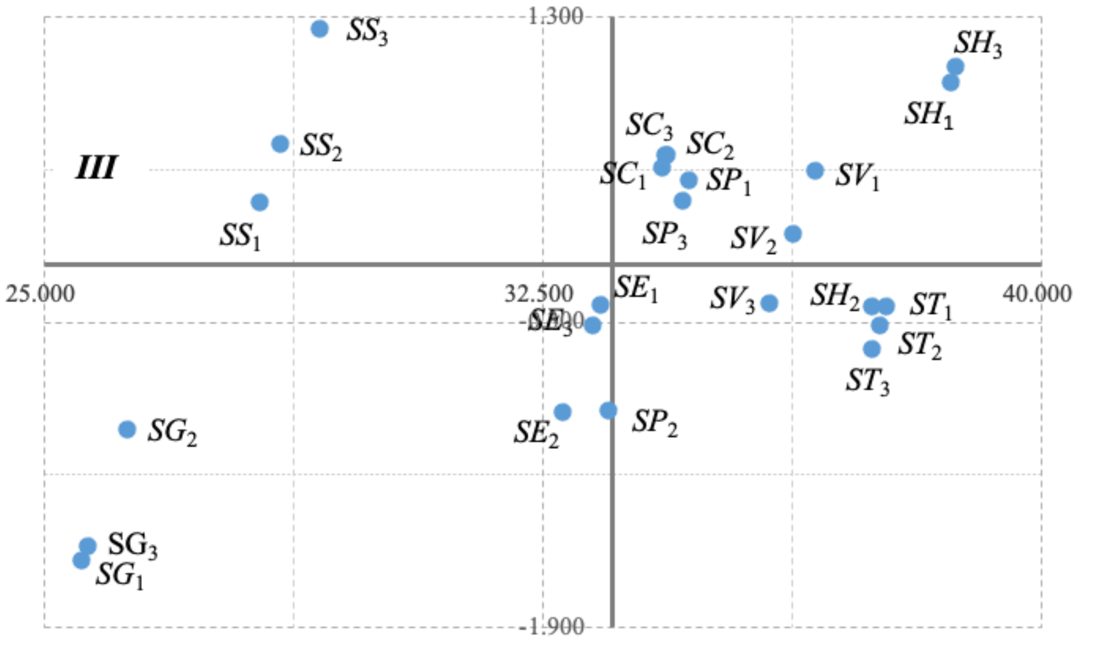

Figure 3. The causal relationship map of factors

Table 1. Profile of group experts

Characteristics of experts		Number of experts	Percentage
Age	31-40	7	30.43%
	41-50	9	39.13%
	51-60	3	13.04%
	Over 61	4	17.39%
	Total	23	100.00%
Gender	Female	13	56.52%
	Male	10	43.48%
	Total	23	100.00%
Education	Bachelor	11	47.83%
	Master	7	30.43%
	PhD	5	21.74%
	Total	23	100.00%
Experience	6-10	2	8.70%
	11-15	8	34.78%
	16-20	5	21.74%
	Over 21	8	34.78%
	Total	23	100.00%
Stakeholder	Technology vendors	3	13.04%
	Hotels	9	39.13%
	Business partners	3	13.04%
	Scholars	3	13.04%
	Governments	3	13.04%
	Hotel association	2	8.70%
	Total	23	100.00%
Job title	General manager	5	21.74%
	Assistant general manager	2	8.70%
	Manager	8	34.78%
	Professor	3	13.04%
	Senior official position	3	13.04%
	Director	2	8.70%
	Total	23	100.00%

Table 2. The influential weights of stakeholders and factors

Stakeholders	Influential weight	Factors	Influential weight
			4.60% (5th)
	14.11% (1st)		4.77% (2nd)
			4.75% (3rd)
			4.53% (8th)
	13.46% (3rd)		4.38% (9th)
			4.54% (7th)
			4.86% (1st)
	14.05% (2nd)		4.59% (6th)
			4.60% (4th)
			4.13% (16th)
	12.59% (5th)		4.27% (12th)
			4.19% (15th)
			4.33% (10th)
	12.76% (4th)		4.31% (11th)
			4.13% (17th)
			3.45% (21th)
	10.41% (7th)		3.47% (20th)
			3.49% (19th)
			4.23% (13th)
	12.51% (6th)		4.19% (14th)
			4.09% (18rd)
			3.34% (24th)
	10.11% (8th)		3.38% (23th)
			3.39% (22th)

Note: Numbers in parentheses are the ranks of influential weight.

The Adoption of Environmental Practices in Craft Breweries: The Role of Owners' Consumption Values, Motivation, and Perceived Business Challenges

Rahman, Imran
School of Hospitality Management
Auburn University

Nanu, Luana
School of Hospitality & Tourism Management
University of South Florida

Sozen, Erol
Department of Family and Consumer Sciences
Illinois State University

Abstract:

This study examines how craft brewery owner-managers' green consumption values motivate them to adopt environmental practices in their craft breweries. Additionally, the study investigates the link between motivation and adoption and the role of perceived business challenges (PBC) on the motivation-adoption relation. Multiple regressions showed that social, emotional, conditional, and epistemic values, significantly influenced motivation. However, only emotional and conditional values influenced motivation positively. Results also confirmed a significant positive relationship between motivation and adoption and a moderation of PBC.

Keywords: Craft Brewery; Beer Tourism; Green; Environmental; Sustainability

1. Introduction

The global craft beer market is forecasted to grow from $102.59 billion in 2021 to $210.78 billion in 2028 (Fortune, 2021). In the U.S.A., the leading craft beer producer, there are 9,118 operating craft breweries (regional craft breweries, microbreweries, taprooms, and brewpubs) as of 2021, representing a 547% increase since 2006 (Brewers' Association, 2022). Fueled by the recent extraordinary growth in the number of craft breweries, craft brewery tourism, and consumer demand for craft beers, the onus has been on the craft brewery industry to be more pro-environmental in their approach. This is also because the brewing industry consumes a large amount of energy and is arguably one of the largest industrial users of water (Lee et al., 2020). Although there is consumer support for environmental efforts as evidenced by their willingness to pay $1.30 more for a six-pack sustainable beer (Carley & Yahng, 2018), and by a significant increase in purchase intentions as a result of different water conservation efforts (Lee et al., 2020), the brewing industry has not fully capitalized on such endorsement.

In addition, research related to craft breweries is extremely limited (Alonso et al., 2016). More specifically, the operational and sustainability aspects of craft beer have received scant attention in the extant research literature (Bahl et al., 2021). Besides, very few studies examined upper management

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or craft brewery owners' values and motivations for pro-environmental efforts – crucial aspects for understanding the environmental practice adoption process in craft breweries.

The purpose of this study is to understand the dynamics behind adoption of environmental practices in craft breweries. More specifically, this study delves into understanding how the craft brewery owners' different consumption values motivate them to adopt environmental practices in their craft breweries. In addition, the study investigates the link between motivation and adoption the corresponding role of business challenges on the motivation-adoption relation.

2. Literature Review

The predominant theory that this article uses is the theory of consumption values. This theory identifies five consumption values influencing consumer choice behavior: functional value, social value, emotional value, conditional value, and epistemic value. The premise of this theory is that these five consumption values can be used to predict consumption behavior, as well as to describe and explain it (Sheth et al., 1991). Candan and Yıldırım (2013) found consumers' personal values to be related to their consumption values, emphasizing that consumption values can be used to characterize the personal values of individuals. As such an individual's personal pro-environmental values can be represented through their consumption values for green products and services.

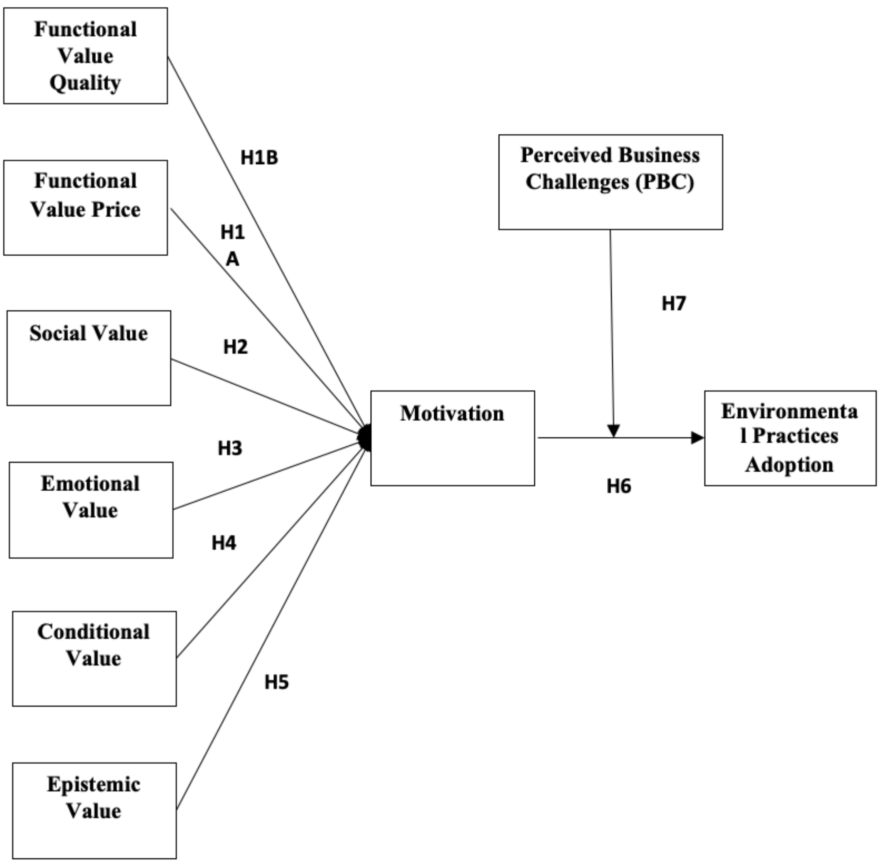

Figure 1. Conceptual model

Values are a key aspect of the self and are typically reflected in motivation (Sheldon & Elliot, 1999). According to Rokeach (1973), values drive motivation and are a stronger determinant of motivation than attitudes. According to Norton et al., (2015), motivation is a key mechanism for translating values into employees' pro-environmental behaviors in an organization. Motivation has been found to influence pro-environmental behaviors across different contexts of environmental actions, green products and services, and adoption of environmental practices (e.g., Graves & Sarkis, 2018).

Sozen et al., (2022) confirmed the positive relationships between green consumption values and environmental proactivity and between green consumption values and environmental involvement of craft brewers. The researchers also showed that the business challenges that craft brewers face in their operations can weaken the positive relationship between environmental involvement and environmental proactivity. As such, based on the current review of literature, the following hypotheses are proposed:
Hypothesis 1-5: The five consumption values positively and significantly influence motivation to adopt environmental practices (MAEP).
Hypothesis 6: MAEP positively and significantly influences adoption of environmental practices (AEP).
Hypothesis 7: Perceived business challenges (PBC) moderates the relationship between MAEP and AEP such that the higher the business challenges, weaker is the relation.

3. Methodology

A survey was prepared in Qualtrics, based on existing scales, and posted in the Brewers Forum of the American Brewers Association which has 7,346 craft brewery owner members. The consumption values scale consisting of the five different consumption values: functional (split into quality (H1A) and price (H1B), social, emotional, conditional, and epistemic, was adapted from Sheth et al. (1991). The items in the questionnaire were modified to fit the context of green products and services. MAEP was measured by 22 items from Sozen et al., (2022). AEP and PBC were measured by 44 items and 14 items respectively from Sozen et al., (2022).

4. Results

A total of 236 usable responses were received. Demographic information of respondents is presented as follows:

Table 1. Demographic Profile of the Participants

Demographics	N	%	Demographics	N	%
Age			**Education**		
			Training/apprenticeship	4	1.6
27-36	74	31.3	Some high school	4	1.6
37–46	88	37.1	Some college	16	6.7
47–56	40	16.8	Associate degree	13	5.4
57-66	25	10.6	Bachelor's degree	124	52.3
67 and older	10	4.2	Master's degree	61	25.7
Gender			Doctoral degree	19	8.0
Male	193	81.4	**Years in business**		

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Female	32	13.5	Less than 3 years	34	14.3
Prefer not to answer	12	5.0	4–7 years	19	8.0
Ethnicity			8–11 years	93	39.2
Caucasian	204	86.0	12–15 years	77	32.4
I prefer not to answer	22	9.28	More than 15 years	14	5.9
			Current annual volume of sales on tank size		
Asian/Pacific Islander	6 6	2.5 2.5	1-500 bbl		
Latino/Latina/Hispanic	5	2.1	(based on tank size)		
Income			1-500 bbl.	48	20.2
Under $25,000	8 8	3.3 3.3	501-1000 bbl.	35	14.7
$25,000–$39,999	10	4.2	1001-5000 bbl.	69	29.1
$40,000–$54,999	18	7.5	5001-10000 bbl.	50	21.0
$55,000–$75,999	36	15.1	10000 or more bbl.	35	14.7
$76,000–$99,999	55	23.2	**Size of production system**		
$100,000–$150,000	51	21.5	(based on tank size)		
Over $150,000	59	24.8	1 bbl.	12	5.0
			5 bbl.	56	23.6
			7 bbl.	20	8.4
			15 bbl.	76	32.0
			30 or more bbl.	73	30.8

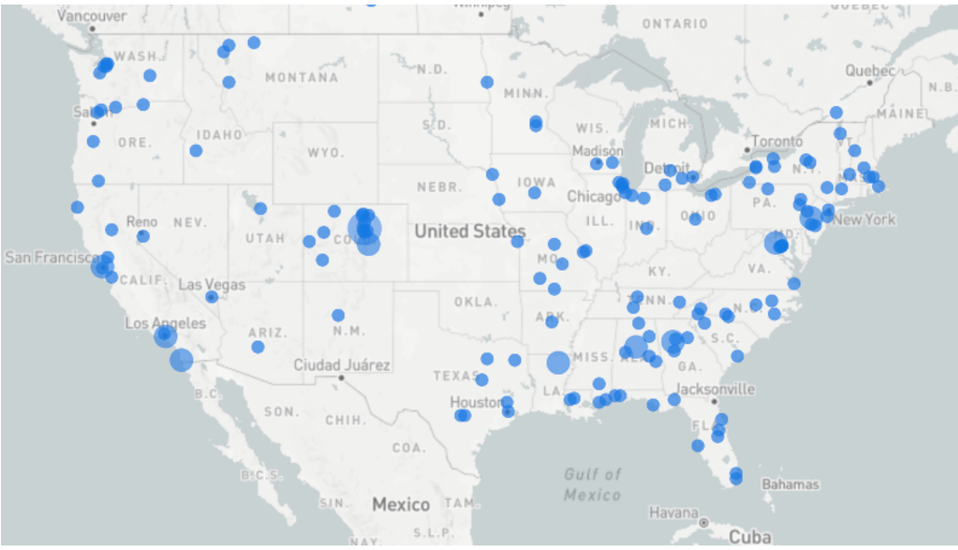

Figure 2. Location of craft breweries

Multiple regression analysis, carried out in SPSS AMOS, showed that four of the five consumption values: social, emotional, conditional, and epistemic, significantly influenced MAEP. However, only emotional and conditional values influenced MAEP positively (in the hypothesized direction). Results also confirmed a significant positive relationship between MAEP and AEP. Furthermore, PBC (Cronbach's alpha .80) was found to significantly weaken this relationship as hypothesized.

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Table 2. Correlations and Cronbach's Alpha

	Func_Q	Emotional	Epistemic	Conditional	Func_Pr	Social	MAEP	AEP
Func_Q	1.000							
Emotional	-.008 (.000)	1.000						
Epistemic	.194 (.038)	.242 (.059)	1.000					
Conditional	.150 (.023)	.284 (.081)	.399 (.159)	1.000				
Func_Pr	.033 (.001)	.048 (.002)	.079 (.006)	.210 (.044)	1.000			
Social	-.004 (.000)	.763 (.582)	.041 (.002)	.128 (.016)	.204 (.042)	1.000		
MAEP	-.024 (.001)	.191 (.036)	-.229 (.052)	.142 (.020)	.064 (.004)	.112 (.013)	1.000	
AEP	-.004 (.000)	.032 (.001)	-.038 (.001)	.024 (.001)	.011(.000)	.019 (.000)	.167 (.003)	1.000
Mean	2.67	3.77	4.25	3.24	2.68	3.38	3.08	3.53
Std. Deviation	.697	.994	.716	.784	.696	.878	.533	.706
Cronbach's Alpha	.84	.88	.90	.73	.72	.96	.78	.95

Table 3. Multiple Regression Results

#	Hypothes is	B	S.E.	β	C.R.	P
1A	Functional Value Quality à MAEP	.013	.032	.025	.406	.685
1B	Functional Value Price à MAEP	.045	.037	.077	1.216	.224
2	Social Value à MAEP	-.128	.060	-.210	-2.118	.034
3	Emotional Value à MAEP*	.209	.055	.389	3.809	<.001
4	Conditional Value à MAEP*	.137	.046	.201	2.944	.003
5	Epistemic Value à MAEP	-.302	.050	-.406	-6.010	<.001
6	MAEP à AEP*	.221	.085	.167	2.600	.009

*Supported

Table 4. Moderating Effect of PBC on MAEP-AEP Relation

Predictor	b	t	p	95% CI	
MAEP	1.11	2.56	.011	.254	1.96
PBC	1.11	2.88	.004	.353	1.88
Interaction (MAEP x PBC)	-.283	-2.19	.029	-.538	-0.28

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Table 5. Conditional Effects of MAEP on PBC

PBC	b	p	95% CI	
One *SD* below mean	.099	.003	.101	.491
At the mean	.084	.069	-.012	.319
One *SD* above mean	.119	.956	-.241	.228

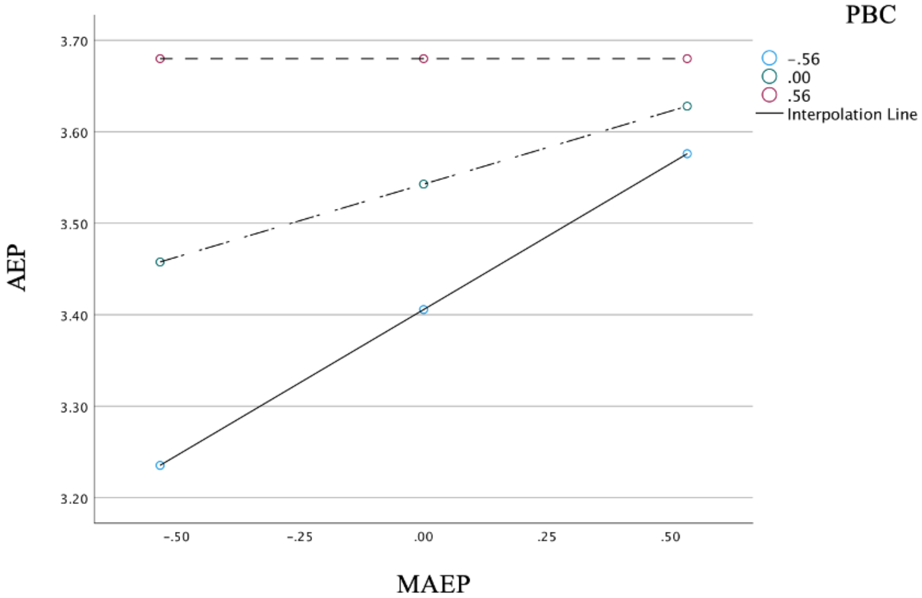

Figure 3. Moderation of PBC on the relation between MAEP and AEP

5. Discussion and Conclusion

Functional values refer to the product's physical performance based on durability, reliability, and price (Sheth et al., 1991). Environment-friendly products are often touted as inferior based on quality and performance and they are often priced at a premium (Rahman et al., 2020). Moreover, consumers often do not consider the functional value of green products as they distrust such products because of issues such as greenwashing (Waris & Hameed, 2020). In the context of this study, MAEP seems to be independent of the functional values that craft brewers depict as consumers as incorporating environmental practices is often expensive and comes with little financial or quality-related benefits to the breweries. Instead, emotional value seems to be a strong predictor of MAEP as craft brewers are motivated mostly because of the love, concern, and connectedness they have for the environment (Rahman & Reynolds, 2016). Emotional value refers to various affective states or feelings (e.g., pleasant, excited, disappointed) associated with consumption (Sheth et al., 1991). Conditional value indicates that consumers would consume a product if there were an alternative situation such as the influence of promotions, discounts, or subsidies (Sheth et al., 1991). Craft brewery owners with high conditional value would have higher MAEP as they would try to avail themselves of any environmental incentives/benefits offered by the federal, state, or local, government and administrative agencies. There are sometimes incentives offered for undertaking sustainability-related efforts. For instance, breweries in New York are eligible for the NYSERDA incentive, which is a grant based on solar array size (New York State Brewers Association, 2023).

Among other interesting findings, social value and epistemic value negatively influenced MAEP. Social value refers to social benefits such as approval by peers or status enjoyed by an individual from purchasing an environmental product (Sheth et al., 1991). Although there is support based on environmental status signaling or green signaling that certain consumers enjoy an enhancement of social status from the purchase of green products such as environment-friendly automobiles, energy-efficient appliances, organically-produced wines, and green hotel stays (Rahman et al., 2023; Rahman et al., 2020), craft brewery owners with higher social value are less motivated to adopt environmental practices. This is perhaps because craft brewers are simply motivated from a moral obligation or a purely biospheric perspective, not from an egoistic perspective that enhances their own status in society. Besides most of the environmental practices in craft breweries are back of the house and have a low visibility or conspicuousness associated with them, which is needed to elicit social status (Rahman et al., 2023).

Epistemic value is the perceived utility resulting from a product or service that stimulates the desire for knowledge and offers novelty (Sheth et al., 1991). Findings suggest that craft brewery owners with high epistemic value have lower MAEP. This is because craft brewers normally adopt environmental practices only after their due diligence and therefore, they refrain from implementing something novel or experimental as such practices are critical to their operations.

Findings supported the generally accepted relationship between MAEP and AEP in line with previous research (e.g., Graves & Sarkis, 2018). PBC such as federal and state legislation, distribution, sufficient cash flow, marketing/promotion, funding capital, recruiting qualified employees, competition, local zoning/regulations, employee training and development, employee turnover and product quality (Sozen et al., 2022) are found to weaken the positive relationship between MAEP and AEP. Thus, craft brewery owners even with high motivation, might find it difficult to adopt environmental practices because of the existence of PBC. Therefore, craft brewers and external stakeholders of sustainability such as the government and environmental agencies must work together to reduce these challenges to promote the implementation of environmental practices. Limitations of this study include small sample size and the possibility of non-response bias.

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Internationalization of India's cultural heritage: Optimizing the soft power

Manhas, Parikshat Singh
The Business School
University of Jammu

Singh, Ranjeet
School of Hospitality and Tourism Management
University of Jammu

Abstract:

Internationalization fosters intercultural interactions between cultures, which further project the cultural legacy of a nation and increase its international influence. The purpose of this study is to analyze the influence of soft power on a country's familiarity and the internationalization of cultural heritage. Further, the study also intends to examine the relationship between a country's familiarity and the internationalization of cultural heritage. A survey was conducted with 250 international visitors to India on their interest in and appreciation for the country's rich cultural heritage, and the data were analyzed by structural equations modelling. Findings of the structural equational modelling revealed that soft power positively influences a country's familiarity and the internationalization of its cultural heritage. Further, it was also found that the country's familiarity impacts the internationalization of cultural heritage.

Keywords: Soft power, Internationalization, Country's familiarity, India

1. Introduction

No nation can exist in isolation from global trends in cultural production and consumption and the effects they have on socioeconomic development. Culture is produced locally yet shared globally, and the globalization of culture contributes to the flow of cultural values and the convergence of traditions between nations. The most important asset of India's soft power is its cultural heritage, and sustained efforts in its promotion are required for India to succeed as a global soft power. India still has a long way to go before it can turn its soft power into a real tool of influence and turn its soft power skills into effective soft power capabilities (Mitra, 2023). A country's attractiveness is subjective in nature, defined by how a country is regarded and appraised by the world community (Liu, 2020). The success of a country's soft power is greatly influenced by that country's reputation and level of familiarity with the target audience. Due to the close relationship between soft power and familiarity, the latter is referred to as a "hygiene factor"; if more people are aware of your country's talents, enterprises, and resources, your soft power will rise (Thomson, 2020). Neto et al., 2022, validates that a country's image affects the internationalization of cultural products, and they have also analysed the effect of soft power on the relationships between cosmopolitanism and choice, country image and preference, and cultural product preference and internationalization. The linkage of products with cultural products and services of a country is an example of soft power's ideological and cultural effect (Nye, 2004, 2011; Neto et al., 2020). Soft power and familiarity with a country are gaining importance as a means of enhancing cultural heritage production and consumption. Study on the internationalization of cultural products aims to comprehend the nature of culture through variations in practices, traditions, languages, and thought processes (Cavusgil et al., 2008). Prior research has demonstrated that familiarity influences

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customers' decision-making, particularly their judgements of country-of-origin products (Moorman et al., 2004; Samiee, 1994). Roth and Romeo (1992) concluded that customers form impressions of a country based on their familiarity with foreign items. The significance of foreign market familiarity in the internationalization of a business is reflected in the process and mechanism of Internationalization (Johanson and Vahlne, 2017; Johanson and Vahlne, 1990). Based on this premise a theoretical gap is addressed regarding the influence of the soft power on the internationalization of cultural heritage, having the country's familiarity as an influencing variable.

2. Literature Review

2.1. Soft power

Soft power is the use of positive appeal and persuasion to achieve foreign policy objectives, in contrast to the coercive nature of hard power. Soft power is comprised of three primary components: "its culture" (in places where it is attractive to others), "its political values" (when it lives up to them at home and abroad), and "its foreign policies" (when they are viewed as legitimate and morally authoritative) (Nye, 2011). According to Hymans, soft power is comprised of intangible elements that are "less on what you own and more on what you represent" (Hymans, 2009). Soft power in international affairs is linked with cultural appeal and familiarity. In the context of one of the interconnected perspectives on tourism and soft power, tourists will have a deeper awareness of the destination, which frequently results in increased empathy for the location and that empathy translates into familiarity and likeability (Ooi, 2015).

2.2. Country's familiarity

Familiarity may play a significant role in elucidating the inclination to use country of origin information and its effects on other factors (Ahmed and d'Astous, 2008; Tam, 2008). Several traditional components of Indian culture, such as music, dance, theatre, yoga, and Ayurveda, are thriving and gaining appeal among foreigners (Kugiel, 2012). In contrast India does not yet receive the same benefits from global awareness, favorable connections, or investments in cultural diplomacy.

2.3 Internationalization of cultural heritage

Due to internationalization and the interconnectedness of civilizations, culture is no longer confined to places (Hermans and Kempen, 1998). The dissemination of concepts, meanings, and social ties across the globe is intensifying as a result of globalisation. Exposure to culture can lead to familiarity and preference, therefore a wider globalisation of these materials could increase their ideological and cultural effect (McClory, 2012; Nye, 2004, 2011).

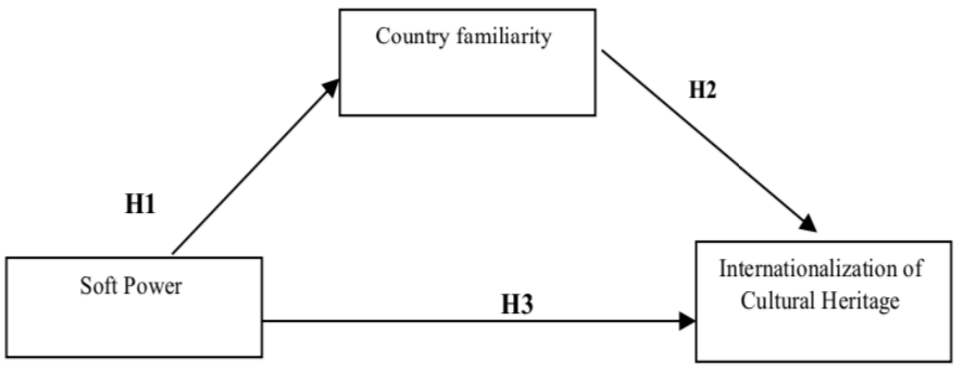

Figure 1: Conceptual Framework of the Study

Hence, based on the literature review, we propose the hypothesis that soft power has a positive effect on a country's familiarity and internationalization, and that familiarity has a positive relationship with internationalization.

3. Methodology

3.1. Measurement

The social science statistical package (SPSS version 21) was utilized for preliminary coding, raw data entry, cleaning, and to compute descriptive statistics. Subsequently, the CFA was carried out with AMOS version 16 to confirm structure of theoretical factors and assess the validity of the constructs and the internal consistency of the scale in the sample to guarantee the effectiveness of the scale. This study was quantitative, and the data were gathered by conducting a survey with a non-probabilistic sample of the foreign visitors that travelled to India. A cross-sectional research design was adopted, resulting in 250 valid responses, and structural equation modelling was used to examine the data.

4. Results

In primary step, CFA checked the goodness of fit, the reliability and the validity of the measurement model. All items with standardized loading > 0.70 were held in the measurement model for advance examination (Hair et al., 2010). CFA results reduced 23 items to 16 reliable and valid items. Further, the reliability and validity of the scales was also checked. All the reliability values (i.e., Cronbach's alpha 'α' and composite reliability 'CR') were above the limit level of 0.70 (Fornell and Larcker, 1981; Hair et al., 2010), affirming satisfactory internal consistency of the elements of the scale. Standard loadings for all items and all average variance extracted (AVE) values were noted greater than the threshold value 0.70 ($p < 0.001$) and 0.50 respectively, demonstrating adequate convergent validity of constructs (Fornell and Larcker, 1981). Besides, AVE was compared to the square root of inter-construct correlations to validate the discriminant validity and it was found that the AVE value for all constructions was more than the square root of inter-construct correlations, thus verifying the discriminant validity (Fornell and Larcker, 1981).

In addition, the fitness indices of the model obtained by CFA, i.e., $\chi2 = 220.798$; df = 100; $\chi2$ / df = 2.208; RMR = 0.023; GFI = 0.891; AGFI = 0.851; CFI = 0.947 and RMSEA = .074 represents a satisfactory adaptation of the measurement model (Hair et al., 2010).

Subsequent to attaining model fit for measurement model and validating the research construct, the various hypothetical relationships in the study were tested. The analysis procedure to test the hypotheses requires the evaluation of the model summary to check if the hypothetical model corresponds to the data and conforms to the proposed conceptual model.

Findings of the study showed a significant and positive impact of the SP on the CF ($\beta = 0.79$, $t = 11.426$, $p < 0.01$), which supports the H1 hypothesis of the study. Thus, the influence of SP in determining a positive CF has been established. Further, significant and positive impact of the CF on ICH ($\beta = 0.80$, $t = 11.601$, $p < 0.01$) and SP on ICH ($\beta = 0.73$, $t = 8.415$, $p < 0.01$) has also been proved and hence lead to the acceptance of H2 hypothesis and H3 hypothesis of the study respectively.

5. Discussion and Conclusion

5.1. Discussion and implications

Our research suggests that soft power and a country's familiarity influence the internationalization of India's cultural heritage. The results indicate that country familiarity influences visitors' experiences of cultural heritage in a variety of ways. Soft power influences how visitors narrow a consideration set of potential host countries in foreign market selection, and how they select a cultural heritage experience through cognitive effort and initial country evaluation.

India has an advantage in terms of non-coerciveness due to its vibrant culture and vast array of cultural resources, the majority of which are underutilized and uncultivated. For the propagation of cultural heritage, a country's cultural policy must therefore take into account essential factors. For instance, there is an increased need to establish more Indian Cultural Centers abroad, which are remarkably low at present. India could also harness its soft power by fostering a more hospitable environment for cultural and academic exchanges, by promoting Indian culture and values abroad through film, music, literature, and social media. In addition, soft power projection that employs India's civilizational legacy and cultural imprints as a resource must be as precise and goal-oriented as feasible, as well as supported by in-depth research on India's ties with the nations.

5.2. Conclusion

Numerous aspects of traditional Indian culture, including music, dance, theater, yoga, and ayurveda, are still thriving and gaining popularity among foreigners. However, the majority of this potential remains inert due to the underrepresentation of its creative and cultural sectors. Due to globalization and the interconnectedness of civilizations, culture is no longer restricted to particular regions. There is a need for cultural mapping, application development, integrated cultural promotion, cultural participation, and other innovative and creative advancements in cultural heritage, so that numerous stakeholders can derive substantial benefits from the development process.

5.3. Limitations of this study and suggestions for future studies

We have used a cross-sectional design to ascertain the relationship between constructs; future research can employ longitudinal study approach to address additional possible concerns and to support data collection. The survey analysed the perceptions of international tourists visiting India; therefore, additional research should be conducted on the stages of traveller decision-making in order to investigate their behavioral intentions and experiential expectations, which may play a role in the development of substantial strategies.

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The Linkage Between Relative Wealth and Geographical Dispersion of Accommodation in Andaman Region

Phucharoen, Chayanon
Prince of Songkla University

Sangkaew, Nichapat
Prince of Songkla University

Abstract:

Tourism serves or is claimed as the primary strategic weapon in fighting against poverty in many nations. Meanwhile, some studies have pointed out that the problems still persist in view of the inequitable distribution of the benefits of tourism. It is hard to conclude this relationship because most analyses were conducted using either aggregate or macro-level data, possible that the well-being of a city or province might rely on tourism for some areas only and not relate to tourism for some areas. With the latest geographical wealth data disaggregated at 2.4 Square kilometers radiant, this study provides an actual analysis of poverty at the micro level on whether there is a statistical linkage between tourism. By responding to this linkage question, this study joins a passage of academic determination in poverty reduction through the reveal of new empirical evidence on the impacts of tourism businesses on areas' standard of living.

Keywords: Relative Wealth, Tourism, Spatial data analysis, Andaman, Thailand

1. Introduction

Tourism serves or is claimed as the main strategic weapon in fighting against poverty in many nations. The tourism industries promote more than just income generation, also, stability, opportunities in local communities, employment, and cultural prosperity. However, numerous social scientists contended that individuals living in poverty and underdeveloped countries were often pushed away from tourism development benefits (Scheyvens & Hughes, 2019). Although existing works of literature continuously attempt to verify whether tourism could empirically alleviate poverty however most of the analyses were conducted by using either aggregate or macro-level data. The macro-level analysis could not provide a clear conclusion due to there is possible to find both areas that rely on tourism and some that are separated from tourism in the same province or city.

In Thailand, tourism is one of the most essential sectors driving the economy, which can continuously generate income for the country and represented shares 20.1% of GDP in the year 2019 before the pandemic (Thailand 2020 Annual Research, 2020). With the largest flow of international tourists in the South East Asia region, the Andaman region of Thailand has been considered as the forefront area in tourism development. More than the 1/3 of tourism revenue of this tourism-led growth nation is derived from this region alone. In the case of Thailand, the most disaggregate level of poverty study was conducted at the sub-district level. With the latest geographical wealth data disaggregated at 2.4 Square kilometers radiant, this study provides an actual analysis of wealth at the micro level on whether there is a statistical linkage between tourism development and the relative wealth of residents in the area. This study aims to connect the latest wealth data with geographical information systems and analyze the impacts of the tourism business on the area's relative wealth in the most intensified tourism

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development region in South East Asia. By responding to this linkage question, this study joins a passage of academic determination in poverty reduction through the reveal of new empirical evidence on the impacts of tourism businesses on the area's standard of living.

2. Literature Review

Tourism has long been viewed as a tool for economic development due to its ability to generate substantial economic benefits to host regions and communities (Craggs & Schofield, 2009; Smolčić Jurdana & Soldić Frleta, 2017). In the 1950s to 1960s, tourism was seen as a means of promoting modernization in developing countries, providing employment opportunities, and generating foreign currency (Scheyvens & Hughes, 2019). Tourist expenditure, or money spent by tourists in a particular area, can have a significant impact on the local economy (Frechtling & Horváth, 1999). When tourists visit a destination, they typically spend money on things like lodging, food, transportation, and activities, which in turn can create jobs and support local businesses (Jang et al., 2004). The study has asserted that local tourism could resolve the problems associated with local retention of revenues due to tourists are typically more interested in experiencing local conditions and are thus more willing to patronize locally owned establishments (Hampton, 1998). Tourists' spending lead to increased economic activity in the area, and can also lead to increased investment in tourism-related infrastructure (Ashley, 2000). Additionally, as more money flows into the local economy through tourism, it can also lead to an increase in tax revenue for the government, which can be used to fund public services and other projects (Gooroochurn & Thea Sinclair, 2005).

3. Methodology

This study applied the set of micro estimates of the distribution of poverty and wealth across all 135 low- and middle-income countries (LMICs) by Guanghua Chi, Han Fang, Sourav Chatterjee, and Joshua E. Blumenstock (2022). To comply with the distribution of wealth dataset, researchers study and develop approaches to collect a number of hotels on unique 2.4-km microregions in all in the Andaman region. The Pearson correlation and regression will be applied to analyze the relationship between the distribution of relative wealth and tourism. However, an analysis above with a value on geography could potentially rise the issue of geography bias. So, this paper used machine learning in the spatial context to understand better how to include spatial aspects, geographical location, and neighborhood relations into the models. Local Bivariate Relationships is a machine learning tool for quantifying the relationship between two variables on the same map by determining if the values of one variable are dependent on or are influenced by the values of another variable and if those relationships vary over geographic space. Several fields have used spatial analysis in their studies to show connections between different variables, as evidenced by published examples of medical(Quiñones et al., 2021), Environmental(Kopczewska, 2022). The Local Bivariate Relationships analysis by ArcGIS (*How Local Bivariate Relationships works*, n.d.) returns six types of relationships between the variables which are:

- Not Significant - The relationship between the variables is not statistically significant.
- Positive Linear - The dependent variable increases linearly as the explanatory variable increases.
- Negative Linear - The dependent variable decreases linearly as the explanatory variable increases.
- Concave - The dependent variable changes by a concave curve as the explanatory variable increases.

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- Convex - The dependent variable changes by a convex curve as the explanatory variable increases.
- Undefined complex - The variables are significantly related, but the type of relationship cannot be reliably described by any of the other categories.

4. Results

The Relative Wealth Index was applied to be a proxy of wealth and the number of hotels was used to be a proxy of tourism, both datasets represent unique 2.4-km microregions in 6 provinces of Andaman as Phuket, Phang-Nga, Krabi, Trang, Ranong, and Satul. The 2800 unique 2.4-km microregions locate in the scope of the study and found 4,670 hotels located in the Andaman area: 1,918 hotels in Phuket, 537 hotels in Phang-Nga, 1,708 hotels in Krabi, 215 hotels in Trang, 94 hotels in Ranong, and 343 hotels in Satul. Although the result of the Pearson's correlation and the regression shows a positive relationship between wealth and tourism, the coefficients are not really strong. Due to the datasets being a value on geography, it could potentially rise the issue of geography bias. So, this research was analyzed by using Spatial data analysis, the Local Bivariate Relationship was applied. 4 relationship types were returned as a result of the method, 2,174 areas in Andaman are no significant relationship between wealth and tourism, 9 areas are defined as complex areas, 471 areas are defined as a concave relationship, and another 146 features return a positive linear relationship between the variables. We found all relations on the positive side, the highest slope appears in positive linear relations followed by concave, and complex relations.

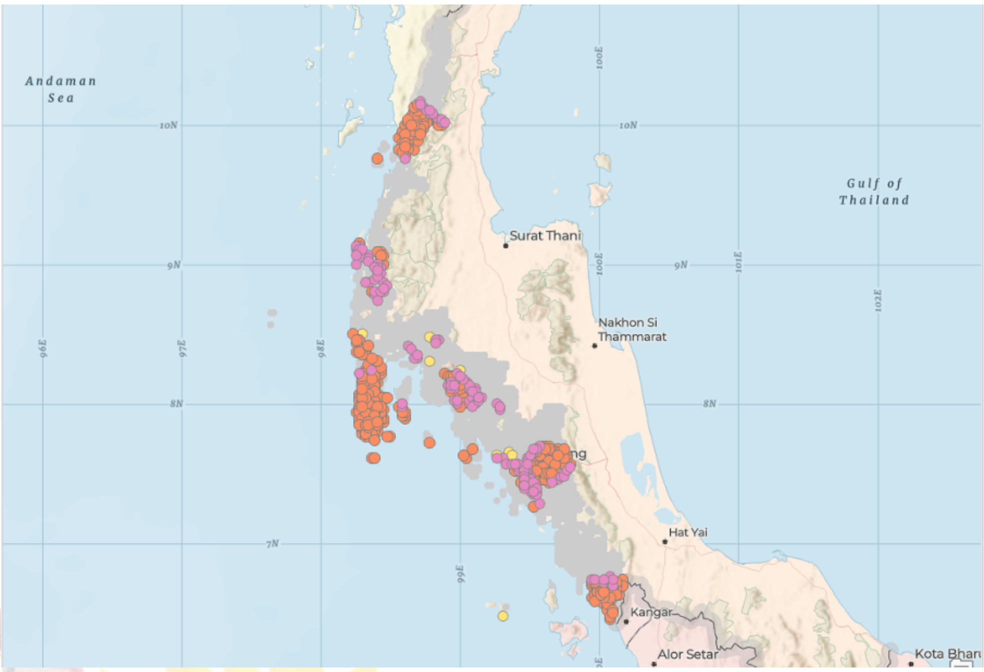

Figure 1 Local Bivariate Relationship in Andaman

5. Discussion and Conclusion

The features with a positive relation are a potential area to develop tourism which means tourism can be a useful source of income to help that area improve conditions and invest in the future. More than haft of the positive relation appears in Trang, Krabi, and Phang Nga, but not found in the popular destination as Phuket. After considering Phuket province, a big portion of concave relations appears there and other popular attractions in Andaman. Concave relations still indicate a positive relationship between wealth and tourism, but less than a linear positive relationship. Concave relations might show tourism saturation point in these areas which means tourism has not more demand in the market due to competition, decreased need, or some other factor.

In Thailand, part of the country's revenue comes from tourism, especially on the Andaman coast of Thailand welcomes tourism as a large contributor to the economy and a necessary part of life. The result of this study illustrates it is not popular attraction areas that should develop tourism facilities, it is the new attraction with a positive relationship in which tourism can be a useful income for improving wealth. A popular attraction with concave relation has more enough tourist facilities, this time the area either diversifies some change in tourism or again launches in the market or starts marketing new tourism.

Using only accommodation as a tourism proxy is the limitation of the current study, other tourism businesses should include it in the model for further study.

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Occupational Health and Safety Practices of the Service Crew Onboard Domestic Passenger Vessel in Batangas City

Villostas, Cris A.
Hospitality and Tourism Management Department
Lemery Colleges

Almendras, Jeremie E.
Hospitality and Tourism Management Department
Lemery Colleges

Reyes, Maricris M.
Hospitality and Tourism Management Department
Lemery Colleges

Carable, Arjay E.
Hospitality and Tourism Management Department
Lemery Colleges

Abstract:

The service crew is a vital part of the customer experience on board passenger ships, but also has important duties in the safety organization in case of emergencies. Yet, they are not always recognized as seafarers and have received less attention in research that addresses occupational safety and health in the maritime domain. The goal of this research is to look into the occupational safety and health of service crew members aboard passenger ships. This research is to better understand the causes of work-related illness by exploring and identifying critical components of physical, organizational, and social working environments. It's no secret that every industry has some level of risk connected with it. The most important parts of an effective "Occupational Health and Safety Policy" are identifying hazards and providing staff with the required training, protective equipment, and other resources to function safely. The study has adopted a mixed methods approach, including survey questionnaires, interviews and field visits on board. Key findings show that service crew on passenger ships report the highest levels of perceived exertion. The conceptual framework provides an overview of what is going on in the study, which was examined by the researchers. The input includes the profile of respondents, which are age, sex, job position, year experience, employment status, no. of years in company, and educational attainment. It also consists of the level of frequency that measures the Occupational Health and Safety practices in terms of Physical Condition, Organizational and Social Working Condition. The major data source are one hundred (100) samples generated through snowball sampling and purposive sampling, which are generated using self-constructed questionnaires and evaluated using four-point Likert scale. The result is presented using a Quantitative research design by interpreting the observation of the study sample and doing in-depth analysis of the statistical treatment result. The most prominent health primitive factors to reduce the perceived exertion are appropriate manning, time to rest, working with managers that attend to problems and experiencing good working relations with other departments on board.

Keywords: OHS, Seafarer, Safety Practices

1. Introduction

The workplace is one of the most important places that has an impact on employees' physical, emotional, economic and social well-being, as well as their families', communities', and society's overall health. A health-promoting workplace can result in positive changes that boost an organization's overall performance. The characteristics of economic globalization are totally related to worldwide occupational health and safety (OHS). As the global market grows, the difference between developed and developing countries widens, as do occupational diseases and injuries, which affect a large number of workers around the world. Global OHS issues also become local in developed countries due to many factors, including untrained migrant workers in the informal sector, construction, and agriculture. The service crew on passenger ships is a vital part of the entire customer experience, but they also play a key role in the safety organization in the event of an emergency.

The health and safety of workers in the Philippines are promoted and protected by Republic Act No. 11058 or an "An Act Strengthening Compliance with Occupational Safety and Health (OSH) Standards and Providing Penalties for Violations Thereof." The Occupational Health and Safety Law provides that each Filipino worker is protected against injury, sickness or death through safe and healthful working conditions and that employers must promote strict but dynamic, inclusive, and gender-sensitive measures in the formulation and implementation of policies and programs related to occupational health and safety. It applies to all establishments, projects, sites, including Philippine Economic Zone Authority (PEZA) establishments, and all other workplaces. The exposure to safety and health hazards is the basis for having High Risk Establishments, Medium Risk Establishments, and Low Risk Establishments.

The goal of this research is to look into the occupational safety and health of service crew members aboard passenger ships. This research is to better understand the causes of work-related illness by exploring and identifying critical components of physical, organizational, and social working environments. It's no secret that every industry has some level of risk connected with it. The most important parts of an effective "Occupational Health and Safety Policy" are identifying hazards and providing staff with the required training, protective equipment, and other resources to function safely. Accidents, missed output due to the absence or loss of skilled staff, workers' compensation claims, and possible fines from the Occupational Safety and Health Administration are only some of the repercussions of failing to adopt proper rules and safeguards.

2. Literature Review

Workplace security is vital, especially for seafarers. Occupational safety does have a major impact on a workplace. "Healthy and safe workplaces are often taken for granted in the US," says Robyn Correll. Safety-conscious factories and offices are modern inventions, the direct result of occupational health and safety professionals' efforts. Occupational health and safety is a public health field that studies trends in worker accidents and diseases and recommends and executes prevention measures and laws. Its scope is broad, stretching from toxicity and disease to aesthetics and violence prevention as per Robyn Correll (2021). Despite the fact that extensive research has been done on cruise ship workplace health and safety, it is still unknown how to prevent incidents. Occupation and health safety on cruise ships is a scientifically unknown subject as stated by the study of Radic (2019).

3. Methodology

3.1. Measurement
The passenger vessel 1 is located in Batangas City, on Rizal Avenue P. Dandan St. It is one of the Philippines most popular RORO ferry services. For individuals who prefer to travel by car or motorcycle, RORO ships can transport both passengers and vehicles. With the route from Batangas, Calapan, Caticlan, Roxas City and Sibuyan. The passenger vessel 2 is located on terminal 3 of Batangas port, Sta. Clara, Batangas city and is focused, accountable, safety conscious, team player, committed, attentive to customer needs and Trendsetter are the core values that guide this dynamic company with the route from batangas to calapan vice versa to calapan to batangas.

The researchers chose these two passenger ships as the finest source of information and prospective s uggestions for their study since they need to maintain track of the Service crew's health and safety.

4. Results

4.1. Profile of respondents
The respondents of the study were composed of 100 employees of the selected passenger vessel in Batangas City. The profile of respondents considered relevant in this study includes age, sex, job position, civil status, employment status, number of years in company, and educational attainment.

Age
The results indicate that most of the respondents of this study were 21-30 years old. From this data, it can be inferred that those respondents in their age had gained the highest frequency because most of the service crew who work onboard passenger vessels are mostly fresh graduates. Employers believe that this age is more fit, both physically and mentally for the job. (Cruise Ship Jobs, 2022) Applicants need to consider that the days can be long (11+ hours) and there are no days off. Some jobs you are on your feet all day. On the other hand, there are some cruise jobs that are actually better suited to a mature crew member. Additionally age can mean experience for some positions. Cruise ship jobs suited to mature candidates include Future Cruise Manager, Youth Staff, Port and Shopping Guide, Event Planner and Guest Entertainer.

Sex
The result indicates that males dominate the number of personnel that work onboard domestic passenger vessels. They need to be trained in order for them to give a better service. Seamen are a unique group of people since they spend the most of their lives at sea. They experience long-term separation from their family and society while working at sea for 6-9 months. In everyday activities, they are affected by environmental risk factors. Gesa Praetorius et al., (2020). Service personnel in the hospitality industry, such as hotels, restaurants, and sales on passenger ships, have a tendency to emotionally transfer their perceived work condition to the guests, thus matching the business's essential essence. This should be viewed as a benefit rather than a flaw in the service production process; a happy service team means happy clients.

Job Position
The researchers found out that most of the respondents are food attendants, which is one of the most important tasks that an employee deals within this business; thus, the majority of them are food attendants which cover all the tasks needed to provide good customer service. Crew members are the foundation of any food businesses which they are capable of in the various departments within their

work environment (Cecilia Österman, 2020). The working circumstances of each crew or worker have an influence on providing good service and quality work.

Civil Status

The result indicates that single respondents dominate the number of personnel that work onboard domestic passenger vessels. As compared to other occupations, seafarers have a higher risk of suicide, and working at sea comprises a variety of characteristics that have been shown to have a negative impact on well-being outcomes. According to (Oldenburg, 2010), working at sea is characterized by long periods of isolation from life at home and family members. Seafarers are one of the most physically and socially separated demographic working groups globally. Environmental stresses have also been identified as factors that have a negative impact on the well-being of sailors.

Employment Status

The result indicates that casual employment dominates the number of personnel that work onboard domestic passenger vessel in Batangas City. Based on our observation most of the personnel that work on a selected passenger vessels that operates in Batangas City most of them are casual employees. Lind (2019) Once a seafarer is hired, he is covered by a Philippine Overseas Employment Administration (POEA) Standard Employment Contract. Working conditions at employment in the existing economy need to embrace important determinants of working hours, salary, maternity policies, provisions for health promotion and protection.

Number of years in Company

The researcher found out that the majority of service crews aboard domestic passenger vessels in Batangas City have been employed for between one to five (1-5) years. According to Cruz (2018) Seafarers are exploited from the moment they are hired, when alluring occupations and the chance to see the world are promised. Once a seafarer is hired, he is covered by a Philippine Overseas Employment Administration (POEA) Standard Employment Contract. The contract must be renegotiated after the period has expired. Whether the seafarer has worked for one or twenty contracts in a row makes no difference. In most cases, he or she is hired on a succession of short-term contracts rather than becoming a permanent employee.

Educational Attainment

The researchers found out that the most responses are those personnel that finished college level. It means that the majority of the respondents are college graduates. Nowadays, getting employed is challenging because so few companies hire people who have completed elementary and high school. That's why some people are trying to complete their college or vocational education because there's a lot of opportunities waiting for them. (Springer Link, 2022) It allows for an easier migration of seafarer experience and talent to other parts of the maritime industry. At the national level, it has significantly enhanced the exposure and reputation of MET and seafaring as a career option as it aligns more with the main expression of higher education in many jurisdictions.

4.2. Variables of the Study

Physical Condition

According to the findings, the result showed that out of one hundred (100) respondents as a whole when regards to the level of frequency that measure the occupational health and safety practices of the service crew onboard domestic passenger vessel indicates that the frequency that measures the occupational health and safety practices in terms of physical condition is oftentimes which proves a weighted mean of 2.54 and ranked as first (1st). This means that service crew physical condition matter the most while working in passenger vessels. The physical condition makes us physically and mentally stronger, improves our sleep and digestion and improves our concentration and self-confidence.

Organizational

Based on the data gathered by the study, out of the one hundred (100) respondents who answered questionnaire the result indicates that the frequency that measures the occupational health and safety practices in terms of Organizational is oftentimes which proves a weighted mean of 2.58 and ranked as second (2nd). This means that organizational are also one of the most essential aspects needed while working on a passenger vessels.

Social Working Condition

According to the findings, out of the one hundred (100) respondents who answered questionnaire the result above indicates that the frequency that measures the occupational health and safety practices in terms of Social working condition is oftentimes which proves a weighted mean of 1.50 and ranked as third (3th). Employee safety, health, and well-being are all recognized to be influenced by working conditions Working conditions and job motivation for service employees are likely to have an impact on the value of services offered to clients, resulting in increased profit and growth. Service personnel in the hospitality industry, such as hotels, restaurants, and sales on passenger ships, have a tendency to emotionally transfer their perceived work condition to the guests, thus matching the business's essential essence.

5 Discussion and Conclusion

5.1. Discussion

The main objective of this study is to assess the level of frequency that measures the occupational health and safety practices of the service crew onboard domestic passenger vessel in Batangas City. Specifically, the study intends to address the following, what is the demographic profile of the respondents in terms of; age, sex, job position, civil status, employment status, number of years in company and educational attainment. And the level of frequency that measures the occupational health and safety practices in terms of; physical condition, organizational and social working condition. Furthermore, this study is trying to find out if there's a significant difference between the respondents assessment on the above mentioned variables when group according to profile variable? And lastly, based on the findings, what occupational health and safety program may be proposed to improve the occupational health and safety practices of the service crew onboard domestic passenger vessel in Batangas City.

This study will utilize quantitative data collection and analysis techniques. The researchers will utilize the questionnaire as the main data gathering instrument since it is less expensive, yields honest responses, guarantees confidentiality, and minimizes biases based on question phrasing modes. Frequency and percentage, mean, ranking, Independent t-test and one-way analysis of variance mean are the statistical tools that will be applied in the treatment of data. The chosen respondents of the study were the selected one hundred (100) service crew who worked onboard passenger vessel. The Statistical treatment used in this study were percentage, weighted mean, independent t-test and one way analysis of variance.

5.2. Conclusion

1. Most of the employees working in the domestic passenger vessel were single males ranging from 21-30 years old, working as food attendants and were college graduates. They have been in the company for more than a year and are regular employees of the company.
2. The Occupational Health and Safety Practices of the domestic passenger vessel was interpreted as a high level of effectiveness when measured in terms of Physical, Organizational and Social working Condition which had a grand mean of 2.55.
3. The ship owner must adopt, implement, and promote occupational safety and health policies and programs on ships that are consistent with guidelines and the 1996 ILO code of practice Prevention on board ships at sea and in port and subsequent versions thereof to advance the welfare of seafarers, according to the specific government guidelines on Occupational Health and Safety by Guidelines on Maritime Health and Safety
4. The researchers have proposed an occupational health safety program to improve the working conditions of the service crew onboard domestic passenger vessels in Batangas City. Companies may be able to have extensive testing to evaluate the physical, social and organizational conditions of their personnel.

5.3. Limitations of this study

The study focused on the Occupational Health and Safety Practices of the Service Crew Onboard Domestic passenger Vessel in terms of Physical Conditions, Organizational and Social working hours. The Researchers covered the profile of the respondents only on the personal age, sex, job position, civil status, employment status, number of years in the company; and educational attainment. The study is conducted in one of the premier passenger vessels in Batangas City. The researchers conducted the study within the academic year 2021-2022. The respondents choose purposely since the devised questionnaire can only be answered by the service crew of the passenger vessel. Ethical considerations observed all throughout the conduct of the study.

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Unleashing the Productivity Potential of Restaurant Firms: The Roles of Digital Transformation and Geographic Diversification

Lee, Woojin
White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management
Purdue University

Jang, SooCheong (Shawn)
White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management
Purdue University

Kim, Hong Soon
Hospitality and Sports Business Management
University of Delaware

Abstract:

This study investigated the impact of digital transformation on the firm productivity of restaurants and explored how the relationship is moderated by geographical diversification. An annual report (Form 10-Ks) of restaurant firms in the US was used to measure the level of digital transformation, and two-way panel estimation was employed to test the proposed hypotheses. The findings of this study indicated that digital transformation has a positive effect on restaurant productivity and firm's geographical diversification positively moderates the relationship between digital transformation and restaurant productivity. More detailed results and implications are discussed in the paper.

Keywords: Digital transformation, geographical dispersion, text mining, labor productivity, information and communication technologies.

Navigating Consumer Uncertainty: Investigating the Roles of Information Quantity and Polarity in eWOM Environment

Bang, Dohyung
School of Hospitality and Tourism Management
Purdue University, United States

Jang, SooCheong (Shawn)
School of Hospitality and Tourism Management
Purdue University, United States

Abstract:

With the growth of online review platforms, eWOM has become a dominant source of information for customers. While information may decrease customer uncertainty, it may also increase uncertainty if overloaded. Therefore, this study aimed to examine how the quantity of information affects customer uncertainty in consumption values. Using review data from Yelp, this study identified that uncertainty in consumption values varies by information stage, such as scarcity, sufficiency, and overload. Moreover, the study's findings also suggest that information polarity moderates the effects of information volume on customer uncertainty. In other words, information polarity may enhance the effectiveness of both textual and visual information.

Keywords: eWOM, information quantity, information polarity, uncertainty, consumption value

Developing a Framework for Assessing Hotel Experiences of People with Disabilities - PWDs vs. Management Team Perspective

Ong, Yu Ting
Hospitality Business Program
Business, Communication, and Design Cluster
Singapore Institute of Technology

Lee, Xin Li
Hospitality Business Program
Business, Communication, and Design Cluster
Singapore Institute of Technology

Goh, Yu Qi
Hospitality Business Program
Business, Communication, and Design Cluster
Singapore Institute of Technology

Oh, Leon
Hospitality Business Program
Business, Communication, and Design Cluster
Singapore Institute of Technology

Toh, Kuen Lin
Hospitality Business Program
Business, Communication, and Design Cluster
Singapore Institute of Technology

Kim, Sungsoo
Hospitality Business Program
Business, Communication, and Design Cluster
Singapore Institute of Technology

Abstract:

This study aims to develop a framework for accessing PWDs' hotel experiences in Singapore. Moreover, to improve PWDs' hotel experiences, gaps in essential hotel amenities and services between PWDs and hotel management teams should be investigated. Two samples will be separately collected to conduct this study: PWDs and hotel management teams via in-depth interviews. The data from in-depth interviews will be organized into readable narratives with major themes, classifications, and explicatory case examples derived from content analysis. Based on the findings, managerial implications for hotel operators and future study recommendations will be discussed.

Keywords: PWDs, Hotel Management Team, Hotel Experience, Singapore

1. Introduction

Nowadays, it is estimated that over 1.3 billion individuals, or about 16.4% of the world population, have some sort of impairment. According to the World Health Organization (2022), this figure is expected to rise further due to population growth, greater prevalence of non-communicable diseases, and increased lifespan. In the case of Singapore, people with disabilities (PWDs) account for 3% of the local population, with half suffering from a physical disability (SPD, 2022). In particular, individuals with disabilities comprise 2.1% of the student population and 3.4% of those aged 18 to 49. The proportion increases to 13.3% among those aged 50 and older (Ministry of Social and Family Development, 2018). In coping with disability, a substantial portion of the population must manage their daily routines of education, work, family life, and tourism.

Prior research (Darcy, 2010; Bi, Card, & Cole, 2007; Figueiredo, Eusébio, & Kastenholz, 2012) found that PWDs often encounter obstacles and issues in finding accessible accommodation at reasonable prices and information about it. Individuals with diverse and specific disabilities, for instance, require differently tailored services and equipment, according to Figueiredo et al. (2012). Rimmer and Schiller (2006) also pointed out a shortage of accessible facilities and difficulty obtaining information about availability as barriers to PWDs participation in various tourism activities.

On the other hand, Burnett and Bender-Baker (2001) revealed that two-thirds of their research participants would travel more frequently if friendly lodging were easily accessible to them. Yfantidou et al. (2018) discovered that PWDs prioritized accommodation attributes, including designative accessible parking spaces, accessible guest rooms with the same level of comfort and amenity as non-accessible rooms, trained personnel in assisting individuals with disabilities, non-slip bathroom floors, and call/emergency button in the bathroom, although only a tiny amount of PWD-friendly accommodation is available (Darcy & Pegg, 2011). However, many hotels fail to recognize that repeated PWDs guests with companions might generate substantial revenue (Pehlivanoğlu, 2019). In Turkey, for example, hotels offer the bare minimum to accommodate disabled guests as they do not find the need to design rooms exclusively for disabled people. Likewise, relatively few hoteliers in India are interested in investing in accessible buildings and infrastructure (Piramanayagam et al., 2019).

Singapore is among the top ten most accessible cities globally, showing the capacity of local tourism infrastructure, such as hotels, to ensure accessibility (Goh, 2022). As a result, PWDs may become more aware of Singapore as a tourism destination and choose to visit even more frequently. Despite the substantial number of PWDs in Singapore, research on how PWDs assess their hotel experiences has yet to be conducted. Therefore, this study aims to develop a framework for accessing PWDs' hotel experiences in Singapore. Moreover, in order to improve PWDs' hotel experiences, gaps in essential hotel amenities and services between PWDs and hotel management teams should be investigated.

2. Literature Review

The hotel industry seeks to provide accessible accommodation and amenities for PWDs, and it follows laws and regulations to reduce social exclusions (Wazzan, 2015). Hotels with accommodating amenities that satisfy the needs of PWDs are required in all destinations (Darcy et al., 2010). According to Hussien and Jones (2016), amenities that comply with accessibility standards impact PWDs' overall pleasure and experience throughout their hotel stay. As a result, researchers have started investigating the influence of hotel amenities on physically disabled customers (see Table 1).

Accessibility issues as a result of the physical structure of the hotel were noted by Özcan et al. (2021), resulting in a negative assessment from the perspective of PWDs. According to Tutuncu (2017), inaccessibility is a barrier to a pleasant visitor experience in the context of hotels in Canada, with the accessibility of public areas, hotel rooms, and bathrooms being the most crucial influencing element affecting PWDs' experience and pleasure. Turco et al. (1998), for instance, discovered that PWDs often encounter challenges due to room arrangement. Poria et al. (2011) also noted that PWDs must re-arrange and remove some furniture to allow for unhindered movement. Additionally, similar issues were founded in hotel public facilities (e.g., lobbies, lifts, and parking spaces) and restaurants where PWDs are often unable to access specific objects due to physical constraints such as height disparities and stairs.

Table 1. Significant Factors Affecting PWD's Hotel Experiences

Key Factors	Context	Authors
Easy to push floor surfaces, Motorised drape pulls, Widened walkways, Reduced amount of furniture in hotel rooms, Door directions to swing open, Light switches and objects to be closed to hotel beds	Criteria that will improve the experiences of PWDs in hotel	Pegg & Stumbo (2010)
Accessible door handles in bathrooms, Bathroom doorway should be at least 100cm wide, Internal or external water jet in bathrooms, Accessible toilet seats, Hand basin with long arm tap, Presence of wall-mounted shower seat	Value co-creation among hotel amenities and disabled guests	Navarro et al. (2014)
Step-free access, Lift access to entrance, Clear pathways to F&B outlets or front desk, Automated door openings, Clear turning into spaces and rooms, Designated parking	Evaluation of hotels to accommodate disabled guests	Tantawy et al. (2004)
Kept furniture out of high-traffic areas, Swimming pools with handrails, Clear pathways to concierge, Reachable pressing buttons and knobs, Accessible fitness equipment	Accommodating disabled hotel guests and its implication	Woo et al. (2012)
Proper placement of ramps, Bathtubs with grab rails, Roll-in showers, Adequate transfer space, Proper door widths, Suitable heights of bed, Presence of light mirrors	Emerging trends in accessible accommodation	Morris & Kazi (2014)
Proper room layout and furniture position, Wider and easy-to-push room and bathroom doors, Reachable door lock, Suitable bed height for wheel-chair users, Appropriate carpet thickness, Reachable furniture and fixtures, Support bars in bathroom, Anti-slip bathroom floor tiles, Avoid floor elevation in the room, Provision of ramp in elevated areas, Wider parking spaces	Dimensions of hotel experience of PWDs	Poria et al. (2011)
Accessible parking space, Adequate transfer space, Tables with underside clearance , Long-hose handheld shower head (2 metres), No raised edge in the bathroom, Appropriate toilet seat height (460 to 480 mm from the floor), Reachable control switch	Service innovation in hotels for people with disabilities	Yfantidou et al. (2018)
Availability of ramps at staircase/steps, Wide lift doors, Availability of connected rooms, Wide bathroom spaces, Wider room space	Factors that influence customers with disability experience	Aranda & Argiles (2019)
Reserved wider parking space for wheelchair users, Availability of ramps at pavements and stairs, Wide entrance doors at 90	Hotel adaptation for travellers with	Pehlivanoğlu (2019)

degrees, Secondary check-in desk for wheelchair users, Reachable lift buttons, Handrail in lifts, Wide room door entrance, Reachable control switches, Appropriate toilet sink height	disabilities

The absence of trained staff in knowledge behaviors and attitudes to assist when required has been one of the prevalent issues faced by PWDs (Daruwalla & Darcy, 2005; Özcan et al., 2021). For example, the concierge's capacity to provide information on the availability of transport services and the accessibility of various attractions would be critical for PWDs when selecting to visit a hotel to prevent disappointment. PWDs also expect to have information about amenities and services available to assess their readiness and suitability (Yau et al., 2004; Kamyabi & Alipour, 2022). On the other hand, the hotel management team must be mindful that hotel personnel sometimes can offer unnecessary assistance due to the lack of knowledge and must be aware of how to assist PWDs (Poria et al., 2011). According to Özcan et al. (2021), most staff lack training and education, resulting in disabled guests having low to no intention of returning. This is also found in Darcy and Pegg (2011), where hotel management is unaware of the need for extended accessibility to other areas, restricting PWDs' involvement with hotel surroundings.

Johansson (2022) discovered that service excellence substantially impacts visitors' emotions, allowing them to feel welcome and enjoyable during their stay at the hotel. According to Safaeimanesh et al. (2021), service excellence arises during the service encounter and the capacity of service providers to fulfil and surpass guests' expectations consistently. Further to Mohsin et al. (2019), achieving and maintaining service excellence requires time and consistency, as it can be ruined quickly. Moreover, maintaining service excellence would have the hotel management team regularly review the features of service products and delivery systems to identify improvement areas and strive for continuous growth (Safaeimanesh et al., 2021).

3. Methodology

3.1. Samples

Two samples will be separately collected to conduct this study: PWDs and hotel management teams (e.g., general manager, executive, or director of customer service). The first sample will consist of 10 PWDs who stayed at a Singapore hotel during the last year. The sample population will be drawn from the Disabled People's Association (DPA), a non-profit organization in Singapore. In order to select PWDs from the population, the first participant will be randomly picked from the list of PWDs in DPA. As suggested by Valerio et al. (2016), a snowball sampling method will be utilized until the research team obtains 10 PWDs for the study. This similarly appeared in research by Poria et al. (2011), Gladwell and Bedini (2004), and Wan (2013), where the sample group for PWDs was expanded using the snowballing sampling method, which was recognized to be advantageous and effective.

On the other hand, the second sample will be made of 10 hoteliers from management companies' overarching customer services who enhance the hotel experiences of various customers, including PWDs. Priority will be given to hoteliers currently working or who have previously worked in PWD-friendly hotels. As Adam (2019a) recommended, frontline employees, such as general managers, front office managers, executives, and concierges, are preferred. An invitation to participate will be emailed to hotels registered with the Singapore Hotel Association (SHA). After contacting a potential participant for both samples, the researcher will explain the purpose of this study and conduct an in-depth interview using the questionnaire.

3.2. Instrument

As this study will use a qualitative research paradigm, the research approach is inductive. According to Altinay, Paraskevas, and Shawn (2016), an inductive research approach makes it simpler to uncover findings because researchers do not manipulate the data. As a result, inductive techniques aid in developing fresh theoretical insights into a subject. The in-depth interview will be the primary data collection method because the main research question could only be revealed adequately through a qualitative method (Thanh & Thanh, 2015). According to Altinay, Paraskevas, and Shawn (2016), an in-depth interview, defined as a purposeful discourse, usually between two people, could elicit information from interviewees. Lincoln et al. (1985) also noted that the in-depth interview was primarily focused on understanding the informants' perspectives of certain phenomena. Kvale (1996) confirmed that in-depth interviews are appropriate when addressing sensitive issues among the minority group. In-depth interviews in a qualitative study focus primarily on the PWDs' hotel experiences, providing a richer and more detailed explanation of their experiences, attitudes, and beliefs (Altinay, Paraskevas & Shawn, 2016).

In this study, unstructured and structured questions will be used in the in-depth interview to reveal the participants' opinions and experiences in the broader sense (Altinay, Paraskevas & Shawn, 2016). This technique would also require the interviewers to have good communication, listening, and facilitation skills to observe the flow of conversation and detect any new or noteworthy insights. The in-depth interview questionnaire will be developed based on research (Aranda & Argiles, 2019; Morris & Kazi, 2014; Navarro et al., 2014; Pegg & Stumbo, 2010; Pehlivanoğlu, 2019; Poria et al., 2011; Tantawy et al., 2005; Yfantidou et al., 2018; Kim et al., 2012). However, the questionnaire will be altered by rewording and adding or removing items from the original questionnaire. This study will include two questionnaires, one for the PWDs and the other for the hotel management team.

For PWDs, the study will divide the questionnaires into two sections: 1) warm-up and 2) main questions. Some examples of warm-up questions will be "How many times have you stayed at a hotel in Singapore throughout the last year?" and "Think about a recent hotel experience. How do you feel about it? Why?" In addition, some examples of general questions will include "What type of service do you expect from the hotel where you stayed?" "how do you evaluate the overall hotel experience in general?" "do you make comparisons in your evaluation?" and "How would you describe a perfect hotel stay or an ideal hotel experience?"

On the other hand, the hotel management team will be interviewed using the PWD hotel accessibility criteria set by Building Construction Authority (BCA), such as doorway or public area considerations, restaurants, and bathroom features. Similar to the PWDs questionnaire, it will be divided into two sections: 1) warm-up and 2) general questions. Some examples of the warm-up questions will be "How long have you been in the industry?" and "What is your most memorable encounter with PWD guests at your hotel?" In addition, some general questions will include "Does your property provide amenities to accommodate PWDs?" "What do you believe is the most significant component for PWDs?" and "Do you have any personal experiences or insights on physically disabled guests that you wish to share?"

3.3. Data Analysis

After the interview with the potential participants, researchers will listen to the recorded data and transcribe it into descriptive notes. The qualitative data (i.e., descriptive notes) will be analyzed using cross-case analysis. Although there are no formulas for perfect replication of the researcher's analytical thought process, Thanh and Thanh (2015) suggested that the findings and insights extracted from the qualitative study are significant. More importantly, Patton (1990) stated that the validity and reliability of qualitative data depended on the researcher's methodological skills, sensitivity, and integrity.

The raw data from in-depth interviews must be organized into readable narratives with major themes, classifications, and explicatory case examples derived from content analysis (Patton, 1990). In particular, data analysis will consist of three stages: 1) import and number data files, 2) code data files, and 3) search for coded segments (i.e., major themes), as suggested by Seidel and Kelle (1995). The data set collected from recognized data files will be dissected and reassembled depending on the coded segments or themes found by in-depth interviews with PWDs and hotel management teams. In order to produce reliable and credible analyses, more than one researcher will be entrusted with interpreting the data and holding several discussions before reaching an agreement (Gladwell & Bedini, 2004). Besides transcripts derived from audio recordings, notes will be taken during the interview to create more accurate and trustworthy results (Kim et al., 2012). Furthermore, to ensure the reliability and consistency of the data collected, the iterative questioning approach will be utilized to test the consistency of responses, where the same questions will be rephrased and asked again (Shenton, 2004; Adam, 2019b).

4. Discussion and Conclusion

Overall, the study would be the first to develop a framework for assessing PWDs' needs when staying at hotels in Singapore. Each PWD is unique and has a distinct set of needs that hotels could provide; the hotel must constantly examine the essentials to ensure a personalized experience rather than giving a cookie-cutter solution. According to the Deloitte guest experience survey (2018), merely 65% of guests believed that a hotel truly knew them. This percentage could be substantially lower for PWDs due to a lack of understanding of PWDs' concerns. Therefore, the study's findings will offer several implications for hotel operators.

First, it is worth noting that the findings would give insight into how hotel operators may access PWDs' hotel experiences. As Johansson (2022) stated, by understanding PWDs' needs, hotels can deliver exceptional services that satisfy PWDs' expectations of hotels, making them return to the hotels. In addition, by bridging the essential amenities and services gaps between hotel management teams and PWDs, this study would provide various stakeholders (e.g., hotel operators, employees, and developers) with an opportunity to improve and adjust their amenities and services to meet PWDs' needs and preferences, resulting in increased customer satisfaction, improved brand image, and potentially enhanced the bottom line.

Aside from prior research (Aranda & Argiles, 2019; Morris & Kazi, 2014; Navarro et al., 2014; Pegg & Stumbo, 2010; Pehlivanoğlu, 2019; Poria et al., 2011; Tantawy et al., 2004; Yfantidou et al., 2018; Woo et al., 2012) focusing on amenities specifically for PWDs, the finding will also urge that hotels embrace the concept of universal design to include amenities and environments designed to be used by all guests, including PWDs (Martin-Fuentes et al., 2021). Universal design is characterized as the design for everyone without the need for adaptation or specialized design, and it prevents guests from being excluded due to physical disabilities (Story et al., 1998). In conclusion, this study is critical in addressing the gaps identified, allowing Singapore hotels to be more inclusive and welcoming to

PWDs, regardless of their disability. Furthermore, the study's findings will be valuable for future researchers who want to replicate a similar or related issue in different research settings and adopt new tactics for reaching desired outcomes.

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The Application of The Platform-Based Sharing Economy on Solving Hotel Labor Shortage: A Stakeholder Analysis

Hsieh, Yuchin Jerrie
International Hospitality and Service Innovation
Saunders College of Business
Rochester Institute of Technology

So, Siu-Ian (Amy)
Department of Integrated Resort and Tourism Management
University of Macau

Abstract:

This study aims to gauge stakeholders' opinions regarding using the platform-based sharing economy to enable hotels to access a larger pool of freelance or part-time workers in a real-time platform and to alleviate the long-term labor shortage problem. The information collected from the stakeholders will help understand how they perceive the application of a platform-based sharing economy to recruit part-time employees and what barriers prevent this application.

Keywords: Digital Platform, Sharing Economy, Hotel Labor Shortage

1. Introduction

The platform-based sharing economy refers to an innovative economic activity model allowing resource owners and consumers to share or exchange resources (goods, services, or labor) through digital platforms (Cheng et al., 2021). Examples of companies operating based on the platform-based sharing economy include Airbnb and Uber. The Airbnb platform connects individuals who have rooms or houses for rent with travellers who are looking for affordable or alternative lodging options. Uber provides a ride-sharing digital platform that matches riders with drivers for transportation services.

A high employee turnover rate characterizes the hotel industry. Before the COVID-19 pandemic, the average turnover rate was 73%, significantly higher than in other industries (Bureau of Labor Statistics, 2020). The unprecedented COVID-19 pandemic hurt the global economy and seriously disrupted the hotel industry. The labor shortage has become even more challenging for hotels due to the low wages, health hazards associated with the work environment, and the availability of better unemployment benefits elsewhere. Many hotel employees left the hospitality industry or joined other industries due to the impact of the COVID-19 pandemic. According to an American Hotel & Lodging Association survey, 97% of survey respondents reported that their hotels were experiencing staff shortages and could not fill open positions (2022). The hotel industry is labor-intensive and relies on trained employees to deliver top-notch service to guests. Therefore, hotel operators must develop strategies to address this challenge.

The platform-based sharing economy has the potential to address the hotel labor shortage by enabling hotels to access a larger pool of freelance or part-time workers. However, the acceptability by and impact on different stakeholders, such as hotel managers, employees, guests, and platform providers, remain to be explored. This proposal aims to conduct a stakeholder analysis and gauge each

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stakeholder's motivations, needs, and concerns.

2. Literature Review

2.1. Platform-based sharing economy

The platform-based sharing economy has emerged as a widespread phenomenon in recent years. The platforms provide a fundamental technical infrastructure that allows individuals to share their underutilized assets with others for profit. This business model has disrupted traditional industries and opened new opportunities for service providers and consumers worldwide.

Studies have found benefits of utilizing digital platforms, including improving resource allocation (Sundararajan, 2016), flexibility and convenience for service providers, facilitating collectivity (Sutherland& Jarrahi, 2018), promotion of social interactions and community building (Belk, 2014), and contributing to socioeconomic development (Chen et al., 2022). However, researchers also identified several challenges faced by this new business model. One major challenge is regulatory and legal issues. Studies indicate that regulatory challenges are a major obstacle to the growth of the sharing economy (Hong & Lee, 2018; Sidorenko, 2021). As a relatively new phenomenon, there are few regulations in place to govern these platforms. Additionally, there are concerns regarding worker rights and pay when adopting the platform-based sharing economy. Platform workers were considered independent contractors who often struggled to make a living wage and lacked access to basic benefits like healthcare and retirement plans (Malos et al., 2018). Recent research conducted by Hossain and Kaur (2022) has revealed that trust and perceived benefits are significant predictors of the intention to use platform-based sharing services, while perceived risks and regulatory issues pose significant barriers to adoption. Similarly, Lu and Gursoy (2022) found that social capital, perceived control, and trust were important factors influencing user loyalty to sharing economy platforms. These findings suggest that while the platform-based sharing economy has significant potential, addressing concerns related to trust, safety, and regulation will be essential to its continued growth and success.

2.2. Major Channels Used by Hotels to Hire Temporary Workers

The hotel industry is especially labor-intensive. It relies on people to provide quality service to their guests. Many hotels experience fluctuations in demand throughout the year. For example, a beach resort may be very busy during the summer but quieter during the off-season. Hiring temporary workers allows hotels to adjust their staffing levels to meet demand without committing to permanent hires and leads to labor cost savings. In summary, hotels rely on the following sources to hire temporary workers:

(1) Staffing agencies: It is common for hotels to partner with staffing agencies to hire temporary workers. Hotels pay agencies with access to a diverse worker pool to fill job openings, especially during a peak season (Knox, 2010).

(2) Referrals: Employee referrals are a valuable source of temporary hotel workers. This approach utilizes current employees' networks to recruit temporary workers cost-effectively.

(3) Online job boards: Online job boards provide hotels with a convenient and efficient way to advertise job openings through the internet and reach a large pool of potential workers. Popular job boards hotels utilize include Hcareers, Indeed, Monster, and LinkedIn.

(4) Social media: With the popularity of social media platforms, such as Facebook, Twitter, and Instagram, hotels interested in hiring younger generations are beginning to post job information through these platforms.

(5) Vacation workers: Vacation workers refer to individuals searching for temporary employment opportunities while vacationing in the area. Using vacation workers enables hotels to rapidly

fill labor shortages without resorting to lengthy recruitment procedures or extensive training.

3. Methodology

This study will adopt a qualitative interview approach to gather insights from stakeholders. The stakeholders will include (1) hotel general managers, (2) hotel human resources directors, (3) hotel supervisors/managers, (4) hotel employees, (5) former hotel employees, (6) hotel temporary workers, (7) the general public, and (8) digital platform designers. The goal is to interview at least ten people from each stakeholder category.

Examples of the interview questions include:

1. What are your opinions regarding using a digital platform (like the Uber Model) to hire part-time workers?
2. What concerns or issues do you have regarding hiring part-time workers through a digital platform?
3. What are the potential risks or negative impacts of adopting the digital platform to hire part-time workers?
4. What hotel positions are suitable for this type of hiring?
5. What are your concerns about creating micro-shifts for certain positions to be filled through a real-time digital platform?
6. As a former hotel employer, how likely would you take advantage of the digital platform to pick up a short shift at the hotel? Why or why not?

Thematic analysis will be employed to identify themes presented in the data.

4. Significance of the Study

The information collected from the stakeholders will help reveal how they perceive the application of a platform-based sharing economy to recruit part-time employees and what barriers prevent this application. The information gathered from stakeholders could be used to develop the platform protocol. This study hopes to contribute to a solution for the long-term labor shortage encountered by the hotel industry.

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The Effect of Emotional Responses, Empathy and Attitude on Behavioural Intention: Comparing Across DMO Promotional Videos and Travel Vlog

Park, Sung Hee
Macau University of Science and Technology

Yang, Kuo
Macau University of Science and Technology

Abstract:

Tourism videos such as destination marketing organization (DMO) promotional videos and travel vlogs are used as an effective marketing communication tool for promoting destinations. However, how different types of tourism video stimulate viewers' emotional response and behaviour intention remain unclear. This study compared DMO promotional videos with travel vlogs regarding emotion experience and its influences on tourism behaviour. The objectives of this study were: (1) to identify emotional responses, empathy, attitude, and travel and e-WOM intention across the two videos; (2) to examine equivalence of measurement across samples; and (3) to compare the relationships of the constructs in the model across samples. The results of confirmatory factor analyses showed that measurement equivalence exhibited across the two video samples. The results of path analyses indicated that the Macau promotional video induced stronger impact between emotional response and attitude while a travel vlog produced higher impact between emotional responses and empathy. The findings provide important implications for destination marketing and communicational strategies.

Keywords: tourism promotional video, travel vlog, emotional response, travel intention

1. Introduction

Tourism videos such as destination marketing organizations (DMOs) promotional videos and travel vlogs are effective marketing communication tools for promoting destinations (Li & Liu, 2020). High-quality tourism videos present the essential narrative for travel destinations. These videos have the effect of evoking tourists' emotions, increasing their positive feelings toward the destination, and promoting consumers' travel intentions (Chi et al., 2022; Li & Liu, 2020). The realm of tourism videos includes official promotional videos and travel vlogs. Official promotional videos produced by local governments and authorities are created with the intent to inspire positive and comparative destination image and brand with a macro view (Lim et al., 2012). Whereas, travel vlogs are produced by individual travelers who share their vivid, memorable and real-life experiences while they visit a destination (Abd Razak & Zulkifly, 2020). The importance and marketing potential of travel vlogs have seen much more emphasis in recent research due to their quantity and quality (Abd Razak & Zulkifly, 2020; Han et al., 2022; Peralta, 2019).

According to Cognitive Appraisal Theory, emotion plays an important role in consumer behavior. Emotions are elicited in various ways based on individual assessments of a situation or outcome considering that individual's needs and goals (Zheng et al., 2019). Emotion-focused videos have stronger influences on consumers' subsequent responses (Chi et al., 2022). Thus, viewers have

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emotional responses as a result of the appraisal process of watching different types of tourism videos. These emotional responses can strengthen messages from the videos and influence subsequent behaviors (Rawal & Torres, 2017). However, despite the heavy prevalence of tourism videos on social networking, how different types of tourism videos stimulate consumer emotional responses and behaviour intention remain unclear.

This study compared DMO promotional videos with travel vlogs regarding emotion experience and influences on behaviour. The objectives of this study were: (1) to identify emotional responses, empathy, attitude, and travel and electronic word-of-mouth (e-WOM) intention across the two types of tourism videos; (2) to examine equivalence of measurement across samples; and (3) to compare the relationships of the constructs in the model across samples.

2. Literature Review

2.1. Emotional responses

Emotions is defined as the mental states that result from appraising or evaluating individually relevant information (Roseman, 1996). Considerable studies demonstrated that emotional response evoked by a specific stimulus is an effective means of delivering a message to consumers (Tercia et al., 2019), and largely determine tourists' behaviours (Chi et al., 2022; Rawal & Torres, 2017). Consumers' perception, attitude and behaviours are different according to emotional responses and evaluation of marketing stimuli (Ouyang et al., 2017). Tercia et al. (2020) found that tourists' emotional response toward the advertisement of a destination plays a mediating role between their visual elaboration and behavioural intention.

2.2. Empathy

Empathy is defined as the ability to share others' thoughts, feelings and emotional experience, and to react to others' experiences (Wieseke et al., 2012). Empathy can be developed through interpreting content and scenario of tourism videos, and trigger, create favourite images and attitudes toward destinations and activities (Rawal & Torres, 2017; Zhang et al., 2022). Laing and Frost (2019) revealed that tourists' empathy is evoked by their emotional responses from the narratives of exhibitions.

2.3. Attitude

Tourist attitude describes the psychological tendencies expressed by the positive or negative evaluations of tourists when people engaged in certain behaviours (Jalilvand et al., 2012). Rawal and Torres (2017) pointed out that emotional appeal positively influences consumers' attitudes. Tourism videos with higher emotional appeals induce higher attitudinal level toward the videos (Chi et al., 2022). Rawal and Torres (2017) found that consumers' empathy for advertisements in turn positively influenced their attitudes toward these advertisements.

2.4. Travel and e-WOM intention

Travel intention refers to the degree to which an individual has formulated a conscious plan to travel (Abubakar & Ilkan, 2016). According to Su et al. (2017), travel intention is a predictor of actual travel behaviour and reflects the likelihood to act upon travelling. Understanding tourists' visit intentions is one of the most important issues for the success of destination marketing (Bayih &Singh, 2020). Electronic Word-of-mouth (e-WOM) intention is the willingness to recommend or share positive or negative statements regarding products, services or experiences e on the Internet (Abubakar, 2016). Chi et al. (2022) found that tourists' attitudes toward a short video positively influence their intention to visit the destination and to share the video through the internet.

Based on the extended literature review, the following 18 hypotheses are proposed:

H1a: Tourists' emotional responses toward promotional videos positively influence their empathy.
H1b: Tourists' emotional responses toward travel vlogs positively influence their empathy.
H2a: Tourists' emotional responses toward promotional videos positively influence their attitude toward the destination.
H2b: Tourists' emotional responses toward travel vlogs positively influence their attitude toward the destination.
H3a: Tourists' empathy toward promotional videos positively influence their attitude toward the destination.
H3b: Tourists' empathy toward travel vlogs positively influence their attitude toward the destination.
H4a: Tourists' emotional response toward the promotional video positively influence their visit intention.
H4b: Tourists' emotional response toward the travel vlog positively influence their visit intention.
H5a: Tourists' emotional response toward the promotional video positively influence their e-WOM.
H5b: Tourists' emotional response toward the travel vlog positively influence their e-WOM.
H6a: Tourists' empathy toward the promotional video positively influence their visit intention.
H6b: Tourists' empathy toward the travel vlog positively influence their visit intention.
H7a: Tourists' empathy toward the promotional video positively influence their e-WOM.
H7b: Tourists' empathy toward the travel vlog positively influence their e-WOM.
H8a: Tourists' attitude toward the destination in promotional video positively influence their visit intention.
H8b: Tourists' attitude toward the destination in travel vlog positively influence their visit intention.
H9a: Tourists' attitude toward the destination in promotional video positively influence their e-WOM.
H9b: Tourists' attitude toward the destination in travel vlog positively influence their e-WOM.
Based on the literature review, this study proposed 18 hypotheses with regards to viewers' evaluation of DMO promotional videos (H1a-H9a) and travel vlogs (H1b-H9b).

3. Methodology

3.1 Survey design

A self-administered questionnaire was developed as the survey instrument. The questionnaire was first developed in English and translated into Chinese using the back-translation method. Two different types of short tourism videos were selected: (1) the Macau promotional video 'Experience Macao Your Own Style' by the Macau Tourism Office; and (2) a travel vlog that introduced two days' Macau traveling experiences by a Mainland Chinese vlogger on TikTok. The travel vlog was selected based on the following three criteria: (1) the vlog received at least 10,000 likes; (2) the vlog was produced recently to better reflect the situation of Macau; and (3) the vlog was more emotional-produced rather than informative. After discussion with three tourism experts, three promotional videos and three travel vlogs were selected. Finally, a promotional video and travel vlog were chosen based on the discussion of a focus group of 40 graduate students majoring in tourism management. Then, the two short videos were embedded into an online survey with the same questions in the different sections.

The questionnaire consisted of 26 items including emotional responses, empathy, attitude, travel intention and e-WOM intention for each section. All items were measured on a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. A pilot test was conducted for amending the survey in January 2023. Respondents were requested to watch the videos before answering the questions in each section. Online data were collected from Mainland Chinese tourism consumers through Wenjuanxing, an online survey platform in Feb. 2023. The online survey was designed to allow participants to answer only one time through the same computer and mobile device. Finally, a total of 1,076 usable responses were obtained. Data were imported into SPSS 25 and AMOS 24 for analysis. Multiple group CFA was conducted to assess measurement equivalence at the scale level in the context of SEM.

4. Results

4.1. Profile of the respondents

Of the respondents, 51.9% were female, 62.1% were aged between 18 and 45 years, and 54.2% were married. Approximately more than sixty percent held a bachelor's degree (61.1%). A majority of the respondents had a monthly income of RMB 25,000 or less (71.5%). More than half of the respondents had visited Macau (57.3%).

4.2. CFA Results

Five latent variables and 25 observed variables were used to analyze the measurement model across the samples of promotional video and travel vlog. All standardized loadings were greater than 0.60 and *t*-values were significant at $p<0.001$ (Hair et al., 2014). All squared multiple correlations (SMC) were greater than 40% (Taylor & Todd, 1995). All composite reliabilities (CR) were higher than 0.7 (Hair et al., 2014). The average variance extracted (AVE) ranged from 0.52 to 0.61 for promotion video and from 0.54 to 0.59 for travel vlog (Fornell & Larcker, 1981). The overall goodness-of-fit indices showed that the measurement models fit the data well: promotion video (CFI=0.955 and SRMR=0.035) and travel vlog (CFI=0.946 and SRMR=0.035).

Table 1. Results of Multigroup Analysis

Relationship		Promotional video		Travel vlog		Path	Comparison P^a, T^b
		Path coefficient	t-value	Path coefficient	t-value	coefficient difference	
H1	Emotional Response à Empathy	0.700***	18.319	0.715***	19.056	-0.015	P = T
H2	Emotional Response à Attitude	0.464***	10.103	0.438***	10.575	0.026	P = T
H3	Empathy à Attitude	0.239***	5.568	0.404***	9.987	-0.165**	P < T
H4	Emotional Response à Visit Intention	0.148**	2.883	0.209***	4.307	-0.061	P = T
H5	Emotional Response à e-WOM	0.125*	2.378	0.416***	7.673	-0.291***	P < T
H6	Empathy à Visit Intention	0.293***	6.061	0.160**	3.377	0.133*	P > T
H7	Empathy à e-WOM	0.332***	6.597	0.027	0.535	0.305***	P > T
H8	Attitude à Visit Intention	0.326***	7.540	0.469***	9.309	-0.143	P = T
H9	Attitude à e-WOM	0.289***	6.505	0.310***	5.982	-0.021	P = T

Note: ***: $p<0.001$, **: $p<0.01$, *: $p<0.05$,
a: "P" indicates Promotional Video, b: "T" indicates Travel blog.

The study statistically compared the equivalence of the factor structures across samples (Jöreskog, 1971; Byrne, Shavelson, & Muthen, 1989). To assess factor structure equivalence across the two samples, the item loadings, the factor covariances, and the factor variances were constrained across the video samples and the results showed them to be equal. The resulting model fit indices was acceptable. The items on each factor showed equivalent factor loadings across samples, explaining support for measurement invariance.

4.4. Multigroup Analysis Results

Multigroup analysis was carried out to compare any differences between the promotional video and travel vlog samples in the path coefficients (Henseler, Ringle, & Sinkovics, 2009). The results showed significant differences existed in the hypothesized paths. In specific, the effect of empathy on attitude was stronger from travel vlog ($\beta=0.404$, $p<0.001$) than from promotional video ($\beta=0.239$, $p<0.01$). The effect of emotional responses on e-WOM was stronger from travel vlog ($\beta=0.416$, $p<0.001$) than from promotional video ($\beta=0.125$, $p<0.05$). The effect of empathy on visit intention was stronger from promotional video ($\beta=0.293$, $p<0.001$) than from travel vlog ($\beta=0.0160$, $p>0.01$). The effect of empathy on e-WOM was stronger from promotional video ($\beta=0.332$, $p<0.001$) than from travel vlog ($\beta=0.027$, $p>0.05$).

5. Conclusion and Implication

This study examined the effects of emotional responses, empathy, attitude on travel and e-WOM intention between DMO promotional videos and travel vlogs. The major findings of this study have significant managerial implications for destination marketing organizations. The results showed the invariance of the factor structures from Mainland Chinese viewers across the Macau promotional video and travel vlog. The results also indicated that tourism consumers' emotional responses to tourism videos had a strong influence on empathy, which leads to attitude formation toward the destination and behavioral intention. In specific, tourism consumers watching travel vlogs have more positive empathy regarding their attitude toward the tourism destination, and are induced more positive emotional responses in respect of e-WOM intention. Whereas, the consumers viewing official promotional videos generate more positive empathy respecting the intention to visit the destination and e-WOM. The findings of this study contribute to the research area of destination marketing and communication with tourism videos. Practically, destination managers should add more emotional characteristics and surprises in promotional videos to appeal to viewers' emotions and empathy. In addition, destination marketers and managers need to encourage more travelers to share memorable experiences on their own vlogs through social media and support vloggers to improve the narrative style and content to better introduce their travel experiences in the destination.

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Restaurant Innovation: Efficency of Self-Service Technology Kiosk as a Non-Contract Service Maximization on Local Fast Food Chains in Lemery, Batangas

Banquiles, Aron Joseph
Lemery Colleges, Inc.

De Villa, Joshua Angelo
Lemery Colleges, Inc.

Dimailig, Christian Roi
Lemery Colleges, Inc.

Yuzon, Vandolf
Lemery Colleges, Inc.

Presto, Jennefer
Lemery Colleges, Inc.

Abstract:

Technology has become a key player in the food and hospitality industry, especially during the pandemic, with Self-Service Technology (SST) Kiosks being a popular solution for fast-food chains. This study aims to assess the efficiency of SST Kiosks as a non-contact service in local fast-food chains in Lemery, Batangas. The researchers used a descriptive research method, with a sample of 136 customers who used the kiosks. Results showed that the efficiency level of kiosks was high and that age, sex, and educational level affected the assessment of innovativeness, optimism, and discomfort. The study proposes an action plan to improve the efficiency of SST Kiosks as a non-contact service in local fast-food chains, recognizing the growing importance of technology in our lives.

Keywords: Innovation, Self-Service Technology, Kiosks, Fast-Food Chain

1. Introduction

In today's modern age, technology is one of the biggest players in the food and hospitality industry to make things easier. SST (Self-service technology) Kiosk or Self-Service Technology Kiosk is one of the existing technologies that are often found in fast-food chains not only to keep up with the trend but also to add to the convenience of their service. Before it existed here in the Philippines another country first had such a machine. According to Torres (2021), While the United States adoption of kiosk technology has been relatively slow, kiosks have grown significantly in popularity across Europe, where they are common in fast food chains, Restaurants, and other Food establishments. Quick service restaurant executives also discovered through various pilot programs that customers of all ages, from tech-resistant boomers to digital native Gen Z'ers, enjoy ordering their meals with kiosks. Marketplace (2019) claims that the first kiosk in the Philippines implemented by Jollibee has rolled out self-order kiosks in outlets in several cities, according to a Business Mirror report. A total of 97 self-order kiosks have been installed in 37 locations. Kiosk ordering systems are designed to provide a convenient, easy-to-use option for customers who wish to order food without employee assistance. Today, apart from restaurants, many other establishments also set up and use it such as hotels, airports, banks, and many more. Having a kiosk machine in fast food chains ;not only expedites customers ' orders but also promotes non-contact service between customers and employees. Pendrill (2020) states that a self-ordering kiosk can help to decrease those wait times by letting customers build their order, send it to the kitchen, and all in just a few taps. Customers can then move out of the line to wait until their order is ready before picking it up from a designated counter. Having a quick ordering process can reduce long queues at a restaurant and as a result, can prevent overcrowding and interact with them. In contrast, other studies have shown as stated by Lee (2015) that we argue that understanding customers' use and application of new technologies is critical. Without a systematic understanding of both the use and utility of a particular technology-based innovation in a restaurant, a company may misinterpret the value of a particular technology, resulting in negative results and customer backlash. It implies that when a customer doesn't have a deeper understanding of the machine or kiosk installed in the restaurant, there is a possibility that it will be misused and misinterpreted its function; instead of minimizing contact from the staff when orderings food and drinks, there will be instances that they will look for assistance from the crew. Overall it has remained unclear whether the kiosk machine is efficient to reduce face-to-face contact or it does not fulfill its function. The goal of the study is to determine the efficiency of self-service technology kiosks as a non-contact service maximization on local fast- food chains in Lemery, Batangas in terms of perceived ease of use, perceived usefulness, optimism, innovativeness, and discomfort of data when customers use it in purchasing their meals.

2. Literature Review

Technology is one of the enjoyed things not only because of its trend but to be a way to make things easier. Kiosk is an example of technology commonly used in fast food restaurants. According to Jamil (2019), Self-service technology (SST) is one of the Information and communication technology (ICT) that allow customers to create service (e.g. personal service, self-service or combination of both) for themselves without the aid of, or with minimal help from, employees or service providers. The SST or kiosk machine provides a self-service to the costumer which is a part of Information and communication technology. As stated by Posist (2020), the appearance of the kiosk is a small free-standing physical structure that displays the entire menu for the customers to choose from. The orders are placed directly at the POS (point of sale) without the intervention of the cashier or server. Self-ordering kiosks work very well at fast food restaurants, quick service restaurants, and casual dine restaurants where the footfall is high. The kiosk was designed as a new way for customers to order in a restaurant, and it is accessible to all customers. A kiosk machine is a stand ordering structure where you can order through a touchscreen display. It also stated that a kiosk machine work great with some establishments. According to Torres (2021), while United States adoption of kiosk technology has been relatively slow, kiosks have grown significantly in popularity across Europe, where they are common in fast food chains, Restaurants, and other Food establishments. Quick service restaurant executives also discovered through various pilot programs that customers of all ages, from tech-resistant boomers to digital native Gen Z'ers, enjoy ordering their meals with kiosks. Xiong (2020) among the general population, sex and gender have played a significant role in determining the intention of accepting new technology. Additionally, men were more adept at using technology, specifically devices such as computers, email services and electronic data managements. In addition, Hwang (2018) traditional Self Ordering Kiosks have a very high initial cost in terms of time, installation, price, and setup. This is definitely one of the largest reasons why self-order kiosk adoption has been slow up until recently. Even now these problems have not disappeared. It's no simple task to set up, install and maintain self-order kiosks. There are many people aware of technology. There is a possibility that not all of the people can use it easily. There are instances that the employees will have contact with the customers.

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The new technologies that exist now provide low self-confidence because the technology is unfamiliar to them, and they may feel ashamed if they make a mistake while using it.

Reyes (2020) explicated that self-service kiosk is essentially a device that allows a consumer to interact directly with a company, receiving a service at their own convenience. In addition, Having a kiosk machine is very useful to have at a restaurant. But according to Miranda (2016), self-service kiosks are pre-programmed to execute commands only to a certain extent. Complicated transactions are usually not supported. According to Bantes (2021), a kiosk machine is a stand-alone, mounted device that provides an interactive digital experience to help users accomplish tasks independently. A kiosk machine can automate complex processes and transactions without requiring any human assistance, and they can be found in nearly all industries. As the name suggests, these are essentially self-service machines with minimal hardware configurations.

Perceived Ease of use

One of the cornerstones when it comes to one technology is whether it is easy to use. Based on the study of Yi He (2017), he defined perceived ease of use as "the degree to which a person believes that using a particular system would be free of effort". Effortless usage of a certain technology kiosk machine is easy to use by the customers whether they are familiar or first users. When a certain machine or technology is easy to use, there is a tendency for costumer to have an intention to use it without any help from the employee. Based on Yang (2019), perceived ease of use become one of a critical factor towards intention to use because of the technology is simple to use with clear instruction, the higher intention to use the technology in their life. Furthermore, having a machine that benefits its users is a great help to have fun using it. Using a kiosk has many benefits to a customer. But this is contrary to what Seo (2020) stated in his study which agreed with the opinion that if technology is perceived as easier to use, it is more likely to trigger system use behaviour. Because of their interest in new technology, a person who wishes to use technology can readily learn to use it. The kiosk machine is simple to use because, in modern times, we and everyone are keeping up with what technology is available, and one of the reasons they have is to try a new technique. Han et al. showed that the perceived ease of use has a positive influence on behavioral intention toward kiosks at fast food restaurants. It explains that the self-ordering kiosk screen in a quick-service restaurant is not only easy for customers, but also needs to recognize and apply the user's technical understanding degree. The technology is created for easy to use, but kiosks are more different. If someone uses a kiosk machine they need to have technical understanding about it and end up to direct contact for help.

When a technology is free of effort it is easy to navigate and use. According to Arbar (2014), perceived ease of use is the extent to which a person believed that a specific would be free physical and mental effort. In additional information of Abel (2015), it is one of the constructs of the Technology Acceptance Model level It is defined as the degree to which the potential adopter anticipates the new technology acquired from a foreign company to be free of constraint about its transfer and utilization users of information or computer systems should view its usage to be without any or much effort. As stated by Amazona (2019), the extent to which a potential IT user thinks or feels that using that IT system would be easy is defined as perceived ease of use.

Perceived Usefulness

Aside from the beauty of a technology, it also needs to be effective and help people use it especially in a restaurant. In this way the customers can be satisfied with the service it brings and there is no reason for them to complain. According Jahangir (2015), usefulness is the degree to which a person believes that using a particular system would enhance his or her job performance. According to him, perceived usefulness refers to consumers' perceptions regarding the outcome of the experience. In addition to toughs, Lee (2019) stated that perceived usefulness is a dimension of cognitive beliefs that shape user attitudes and determine their intended use. In general, it is thought to be advantageous to save time and effort by using technology to complete tasks faster and easier. It's an excellent idea to utilize the kiosk if you want to save time because you won't have to wait long at the crew counter and you can quickly choose what you want because you just tap on the screen.When a technology in the restaurant reduces the problem of ordering they can say that it helps them and when they have no problem they are satisfied and no longer complain.

Kiosk machine is convenient to use by the costumer’s because unlike the traditional ordering process, you can order by yourself and it will help to minimize a direct contact. As claimed by Fer (2020), an automated system means shorter wait times. With self-service kiosks available, the system of ordering and receiving food becomes much more convenient.

According to Abel (2015), It allows for the measurement of attitudes. Regarding the usage of technology by individuals may think technology to be beneficial without being because of its favorable attitude regarding its use the difficulty in employing it. As stated by Bombaes (2018), technology is useful, ease to learn and convenient for students because they can easily learn from it and hence improve their learning capability. Opportunity that M- technology is giving to students is that they have accessibility to the information quickly at anytime and anyplace. Previous studies examine that PEU has positive significant effect on intention to use technology. As stated by Anselmo (2019), customers will be more eager to complete the purchase if they have a better understanding of what they're getting and how much they'll have to pay thanks to features like high-resolution photo displays and animation. Language obstacles could also be overcome via the interface of a self-service kiosk. Even a foreigner visiting your store for the first time can utilize it to purchase their desired merchandise. This indicates that the kiosk will have a positive outcome and that it will prefer machine and customer contact in ordering.

Innovativeness

One of the reasons for being innovative is because they see problems that need to be solved and this is what inspired them to achieve change when it was and is adopted. According to Roman (2016), Innovativeness, one dimension is associated with the capabilities for core/internal innovation and the other with the capabilities for the adoption of technology. One of the ever -existing machines is the SST. Based on the study of Lumsden (2019), an automated teller machine was invented, but the self-service till wasn’t really widespread until the 1990s. The kiosk was designed to provide customers with a new manner of ordering, and it has shown to be effective because many people enjoy using it and are satisfied whether they are tech smart or not. It was a natural progression that restaurant self-service should eventually reach self-service kiosks that allow you to order and pay for your purchases without the necessary involvement of an actual human being too. The inspiration of the invention of a kiosk is to have a self-service ordering process for a customer without an involvement of the employer in the restaurants. The self-order kiosk is said to have been invented to avoid long customer queues and facilitate their ordering. In this way you can avoid socializing with other people and even with the employee. One of the problems of customers in a restaurant is the long wait to order and queue at their counter. That's why they used the kiosk to expedite the ordering of customers to avoid and for them to go to the counter to complain. Maria (2017) expounded that one of the major factors that can detract customers from your restaurant is long lines and long wait times. Customers want to make their orders and have their food delivered as fast as possible. To address the challenges of delayed service delivery, the use of restaurant kiosks has emerged and grown at an incredible speed. It makes the food ordering process more efficient and eliminates customer frustration over waiting in line to place their orders.

A technological innovation is a new or better product or procedure that has considerably different technological qualities than previous versions (Dante, 2020). Various disciplines have different definitions of innovation. The degree of early acceptance of attitude and intention was a widely recognized term among customer's. Armoso (2015) in the statement of Bombaes (2018) explicated that Individuals who are innovative adopt new technology at an early stage. Cycle without regard for the complexity and performance evaluation of the technology because the primary goal is to learn and benefit from the innovation.

Optimism

One of the ways to be efficient and easy to use technology such as a kiosk is to be positive and optimistic. In this way we reduce the perceived problems and maintain the good it does. Optimism in technology is the positive insight about certain machines like kiosks and it became a huge part of the people's perception because we rely on technology in this era. Based on the study of Fixer (2018), technological optimism is the belief that technology can be used to better our lives and that it can make the world a better place. A lot of people nowadays rely heavily on technology, and there is a good reason for it. Every customer who utilizes the kiosk will be happy since they know they will benefit from it. In addition, Seo (2020) believed that it is the degree to which a person's perception of fun or pleasure is perceived from the use of the technology. The tendency to use technology is closely related to the emotional component that is essential pleasure and fun. Being pleased and excited about the use of a new high-tech device has a positive impact on the consumer's technology acceptance attitude. Being optimistic is having a good outlook and when we think positively of technologies it will be a way to be used in an easy way. In this situation we no longer need to seek guidance from the workers because we see no problem. As said also by Ruzz (2015), optimism is an overall view, see a good thing, think positively and easy to give meaning to themselves. Individuals who are optimistic are able to produce something better than the past, not afraid of failure, and trying to still challenge another try when failed again. It is simple to allow meaning for them. People who are idealistic are able to deliver something superior than the past, not anxious of disappointment, and attempting to still challenge another attempt when fizzled once more.

Diana (2016) stated that techno-optimism, belief that technology can continually be improved and can improve the lives of people, making the world a better place. If you are a techno-optimist, you think technology has consistently improved our lives for the better and is likely to do so in the future. In considering societal problems, you think that the solution lies in technological innovation. The positive side of technology or kiosks is it improves the way of the people through reducing service failures. This way a customer can be smart and they can use the machine properly even if it changes their vision. The kiosk is a visual menu that you can build your order by yourself. In this situation there is a tendency that the complaints of customers on their order will be reduced because they are already responsible for it. Now if the number of complainants is reduced there is also less possibility of having an interaction. According to Pendrill (2020), with your customers selecting and submitting their own orders, the margin of error for orders will decrease significantly. A kiosk with a visual menu is incredibly valuable in reducing miscommunication because it ensures that your patrons know exactly what they're ordering, thereby preventing those "This isn't what I ordered" conversations. Tilster (2020) said that by implementing new technology like self-order kiosks, you are meeting consumers where and how they prefer to dine. In turn, you can expect more positive customer experiences that will keep them coming back and referring more business to your brand, all positively impacting your bottom line.

Discomfort

Having a bad feeling about using technology can be a reason to be a problem. Discomfort became the negative side of using the SST or kiosk. It is also an experience of depression while using technology. Lilijandera (2015) said that it is described as the perceived lack of control and a feeling of being overwhelmed by technology. Some of the proposed items are similar to the variables to study customers' technology anxiety. It said that technology anxiety not only has a strong negative effect on customer adoption of SSTs, but that it also has a negative effect on their experience of using SSTs. In addition, Kuo (2013) said that discomfort refers to the perceived lack of control over technology and a feeling of being overwhelmed by it. People who are uncomfortable with technology believe that they are controlled by it and that technologies are not suitable for common people. That is, they may tend to have anxious feelings about the use of technology, a similar construct to computer anxiety, which has been confirmed to have a negative impact on PEOU and PU. If this is how customers feel when ordering from a kiosk machine, they may choose to ask for help or just leave. This will not maintain service without interaction and may also affect fast food restaurants. Villalan (2018) said that the result of a lack of trust in technology and its ability to work properly. A perceived lack of security is generally acknowledged to be important and to have contributed to the slow adoption of technology or kiosks. Insecurity in technology is the lack of confidence to use it that can cause customer exhaustion of a restaurant. Kenton (2021) stated that kiosks may keep those customers away that prefer to deal with actual people rather than machines. This is particularly true for self-service kiosks, which may sometimes be difficult to operate for those that are not tech-savvy and may increase their frustration. In using kiosk machines you need to be technologically aware or be tech savvy.

Reyes (2020) said that a self-service kiosk is essentially a device that allows a consumer to interact directly with a company, receiving a service at their own convenience. In addition, Having a kiosk machine is very useful to have at a restaurant. But according to Miranda (2016), self-service kiosks are pre-programmed to execute commands only to a certain extent. Complicated transactions are usually not supported. According to Bantes (2021), a kiosk machine is a stand-alone, mounted device that provides an interactive digital experience to help users accomplish tasks independently. A kiosk machine can automate complex processes and transactions without requiring any human assistance, and they can be found in nearly all industries. As the name suggests, these are essentially self-service machines with minimal hardware configurations.

Research Literature

According to Divinagracia (2015), kiosks are some of the more popular self-service technologies that profit and not for profit organizations in the Philippines have introduced. Findings showed that SSTs moved service quality encounter opportunities away from traditional face-to-face human contact. Self-service kiosks are one of the most widely used self-service technologies in the Philippines, used by both profit and non-profit organizations. Pendrill (2020) stated that self- service kiosks are very helpful in today's situation because they can help to make restaurants safer for both customers and staff by reducing and even eliminating most face-to-face interactions. The staff is no longer need to interact directly with customers to help them reserve a table, place an order, or pay for their meal; all of this can be done digitally by the customer themselves. And as one study found, safety precautions are second only to food quality when today's customers consider which restaurant to visit. The efficiency of kiosk machines is helping the restaurants to decrease the face to face interactions. They come up with the result that in restaurants the safety is second to prioritize when visiting it. Some establishments are adopting the kiosk machine to increase the efficiency and to have non-human service. As explained by Yang (2019), with the development of technology, self-service kiosks (kiosks) are increasingly being adopted by service providers such as fast-food restaurants. However, with the increasing search for more efficiency, calculability and control by replacing people with non-human technology, service quality and a sense of hospitality can be adversely impacted. Nevertheless, many seem willing to use kiosks in fast-food restaurants, suggesting that these provide considerable value for some segments of the hospitality industry. Consequently, this study explores young people's customer experiences of and views on using kiosks in McDonald's restaurants. During this pandemic, kiosks are the way of reducing direct contact service to prevent the virus and also benefits to some restaurants.

Reyes (2020) said that a self-service kiosk is essentially a device that allows a consumer to interact directly with a company, receiving a service at their own convenience. In addition, Having a kiosk machine is very useful to have at a restaurant. But according to Miranda (2016), self-service kiosks are pre-programmed to execute commands only to a certain extent. Complicated transactions are usually not supported. According to Bantes (2021), a kiosk machine is a stand-alone, mounted device that provides an interactive digital experience to help users accomplish tasks independently. A kiosk machine can automate complex processes and transactions without requiring any human assistance, and they can be found in nearly all industries. As the name suggests, these are essentially self-service machines with minimal hardware configurations.

Perceived ease of use

When the technology is easy to use, the customer can go straight forward with the system without the help of other employees of the restaurants. You don't need to spend much effort and time on it. As stated by Seo (2020), the degree to which believe that the system will not be difficult to use. Service convenience is started with a customer's fundamental desire to reduce their time and effort. Studies agree with the opinion that if technology is perceived as easier to use, it is more likely to trigger system use behaviour. In addition, Yang (2019) said that the perceived ease of use shows a strong relationship with customer's intention to use technology. This is because, when the technology or system is easy to use to all people such as self-service in restaurants, the step for consumer tends to be easier to understand and operate in which helps consumers to cut short in many processes and straightforward systems enable people to understand directly. Some researchers claim that the kiosk is easy to use for ordering and has a lot of benefits like decreasing the time of waiting within the customers. According to Maness (2021), from a customer's point of view, a Kiosk (kiosk) station makes it easy to order drinks and appetizers as soon as they've been seated. It eliminates a big part of the "waiting" common to the dining experience, waiting to order entrees, waiting to order another drink, waiting for the check, etc. For restaurant owners, this leads to quicker turn-

Usefulness is also seen as a positive side of a certain thing. As stated by Reyes (2020), the primary function of a self-service kiosk is to allow customers to complete various common tasks on their own without the assistance of a dedicated employee. Whatever the kiosk's function, the ultimate goal is to give users more freedom and better efficiency. Kiosk machine is a useful innovation because you can order by yourself and give you satisfaction through using it. According to Garcia (2017) the degree to which an individual believes that using a given system will increase his or her job skills is referred to as perceived usefulness. As stated by Dumpit (2017) when a person gets a favorable thinking about how a certain technology would aid them with their work. In addition, the level at which an individual believes that employing a specific system would boost individual performance is referred to as perceived usefulness, Navarro (2021). It means in futher study, this variable define a positive outcome of accepting a technology.

Perceived Usefulness

When a kiosk is implemented in some restaurants, it is useful to maximize the direct contact with the employee and ensure also safety through proper sanitation every after-use the fast food chains customer. According to Presto (2018), kiosk restaurants can enable customers to order and pay without the need for human contact. Employees can place wipes or hand sanitizer by the kiosk with placards, encouraging customers to use them before and after interacting with the device. This provides guests peace of mind, while ensuring the safety of both employees and guests. In addition most kiosk machine users enjoy using it and therefore have no reason to complain. Because of this the non -communication with the restaurant worker will be maintained. Rastegar (2018) claimed that SSKs also increase customer satisfaction by facilitating customized ordering. With a kiosk, customers can customize products for themselves, creating a meal based on their personal choices. This ability may account for the findings of one recent study, which found that more than 50% of QSR diners believe restaurant technology makes their dining more fun with more than one-third of them preferring to choose restaurants with more technology options. As determined by Dynamic (2019), sometimes eaters have complex requests that involve multiple additions or substitutions. An employee may need to enter several items and make multiple clicks between screens, which is an invitation to make a mistake. If the check is handwritten, there is also a high chance that the order was prepared incorrectly. But self-order kiosks give people a chance to see the ingredients and make smarter choices, so they don't need any assistance. Kiosk machine are implemented in some restaurants to be useful and reduce complaints of the customers within their order.

According to Garcia (2017), the degree to which an individual believes that using a given system will increase his or her job skills is referred to as perceived usefulness. As stated by Dumpit (2017), when a person gets a favorable thinking about how a certain technology would aid them with their work. In addition, the level at which an individual believes that employing a specific system would boost individual performance is referred to as perceived usefulness (Navarro, 2021). It means in further study, this variable has a positive outcome of accepting a technology.

Innovativeness

In today's era, Kiosk is a new innovation to provide a self-service that not only produces new technology but also gives a person a new perception and knowledge about their habits. Seo (2020) stated that the kiosk in the restaurant allows customers to order food directly or participate in its service processes, rather than experience face-to-face service with employees. Since kiosks in a restaurant not only build an innovative technology infrastructure, but also provide new value for customers, it is expected to become a universal and routinized service for customers within a short time. Having and using a kiosk is no longer new to customers nowadays. But even so, the customers are hardly satisfied and maybe they can still enjoy the face to face ordering system. Zhang (2015) explained that self-service technology (SST), defined as a technological interface that allows customers to produce and consume services without direct assistance from employees, has been widely adopted by service oriented companies in different settings, such as hotels, restaurants, and airports. Although customers are less hesitant about using SST nowadays than before, how to increase customer satisfaction and repeat patronage remains an unresolved issue in this area. It has been suggested that the design, functionality, and perceived innovativeness of interfaces can enhance perceptions of quality, encourage repeat patronage and encourage repeat purchase. Latif (2021) stated that the implementation of the self-ordering machine system at fast food restaurants in Indonesia still needs attention because in Indonesia digital transformation is still in its early stages. Not all consumers feel comfortable with using this technology. In conducting consumer transactions, it requires security, interaction and transparency. So when it allows dissatisfaction with customers if the problem cannot be resolved. So this is one of the reasons why people would choose to order in front of someone rather than a machine like a kiosk. This is one of the possible weaknesses of using a kiosk.

A technological innovation is a new or better product or procedure that has considerably different technological qualities than previous versions (Dante, 2020). Various disciplines have different definitions of innovation. The degree of early acceptance of attitude and intention was a widely recognized term among customer's. Armoso (2015) in the statement of Bombaes (2018), individuals who are innovative adopt new technology at an early stage. cycle without regard for the complexity and performance evaluation of the technology because the primary goal is to learn and benefit from the innovation.

Optimism

Kiosk gives the customer a better experience through using it. The satisfaction of being experienced can be a positive way to increase the usage of kiosks as a self-service. Order (2018) said that prevalence of self-service kiosks vastly improves customer experience because with touch-screen self-service kiosks, interested customers can see images of the food items that they want and don't want. This, and the fact that they don't have to wait for servers to take their orders, makes it ideal if they don't have the luxury of time on their hands. One of the things customers want when ordering at a restaurant is to create their own menu even if it is not combo and this is one of the strengths of the kiosk. This method saves time and there is no need to even talk to a crew. According to Endril (2020), instead of relying on your staff to highlight your high margin items and pricey add ons, your self-ordering kiosk can do it for you. With a self-ordering kiosk, there's an option to push targeted and intuitive upsell prompts as guests are building their orders. This can include special promotions such as 2-for-1 deals, but it can also include strategic upsell tactics such as adding extra paid toppings, upgrading to premium sides, or making a meal a combo. A kiosk is a self-service ordering mechanism that can give good service to clients while reducing the workload of a restaurant's staff. This allows the staff to focus on more critical tasks. Time saving is one of the perceptions of customer in ordering to a fast-food. It said that using a kiosk saves time unlike face to face order system which is a positive factor to decrease contact service. Based on the statement of Orencia (2017) in Helps Save Time, You can utilize a kiosk to assist your business operations to help save time. For example, you can have both a cashier and a kiosk helping to check out customers. This will cut waiting times by up to 50%. As a result, your customers will have a more positive experience at your store and will be more likely to return. Having a quick ordering process can reduce long queues at a restaurant and as a result can prevent overcrowding and interact with them. As stated by Pendrill (2020), a self-ordering kiosk can help to decrease those wait times by letting customers build their order, send it to the kitchen, and pay, all in just a few taps. Customers can then move out of the line to wait until their order is ready before picking it up from a designated counter.

According to Pendrill (2020), with your customers selecting and submitting their own orders, the margin of error for orders will decrease significantly. A kiosk with a visual menu is incredibly valuable in reducing miscommunication because it ensures that your patrons know exactly what they're ordering, thereby preventing those "This isn't what I ordered" conversations. Tilster (2020) said that by implementing new technology like self-order kiosks, you are meeting consumers where and how they prefer to dine. In turn, you can expect more positive customer experiences that will keep them coming back and referring more business to your brand, all positively impacting your bottom line.

Discomfort

As stated by Divinagracia (2015), based on the research conducted by Leong (2019), it proves that there is negative feedback from customers in implementing self-ordering machines. There are still problems with the system, especially in menu selection and payment methods. Therefore companies must be able to build a good Customer Experience by knowing what customers want, so that it has an impact on increasing customer satisfaction and loyalty and advocating for brands. The customers still have bad responses to the use of the kiosk and as a result, it can affect their ordering. But there is the positive side of this variable because according to the article being said, customers ordering in a restaurant are comfortable and prefer to use a kiosk rather than counter ordering process which is more helpful to prevent a contact service. Natallia (2019) stated that the adoption of digital menu boards in quick-service restaurants is overwhelming. What is the reason? Numerous studies prove that modern diners prefer ordering from such boards rather than from cashiers, especially if the line is longer than a couple of people. Visitors hate standing in line, but hungry visitors hate it twice as much. People also say that the availability of an ordering kiosk is among the main criteria for choosing which restaurant to go to. That's why the introduction of kiosks for QSR business owners is the equivalent of staying competitive.

Papaandrea (2019) claimed that another downside is that once you leave orders to the customers, you can lose out on some of the human customer service touches. Especially at sit down establishments, guests often ask wait staff for recommendations or have questions about how dishes are prepared. You can't do that on a screen. That's why for the most part when it comes to ordering, self-checkout kiosks are better for quick-service or chain restaurant operations. At least for now, don't expect to see restaurant kiosks at fine dining establishments. For additional information, Hyowon (2020) stated that the kiosk needs at least nine touch-ups to move on to the payment screen, which makes them uncomfortable. Also, small letters that are difficult to read, foreign languages that they don't know, and systems that can be initialized when time passes are really difficult for the elderly. But it is being contradicted by Eastwood (2018) because for him self-service kiosks increase order sizes resulting in increased sales. Between millennials and the digital age of technology, the traditional ordering experience has become outdated. When guests don't have to have one-on-one interaction, they simply feel more comfortable ordering more. Every technology is designed to have a good effect on its users, but there are times when it doesn't help. at the end of the day, it's up to the people how they handle it.

3. Methodology

3.1. Measurement

In this study, the researchers used the descriptive research method to determine the level of efficiency of self- service kiosks as a non-contact service maximization on local fast-food chains in Lemery, Batangas. The study was conducted in two local fast-food chains, namely Fast-food Chain A and Fast-food Chain B, which were located in Barangay Diversion Road and Illustre Ave. corner Calle P. Gomez St., District IV, respectively. The researchers chose these two fast-food chains because they were the only known fast-food chains that used kiosk machines for guest order-taking processes to reduce human contact and maintain the safety of the staff and customers during the pandemic. The research design used allowed the researchers to hone in on research methods suitable for the subject matter and set their studies up for success. The researchers utilized a survey questionnaire as the main data gathering instrument, and frequency and percentage, mean, ranking, Independent t-test, and one-way analysis of variance mean were the statistical tools applied in the treatment of data. The respondents of the study were one hundred thirty-six (136) customers of fast-food chains A and B who used the kiosks in their order-taking process.

Table 3.1. Respondents of the Study

Respondents	Weekly Number of Customers	Sample Size
Fast-food chain Branch A	2450	54
Fast-food chain Branch B	3500	82
Total	**5950**	**136**

Table 3.1 shows the collected total population data of the two (2) fast-food chains in Lemery, Batangas. Since, The fast food- chain A and fast-food chain B managers did not give any data with regards to the weekly number of respondents that is why the researchers decided to observe and record the number of customers who use the kiosk for seven (7) days wherein the result of a total number and customer was validated by one of the crews of the fast-food chains. The study is divided into Fast-food chains A and B. Fast-food chain A has a weekly average number of customers of two thousand four hundred and fifty (2450) and has a sample size of Fifty-four(54). Fast- food chain B has a weekly number of customers of three thousand and five hundred (3500) and has a sample size of eighty-two (82) using the raosoft calculator. The total weekly number of customers on Fast-food chain A and B is five thousand nine hundred and fifty (5950) and the total sample size were one hundred thirty-six (136). Stratified random sampling is the method used in this study in order to determine the respondent's assessment.

Stratified random sampling was used as a method for selecting the respondents in this study, and the researchers derived the specific number of respondents by using the raosoft calculator with a 5% margin of error and 95% confidence level. The researchers conducted a dry run in a different locale with a total of twenty (20) owners who volunteered as respondents for the dry run to ensure the reliability of the questionnaire. The confidentiality of the respondents was assured, and all findings were used for this study. Minimum health protocols were strictly observed in conducting the survey, and the researchers collected the questionnaire results through automatic summaries and spreadsheets provided by Google Forms. The researchers assured the respondents that the answers or responses were held strictly confidential for the purpose of this study only.

4. Results

Profile of the respondents

The respondents of the study were composed of one hundred thirty six(136). The profile of the respondents was described in terms of their age, sex, and educational level. These were all presented from Table 4.1.1 to Table 4.1.3 in complete tabulation in order to facilitate better reading and analysis of the study.

4.1.4.Age

Table 4.1.1 shows the frequency and percentage of respondents according to their Age. Age is basically the length of time that a person has lived or a thing existed. This term was used in the study to determine or measure how many respondents belonged to the age bracket given below.

Table 4.1. Distribution of Respondents in Terms of Age

Age bracket	Frequency	Percentage
18-25	34	25.0
26-41	34	25.0
42-57	34	25.0
58 and above	34	25.0
Total	136	100.0

The table above shows the equal frequency distribution (34 or 25%) of all of the respondents in terms of their age bracket from 18-25, 26-41, 42-57, and 58 and above years old. Equal distribution of the age generation aids to find out the fair level of efficiency of the kiosk in the ordering experience of the customers depending on their age. According to Gian (2017), giving an equal judgment of whether the technology truly helps based on the age of its user is a decent concept in giving their viewpoint. In addition, Carlo (2020) said that fair idea of respondents when it comes to age-dependent machine use is a good way to get a reliable source. They believed that the only way to know the answer to the efficiency of kiosks in terms of their age is to give a fair distribution.

4.1.2. Sex

Table 4.1.2 shows the frequency and percentage of respondents according to their Sex. Sex is either of the two main categories (male and female) into which humans and most other living things are divided on the basis of their reproductive functions. This term was used in the study to determine or measure how many respondents belonged to the sex given below.

Table 4.1.2 Distribution of Respondents in terms of Sex

Sex	Frequency	Percentage	Rank
Male	88	46.7	1
Female	48	35.3	2
	136	100.0	

The table above shows that the majority of the respondents are Male in terms of sex with a frequency of eighty- eight (88) and a percentage of 46.7 followed by females with a frequency of 48 and a percentage of 35.3. The table indicates that the majority of the customers that answered the questionnaire in terms of their sex are male. The study shows that male customers are more diligent in using the kiosk because he is more interested and quick to adopt them. Xiong (2020) believed that among the gender of an individual, men have played a significant role in determining the intention of accepting new technology. Additionally, Franse (2019) said that men were more adept at using technology, specifically devices such as computers, email services, and electronic data management.

4.1.3. Educational Level

Table 4.1.3 shows the frequency and percentage of respondents according to their Educational level. Educational levels are defined by the developmental differences of students and how the learning environments are structured. This term was used in the study to determine or measure how many respondents belonged to the Educational level given below.

The table on the next page shows that the majority of the respondents are College level with a frequency of ninety (90) and a percentage of 66.2 followed by High-school level with a frequency of thirty-nine (39) and a percentage of 27.7, and it shows that the remaining respondents are Elementary level with the frequency of seven (7) and percentage of 5.1.

Table 4.1.3. Distribution of Respondents in terms of Educational Level

Educational Level	Frequency	Percentage	Rank
Elementary Level	7	5.1	3
High school Level	39	28.7	2
College Level	90	66.2	1
42-57	136	100.0	

This table indicates that the majority of the customers that answered were on the college level in terms of their educational attainment. The study finds out that more college graduates use kiosks because they have more advanced knowledge when it comes to using technology. According to Hans (2020), technology provides College graduates with easy-to-access information, accelerated learning, and fun opportunities to practice what they learn rather than other levels. College students are thought to be more educated about technology because they have more sophisticated learning therefore many of them use it.

4.2. Level of efficiency of the self-service technology Kiosk in terms of:

4.2.1. Perceived Ease of Use

This term refers to the degree to which a person believes that using a particular system would be free of effort. Becoming one of a critical factor towards intention to use because the technology is simple to use with clear instruction, the higher intention to use the technology in their life.

Table 4.2.1 Level of efficiency of the self-service technology Kiosk in terms of Perceived Ease of Use

Perceived Ease of Use	Weighted Mean	Verbal Interpretation	Rank
The kiosk machine is easy to use	3.26	Extremely Efficient	1
The kiosk machine can be easily navigated and controlled by the customer.	3.14	Very Efficient	2
The instructions on the kiosk machine are easy to read and understand.	3.14	Very Efficient	3
The kiosk machine is customer- friendly.	3.03	Very Efficient	4

The customer can immediately learn how to operate the kiosk machine without any difficulty.	2.99	Very Efficient	5
COMPOSITE MEAN	**3.11**	**Very Efficient**	

Table 4.2.1 shows that the ease of use of kiosk machines is extremely efficient for the customer which got a weighted mean of 3.26 and ranked as first (1st). The kiosk machine can be easily navigated and controlled and is very efficient which has a weighted mean of 3.14 and is ranked second (2nd). As well as this, instructions on the kiosk machine are easy to read and understand and are very efficient which proves a weighted mean of 3.14 and third (3rd) from the rank. It is also very efficient that the kiosk machine is customer friendly which has a weighted mean of 3.03 in the fourth (4th) rank. However, the least was find-out, also a very efficient way for the customer can immediately learn how to operate the kiosk machine without any difficulty weighted 2.99 with the fifth (5th) rank.

The table shows that using a kiosk is easy and it was extremely efficient for the customer while ordering their food. They believe that customers will be able to use any technology when they like what they are using and when they enjoy it and want to try a new way. Furthermore, Tally (2018) fast-food restaurants are increasingly enjoying the many benefits of food service kiosks. Kiosk technology in restaurants makes it easier for customers to customize, pay for and pick up their orders, while also providing more opportunities for restaurants to relocate employees' time and upsell customers without direct contact with employees. Seo (2020) the kiosk machine is simple to use because, in modern times, we and everyone are keeping up with what technology is available, and one of the reasons they have is to try a new technique.

The table appears that when the customer can easily learn how to operate the kiosk, it is very efficient for the customer because most of the respondents are technological-savvy or someone already knows the use of technology. This is related to Yi's (2017) claims that when a certain machine or technology is easy to use there is a tendency for customers to have the intention to use it without any help from the employee. Seo (2020) claims that because of their interest in new technology, a person who wishes to use technology can readily learn to use it.

4.2.2. Perceived Usefulness

This term refers to the degree to which a person believes that using a particular technology would enhance his or her job performance and the quality of having utility and especially practical worth or applicability.

Table 4.2.2 below shows that the benefits of the kiosk machine for the customers was very efficient for them which got a weighted mean 3.23 and ranked as first (1st). When the customers were taking orders, using kiosks to save time was also very efficient. It got a weighted mean 3.22 and ranked as second (2nd). The usage of kiosk machines provides accurate customer's order and is very efficient whichs has a weighted mean of 3.19 and third (3rd). Similar to this, customers believe that kiosk machines as an effort saving machine to reduce contact service within the employee and customers are very efficient which has a weighted mean of 3.19 in the fourth (4th) rank. Order taking using kiosks to save customer's time was also very efficient with a weighted mean of 3.17 and in a fifth (5th) rank.

Table 4.2.2 Level of efficiency of the self-service technology Kiosk in terms of Perceived Usefulness

Perceived Usefulness	Weighted Mean	Verbal Interpretation	Rank
The customer will benefit from the kiosk machine.	3.23	Very Efficient	1
Order taking using kiosks saves customer's time.	3.17	Very Efficient	5
Kiosk is an effort saving machine rather than face to face contact with the employee when it comes to taking orders from customers.	3.19	Very Efficient	4
It provides accurate customer orders.	3.19	Very Efficient	3
The usage of kiosks helps to lessen contact service.	3.22	Very Efficient	2
COMPOSITE MEAN	**3.20**	**Very Efficient**	

According to the Table, it indicates that using a kiosk machine would be beneficial for the customers and was very efficient in their ordering process. They believe that this machine will help them to reduce face-to-face contact and maintain privacy. According to Board (2021), kiosks can help your customers feel safer and more beneficial when making a purchase because they can do so without having to involve others in the transaction. They can maintain a private presence while taking advantage of your company's goods and services, helping to establish a feeling of trust with your brand.

The table below also depicts that order-taking using kiosks saves customers time and is very efficient because it is one of the most needed by customers when they order. The customer believes that this machine is a time saver and also reduces queues. Tally (2018) claimed that this saves time for customers and allows them to quickly place their orders without waiting in long lines. The kiosks also allow employees to reallocate time previously spent taking orders. In addition, Lee (2019) said that it is an excellent idea to utilize the kiosk if you want to save time because you won't have to wait long at the crew counter and you can quickly choose what you want because you just tap on the screen.

4.2.3. Innovativeness

It is introducing or using new ideas or methods. Having new ideas about how something can be done. One dimension is associated with the capabilities for core/internal innovation and the other with the capabilities for the adoption of technology.

Table 4.2.3 demonstrates the most recent technological breakthroughs, such as the installation of self-service technology or kiosks, create a new alternate route in the ordering procedure that is very efficient for customers with a weighted mean 3.21 and ranked as first (1st). It is very efficient when Kiosks reduce time and give customers trust that the fast food chain is using cutting-edge technology to improve the customer experience which is weighted mean 3.17 and ranked as second (2nd). As well as this, the kiosk is made to facilitate the customer's view of the product and its price and is also very efficient for the customers which proves a weighted mean of 3.17 and third (3rd). The customer is allowed to purchase foods directly at their own convenience when using the kiosk was very efficient which claims a weighted mean of 3.13 in the fourth (4^{th}) rank. Lastly, Kiosks are convenient to visit for inquiries and very efficient for customers with a weighted mean of 3.05 and in a fifth (5^{th}) rank.

Table 4.2.3 Level of efficiency of the self-service technology Kiosk in terms of Innovativeness

Innovativeness	Weighted Mean	Verbal Interpretation	Rank
Latest technological developments like the installation of self-service technology or kiosks open new alternate ways in the ordering process	3.21	Very Efficient	1
Kiosks help save time and allow customers to have confidence that the fast-food chain is utilizing the latest technologies to improve the customer experience.	3.17	Very Efficient	2
Kiosk offers the ability to streamline all products of fast-food chains without human interaction.	3.17	Very Efficient	3
The kiosk is made to facilitate the customer's view of the product and its price	3.05	Very Efficient	5
Allows customers to purchase foods directly at their own convenience.	3.13	Very Efficient	4
COMPOSITE MEAN	**3.15**	**Very Efficient**	

Table 4.2.3 demonstrates the most recent technological breakthroughs, such as the installation of self-service technology or kiosks, creating a new alternate route in the ordering procedure that is very efficient for customers with a weighted mean of n 3.21 and ranked as first (1^{st}). It is very efficient when Kiosks reduce time and give customers trust that the fast food chain is using cutting-edge technology to improve the customer experience which is a weighted mean of an 3.17 and ranked as second (2^{nd}). As well as this, the kiosk is made to facilitate the customer's view of the product and its price and is also very efficient for the customers which proves a weighted mean of 3.17 and third (3^{rd}). The customer is allowed to purchase foods directly at their own convenience when using the kiosk was very efficient which claims a weighted mean of 3.13 in the fourth (4^{th}) rank. Lastly, Kiosks are convenient to visit for inquiries and very efficient for customers with a weighted mean of 3.05 and in a fifth (5^{th}) rank.

The table proves that the highest rank claims to be very efficient because the latest technological developments like the installation of self-service technology or kiosks open new alternate ways in the ordering process. They believed that having a new technology like a kiosk machine in a fast-food chain is a way to experience a new way of the ordering process from queuing at the counter and making face-to-face contact and being able to order alone. Senny (2019) said that the adoption of kiosks is designed to provide a new way of ordering food without employee assistance through the help of technology. Fer (2020) also said that it is a fantastic idea to create a machine, such as a kiosk, and deploy it at different restaurants today so that people may try out the new ordering technique.

For the lowest rank which also gets a very efficient interpretation, The kiosk is made to facilitate the customer's view of the product and its price. They believed that having a kiosk is convenient both to the customer and the restaurant owner as it helps in the development of its placement and at the same time helps the customer in ordering it. According to Tally (2018), when it comes to fast food, self-service kiosks are generally quite convenient in reading prices and products of the store.

4.2.4. Optimism

Optimism in technology is the positive insight about certain machines like kiosks and it became a huge part of people's perception because we rely on technology in this era.

Table 4.2.4 Level of efficiency of the self-service technology Kiosk in terms of Optimism

Optimism	Weighted Mean	Verbal Interpretation	Rank
Customers are increasingly appreciating the use of kiosk devices with satisfaction.	3.17	Very Efficient	1
Reduction of queues in use of the kiosk.	3.12	Very Efficient	4
Elevate customer experience while using it.	3.15	Very Efficient	2
The use of kiosks contributes to staff doing other services	3.07	Very Efficient	5
Kiosks in fast food chains give more freedom of use.	3.13	Very Efficient	3
COMPOSITE MEAN	**3.13**	**Very Efficient**	

Table 4.2.4 shows that the first (1st) rank for this variable is increasing appreciation of kiosks with satisfaction that got a verbal interpretation of very efficient and weighted mean of 3.17. Elevated experience while using the kiosk was very efficient for the customer which is weighted mean 3.15 and ranked as second (2nd). The third (3rd) rank was the freedom of use given by the kiosk in fast food which is very efficient also for the customer's and weighted mean of 3.13. The reduction of queues in use of the kiosk was very efficient which claims a weighted mean of 3.12 in the fourth (4th). The last or a fifth (5th) rank was kiosk usage which contributes to staff to do other services was very efficient with a weighted mean of 3.07.

The table shows the highest rank which pertains to the increased appreciation using a kiosk gives satisfaction which is very efficient for the customer of a fast-food chain. It is because they believe that many people today are obsessed with different kinds of machines or technology and when it helps them, they like it even more. Yang (2019) said that customers will instantly appreciate the new technology because it is simple to use and up to date. Tilster (2020) said that by implementing new technology like self-order kiosks, you are meeting consumers where and how they prefer to dine. In turn, you can expect more positive customer experiences that will keep them coming back and referring more business to your brand, all positively impacting your bottom line.

The lowest rank for this table 4.2.4 was the use of Use of kiosks contributes to staff to do other services is very efficient. Having a kiosk in an establishment such as a fast-food chain helps crews because it reduces their workload and is better able to provide good customer services. It is related to Pendrill

(2020) that claims that a kiosk is a self-service ordering mechanism that can give good service to clients while reducing the workload of a restaurant's staff. This allows the staff to focus on more critical tasks.

4.2.5. Discomfort

It is described as the perceived lack of control and a feeling of being overwhelmed. It is claimed to have an uneasy sense when using technology.

The table below depicts that self-service technology or kiosks designed for all types of paying customers was very efficient and got the first rank (1^{st}) and a weighted mean of 3.03. The second (2^{nd}) rank also got a very efficient result which talks about kiosks or self-service technology information that is written in understandable language with a 3.02 weighted mean. The use of kiosks lessens the quality of employee-customer relationships as self- service technology reduces personal interaction and is very efficient which proves a weighted mean of 2.99 and third (3^{rd}). Having doubts when using a kiosk because of being non-tech savvy was very efficient for the customer which claimed's a weighted mean of 2.91 in the fourth (4^{th}). The last or fifth (5^{th}) rank was when customers using a kiosk leads to a loss of self-confidence which proves a very efficient result and a weighted mean of 2.92.

Table 4.2.5 Level of efficiency of the self-service technology Kiosk in terms of Optimism

Discomfort	Weighted Mean	Verbal Interpretation	Rank
Self-service technology or kiosks are designed for all types of paying customers.	3.03	Very Efficient	1
Kiosks or Self-service technology information are written in understandable language.	3.02	Very Efficient	2
The use of kiosks lessens the quality of employee-customer relationships as self- service technology reduces personal interaction.	2.99	Very Efficient	3
Having doubts when using a kiosk because of being non-tech savvy.	2.91	Very Efficient	4
Using a kiosk leads to a loss of self- confidence.	2.65	Very Efficient	5
COMPOSITE MEAN	**2.92**	**Very Efficient**	

The highest rank on this table is talking about Self-service technology or kiosks designed for all types of paying customers which is very efficient. They believed that before releasing and disseminating the kiosk in the establishments it is ensured that it will assist in ordering and be available to any type of customer. As stated by Posist (2020) the kiosk was designed as a new way for customers to order in a restaurant, and it is accessible to all customers. Soonapark (2020) said that The kiosk is intended for all types of consumers, which simply means that anyone who orders here, young or elderly, can use it.

The lowest rank in this table was opposed to the highest rank. It is being said that the usage of a kiosk leads to a loss of self-confidence and is very efficient for the customer's. They believed that for customer's use of the kiosk as a new ordering method makes them feel uncomfortable when using it.

It supports the statement by Hwang (2018) The new technologies that exist now provide low self-confidence because the technology is unfamiliar to them, and they may feel ashamed if they make a mistake while using it.

Summary of Composite Mean

Table 4.2.6 Summary of Composite Mean

Variables	Weighted Mean	Verbal Interpretation	Rank
Perceived Ease of Use	3.11	Very Efficient	4
Perceived Usefulness	3.20	Very Efficient	1
Innovativeness	3.15	Very Efficient	2
Optimism	3.13	Very Efficient	3
Discomfort	2.92	Very Efficient	5
Grand Mean	**3.10**	**Very Efficient**	

Table 4.2.6 shows the summary of the composite mean of the level of efficiency of the self-service technology Kiosk in terms of perceived ease of use, perceived usefulness, innovativeness, optimism; and discomfort.

The table above indicates that the level of efficiency of the kiosk in terms of perceived usefulness was very efficient which proves a weighted mean of 3.20 and got the first (1st) rank. This means that the kiosk is very useful to customers when they order at the restaurant. It supports the statement of Lee (2019) in general, it is thought to be advantageous to save time and effort by using kiosks to complete tasks faster and easier. It's an excellent idea to utilize the kiosk if you want to save time because you won't have to wait long at the crew counter and you can quickly choose what you want because you just tap on the screen. Another reason why this machine helps customers is that during today's pandemic, it is necessary to maintain social distancing. As stated by Fer (2020) Kiosk machine is convenient to use by the costumer's because, unlike the traditional ordering process, you can order by yourself and it will help to minimize direct contact. The second (2nd) rank indicates that the level of efficiency of kiosks in terms of innovativeness was very efficient which proves a weighted mean of 3.15. This simply means that the invention of self-service technology or kiosk machines and their existence in various fast- food are very effective when it comes to the ordering process for customers. Based on the study of Lumsden (2019) The kiosk was designed to provide customers with a new manner of ordering, and it has been shown to be effective because many people enjoy using it and are satisfied whether they are tech smart or not. For the third (3rd) rank, it depicts that the level of efficiency of kiosks in terms of optimism was very efficient which proves a weighted mean of 3.13. It means that many customers have a positive view of the kiosk machine because they know it will help with their ordering. According to Fixer (2018), every customer who utilizes the kiosk will be happy since they know they will benefit from it. The reasons for their positive outlook are that it will speed up the ordering time, reduce the long queue, and promote the non-contact service that is important in this pandemic. It is also seen that one reason is that we are in the age of technology. It makes users more excited because of this new machine. It supports the statement of Seo (2020) which is being pleased and excited about the use of a new high- tech device that has a positive impact on the consumer's technology acceptance attitude. The fourth (4th) rank pertains to the level of efficiency of kiosks in terms of perceived ease of use which is very efficient and has a weighted mean of 3.11. They believed that most of the customer's navigation kiosk was easy for them because they also want to use it even if it was just changing as it spreads. As said by Seo (2020) Because of their interest in new technology, a person who wishes to use technology can readily learn to use it. Also one of the reasons why the kiosk machine is easy to use and understand is that most of its users are knowledgeable about the technology and are called tech-savvy. According to SoonaPark (2020), most people nowadays are keeping up with the trend, therefore they are learning to utilize and comprehend it, whether they are young or older. For the summary of the composite mean, the lowest rank is to prove the level of efficiency of kiosks in terms of discomfort which is very efficient and has a weighted mean of 2.92. As a result, some customers who use the self-service kiosk, especially the elderly still feel discomfort when they order. According to Hwang (2018), the only problem I see with kiosk machines is that most of them are designed and geared toward millennials rather than elderly people. They also feel a lack of confidence when they use the kiosk because it will change their vision and they still have no idea how to use it. As said by Godoe (2016), the kiosk has been available for a long time, but it is only now that people are seeing it used in restaurants, so the novice who uses it may feel apprehensive since they still know how to use it. The table above shows that the grand mean got a weighted mean of 3.10 which said that the level of efficiency of the kiosk machine was very efficient to maximize a non-contact service. They believed that the kiosk helps to have the distancing between customers and employees when they order at the fast-food chain. According to Soonapark (2020), SST is a very convenient and efficient service that is provided by customers at the service encounter through the use of any technology facility without direct contact with frontline employees. Self-service technology has been increasingly integrated into today's service industry. There are reasons why it can be said to be very efficient, one of which is that it is easy to use with just one click and if you make a mistake, you can change it. Unlike the usual face-to-face order, if the counter makes a mistake, you can complain and the queue will take longer. Lumsden (2019) states that the self-order kiosk is believed to have been very efficient in avoiding long customer lines and facilitating or customizing their orders. You can prevent complaints and chat with other people, including the employee, in this manner. Nowadays, many people know how to use technology so they can easily use it without the help of others. According to Hwang (2018), many people are aware of technology, there is a possibility that all people can easily use kiosks without any assistance from the employee.

Significant difference between the respondent's assessments on the perceived ease of use, perceived usefulness, innovativeness, optimism and discomfort variables when grouped according to age, sex, and educational level. Significant difference between the respondent's assessments on the perceived ease of use, perceived usefulness, innovativeness, optimism and discomfort variables when grouped according to age, sex, and educational level are hereby presented.

4.3.1. Age and Variables of the Study

As depicted in Table 4.3.1 below, perceived ease of use and perceived usefulness are the variables that were found no significant difference while the variables innovativeness, optimism and discomfort were found a significant difference based on the respondents' assessment when grouped according to their age.

This conclusion is supported by the p-value of 0.1336 and f-value of 5.585810468 for perceived ease of use, p- value of 0.4610 and f-value of 2.579882283 for the variable perceived usefulness, the p-value of 0.0060 and f- value of 12.43874717 for the variable innovativeness, the p-value of 0.0075 and f-value of 11.94581651 for the variable optimism, and the p-value of 0.0012 and f-value of 15.93974546 for the variable discomfort.

Age was found no significant difference when measuring the level of efficiency of self-service technology kiosks in terms of perceived ease of use and usefulness which means accept Ho. In perceived ease of use, it is said that today's customers who order at a fast food chain find it easy to use the kiosk regardless of whether it is young or old because they are aware of what is available now. Pendrill (2020) said that customers of all ages are willing to use self-ordering kiosks due to the ease of ordering provided by this equipment. When it comes to perceived usefulness, the kiosk helps all types of customers based on their age because they know that they will benefit from using it in their ordering. Board (2021) said that kiosks can make clients feel safer and more beneficial when making a purchase because they can do so without involving others. They can keep a private presence while using your company's goods and services, which helps to build confidence in your brand.

Table 4.3.1. Difference on Service Quality in terms of Age

Variables	P-values	Computed f- values	Decision	Verbal Interpretation
Perceived Ease of use	0.1336	5.585810468	Accept HO	No Significant Difference
Perceived Usefulness	0.4610	2.579882283	Accept HO	No Significant Difference
Innovativeness	0.0060	12.43874717	Reject HO	Significant Difference
Optimism	0.0075	11.94581651	Reject HO	Significant Difference
Discomfort	0.0012	15.93974546	Reject HO	Significant Difference

Age was found significant difference when measuring the level of efficiency of self-service technology kiosks in terms of innovativeness, optimism, and discomfort which means reject Ho. For innovativeness, there is a difference in the view of technology based on their age because it is said that children know more than adults about new technologies. Because of this, more teens used the kiosk than oldies. According to Hwang (2018), a major issue that I've observed in this market is that the majority of self-ordering kiosks are created and tailored toward millennials. When it comes to optimism, today's generations are more appreciative and have a positive outlook because they know how to use it better than older customers. According to Yang (2019), young customers will like new technology because it is simple to use and up to current, as opposed to the elderly. And speaking of discomfort, today's generations are more comfortable using a kiosk in a fast food chain than before because these items are up-to-date for their children unlike adults who are not very familiar with it. Hwang (2018) mentioned that new technologies that exist today provide low self-confidence for adults than teenagers because the technology is not familiar to them, and they may be embarrassed if they make a mistake while using it.

4.3.2. Sex and Variables of the Study

As depicted in Table 4.3.2, perceived ease of use, perceived usefulness, innovativeness, optimism, and discomfort are the variables that were found no significant difference.

This conclusion is supported by the p-value of 0.6207 and f-value of 0.953852388 for perceived ease of use, p- value of 0.103606178 and f-value of -0.268938651 for the variable perceived usefulness, the p-value of 0.965288892 and f-value of -0.043517654 for the variable innovativeness, the p-value of 0.390866977 and f-value of -0.858046156 for the variable optimism, and the p-value of 0.660107863 and f-value of -0.43976425 for the variable discomfort.

Table 4.3.2. The difference on Service Quality in terms of Sex

Variables	p-values	Computed f- values	Decision	Verbal Interpretation
Perceived Ease of Use	0.103606178	-1.627616736	Accept HO	No Significant Difference
Perceived Usefulness	0.787976893	-0.268938651	Accept HO	No Significant Difference
Innovativeness	0.965288892	-0.043517654	Accept HO	No Significant Difference
Optimism	0.390866977	-0.858046156	Accept HO	No Significant Difference
Discomfort	0.660107863	-0.43976425	Accept HO	No Significant Difference

In terms of sex, it was found that there is no significant difference when measuring the level of efficiency of self- service technology kiosks in terms of perceived ease of use, perceived usefulness, innovativeness, optimism and discomfort which means it is accepted Ho. When it comes to perceived utility, the gender of a customer has no bearing on the use of the kiosk; whether a man or a woman, the kiosk can be used easily. According to Wimalatro (2017), gender is not a prerequisite for utilizing the kiosk; both men and women can use it as long as they are comfortable here. When we talk about perceived usefulness, the kiosk is easy to use when ordering fast food for female or male customers. According to Weber (2018), a customer's gender has no bearing on how they order from a kiosk machine. It may be difficult or tough to utilize whether the customer is a guy or a woman. Innovativeness in terms of gender, it is said that both men and women are aware of the new technology that exists today. It is supported by Wimalatro (2017) that both genders have no difference when it comes to having knowledge in technologies such as kiosks. For optimism, both women and men have a positive view of the kiosk because they are satisfied every time they use it. As stated by Pendrill (2020), female and male customers are highly motivated will use SSTs because of the happiness it gives to the user. For the final variable, it is said that there is also no difference of opinion when it comes to the gender of a customer. It is said that the woman or man may feel uncomfortable feeling during use. Hwang (2018) said that the new technologies available today provide low self-confidence because the technology is unknown, regardless of whether the user is a man or a woman.

4.3.3. Educational Level and Variables of the Study

As depicted in Table 4.3.1 in the next page, perceived ease of use and perceived usefulness are the variables that were found no significant difference while the variable innovativeness, optimism and discomfort were found a significant difference based on the respondents' assessment when grouped according to their age.

This conclusion is supported by the p-value of 0.6207 and f-value of 0.953852388 for perceived ease of use, the p-value of 0.553997407 and f-value of 1.181190544 for the variable perceived usefulness, the p-value of 0.944727443 and f-value of 12.43874717 for the variable innovativeness, the p-value of 0.737917405 and f-value of 0.607846757 for the variable optimism, and the p-value of 0.226707167 and f-value of 2.968192214 for the variable discomfort.

Educational level was found no significant difference when measuring the level of efficiency of self-service technology kiosk in terms of perceived ease of use and usefulness which mean it is accepted Ho. According to the results, it is said that when it comes to perceived ease of use, the educational level of the customer is not biased in using the kiosk. No matter what level you have completed, they both find it easy to navigate the kiosk machine when they order. According to Garcia (2017), an educational degree is not required to utilize a kiosk machine. You can use technology regardless of your level as long as you understand it. In terms of perceived usefulness, it is said that regardless of your academic level, you can utilize the kiosk machine to assist customers with their orders. Garcia (2017) also stated that all educational levels can use a kiosk because the basis of the technology is the strategy of using it and not the level you have completed.

Table 4.3.3. Difference on Service Quality in terms of Educational Level

Variables	p-values	Computed f- values	Decision	Verbal Interpretation
Perceived Ease of use	0.6207	0.953852388	Accept HO	No Significant Difference
Perceived Usefulness	0.553997407	1.181190544	Accept HO	No Significant Difference
Innovativeness	0.944727443	0.113717627	Reject HO	Significant Difference
Optimism	0.737917405	0.607846757	Reject HO	Significant Difference
Discomfort	0.226707167	2.968192214	Reject HO	Significant Difference

Educational level was found a significant difference when measuring the level of efficiency of self-service technology kiosk in terms of innovativeness, optimism, and discomfort which means it is rejected Ho. For innovativeness, the existence of a kiosk may have a biased factor when it comes to the educational level of the customer. It is said that those with high levels of completion are more aware of technology than those with low levels. According to Pendrill (2020), the college level is one of the most advanced users of technology since they know more than the lower levels. The same is true of optimism, it is said that the college level has a higher positive view than other levels because they appreciate the kiosk when using it. Diana (2016) stated that when it comes to having a good vision of the kiosk, individuals at the college level are more advanced than those at other levels since they know how to utilize it better and hence have a good view of technology. For the latter and this is the discomfort, it is said in the results that those who experience a lack of confidence in using the kiosk for their ordering are elementary school students because they still know little about it. According to Kuo (2013), the elementary level is new students that just exist. So when it comes to customers who have no idea how to use the kiosk, they are one of those who experience dis comfortability.

5. Discussion and Conclusion

5.1. Discussion and implications

The main objective of this study was to determine the efficiency of self-service technology kiosks as a non-contact service maximization on local fast-food chains in Lemery, Batangas. This sought the answers to the following questions: First, the demographic profile of the respondent in terms of age, sex, and educational level. Second, the level of efficiency of the self-service technology Kiosk in terms of perceived ease of use, perceived usefulness, innovativeness, optimism, and discomfort. Furthermore, this study sought to find out if there were significant differences in the respondents' assessment when grouped according to profile variables. Recommendations were proposed to improve the efficiency of self-service order kiosks as a non-contact service maximization on local fast-food chains in Lemery, Batangas. This study used a descriptive research method to answer the research problems and objectives identified at the beginning of the study, The researchers did an intensive reading in the journals, published theses, and information from the internet and also used the experience of the researchers to get deeper insights about the study. The researchers adapted the variables from previous research studies but constructed their own questions as their main data collection instrument in this study The selected respondents of the study were the one-hundred thirty-six customers in local fast-food chains in Lemery, Batangas. The statistical treatments used in this study were percentage, weighted mean, Cronbach's alpha, independent t-test, and one-way analysis of variance.

Summary of Findings

The following are the salient findings of the study:

1. Profile of the respondents

The profile of the respondents/company/hotel was classified in terms of

1.1. Age

The survey showed that the four groups of respondents in terms of age generation were given the same number. 34 (thirty-four) or 25.0% (twenty-five percent) of respondents belong to the age group of 18-25 years old, 26-41 years old, 42-57 years old, and 58 years old and above. The mean age of the group was 138.

1.2. Sex

The survey showed that eighty-eight (88) or 64.7% were female respondents and forty-eight (48) or 35.3 percent were male respondents.

1.3. Educational Level

The survey showed that seven (7) or 5.1% finished elementary level, thirty-nine (39) or 28.7% finished high school level, and ninety (90), or 66.2% finished college level.

2. Level of efficiency of the self-service technology Kiosk in terms of:

2.1. Perceived Ease of Use

According to the findings, the result showed that out of one-hundred thirty-six (136) respondents as a whole when regarding the level of efficiency of the self-service technology Kiosk in terms of perceived ease of use is very efficient which proves a general composite mean of 3.11. It is extremely efficient when the kiosk is easy to use which got a weighted mean of 3.26. it is also being said that when the kiosk machine can be easily navigated and controlled by the customer is very efficient and proves a weighted mean of 3.14. Same as the second one, the instructions on the kiosk machine are easy to read and understand and were also very efficient and got the same weighted mean of 3.14. When the kiosk machine is customer-friendly, it is very efficient to the customers and got a weighted mean of 3.03. Lastly, when the customer can immediately learn how to operate the kiosk machine without any difficulty was very efficient and have a weighted mean of 2.99.

2.2. Perceived Usefulness

According to the findings, the result showed that out of one-hundred thirty-six (136) respondents as a whole when regarding the level of efficiency of the self-service technology Kiosk in terms of perceived usefulness is very efficient which proves a general composite mean of 3.20. First, when the customer will benefit from the kiosk machine it is very efficient and proves a weighted mean of 3.23. When the usage of kiosks helps to lessen contact service it is very efficient and proves a weighted mean of 3.22. It is very efficient when a kiosk is an effort- saving machine rather than face-to-face contact with the employee when it comes to taking orders for customers and it provides accurate customers has the same weighted mean of 3.19. it is very efficient when order taking using kiosks saves customers time and got a weighted mean of 3.17.

2.3. Innovativeness

According to the findings, the result showed that out of one-hundred thirty-six (136) respondents as a whole when regarding the level of efficiency of the self-service technology Kiosk in terms of innovativeness is very efficient which proves a general composite mean of 3.15. It is very efficient when the latest technological developments like the installation of self-service technology or kiosks open new alternate ways in the ordering process and proves a 3.21 weighted mean. It is also very efficient when kiosks help save time and allow customers to have confidence that the fast-food chain is utilizing the latest technologies to improve the customer experience and offers the ability to streamline all products of the fast-food chains without human interaction and proves a weighted mean of 3.17. Next is when customers allow purchasing foods directly at their own convenience it is very efficient and proves a weighted mean of 3.13 Lastly is also said that it is very efficient when the kiosk is made to facilitate the customer's view of the product and its price and has a weighted mean of 3.05

2.4. Optimism

According to the findings, the result showed that out of one-hundred thirty-six (136) respondents as a whole when regarding the level of efficiency of the self-service technology Kiosk in terms of optimism is very efficient which proves a general composite mean of 3.13. It is very efficient when customers are increasingly appreciating the use of kiosk devices with satisfaction and got a weighted mean of 3.17. Elevating customer experience while using kiosks is very efficient and got a weighted mean of 3.15. Kiosks in fast food chains give more freedom of use are also very efficient and also have a 3.13 weighted mean. It was very efficient when reduction of queues in use of the kiosk and also proves a 3.12 weighted mean. Lastly, very efficient when the use of kiosks contributes to staff doing other services and got a weighted mean of 3.07.

2.5. Discomfort

According to the findings, when self-service technology or kiosks are designed for all types of paying customers it is very efficient for them and got a weighted mean of 3.03. Next is it is also very efficient when kiosks or self-service technology information are written in understandable language and proves a weighted mean of 3.02. Next is very efficient when the use of kiosks lessens the quality of employee-customer relationships as self- service technology reduces personal interaction and got a weighted mean of 2.99. It is very efficient when having doubts when using a kiosk because of being non-tech savvy and proves a 2.91 weighted mean. Using a kiosk leads to a loss of self-confidence is very efficient and has a weighted mean of 2.65. Lastly, out of one-hundred thirty- six (136) respondents as a whole when regarding the level of efficiency of the self-service technology Kiosk in terms of discomfort is very efficient which proves a general composite mean of 2.92.

3. Significant differences between the respondent's assessments on the perceived ease of use, perceived usefulness, innovativeness, optimism and discomfort variables when grouped according to age, sex, and educational level.

3.1. Age and Variable in this study

Variables in terms of perceived usefulness and ease of use found that there is no significant difference according to their age which is accepted Ho. This interference is supported by an h-value of 5.585810468 and p- value of 0.1336 in perceived ease of use, and h-value of 2.579882283, and p-value of 0.4610 in perceived usefulness. While variables in terms of innovativeness, optimism and discomfort found out that there is a significant difference according to age reject Ho. This interference is supported by h-value of 12.43874717 and p-value of 0.0060 in innovativeness, an h-value of 11.94581651 and p-value of 0.0075 in optimism, and h-value of 15.93974546 and p-value of 0.0012 in discomfort.

3.2. Sex and Variable in this study

All variables were found to be no significant difference based on the respondent's assessment when grouped according to their sex accept Ho. This interference is supported by a z-value of -1.627616736 and p-value of 0.103606178 in perceived ease of use, z-value of -0.268938651 and p-value of 0.787976893 in perceived usefulness, z-value of -0.043517654 and p-value of 0.965288892 in innovativeness, z-value of -0.858046156 and p-value of 0.390866977 in optimism, and z-value of -0.43976425 and p-value of 0.660107863 in discomfort.

3.3. Educational level and Variable in this study

Variables in terms of perceived usefulness and ease of use found out that there is no significant difference according to their educational level which accept Ho. This interference is supported by h-value of 0.953852388 and p-value of 0.6207 in perceived ease of use, an h-value of 1.181190544 and p-value of 0.553997407 in perceived usefulness. While variables in terms of innovativeness, optimism and discomfort found out that there is a significant difference according to an educational level which is reject Ho. This interference is supported by h- value of 0.113717627 and p-value of 0.944727443 in innovativeness, h-value of 0.607846757 and p-value of 0.737917405 in optimism, and h-value of 2.968192214 and p-value of 0.226707167 in discomfort.

4. Proposed Action plan to improve the efficiency of self-service order kiosks as an non-contact service maximization on local fast-food chains in Lemery, Batangas.

The researchers proposed an action plan to improve the efficiency of self-service in the usage of kiosk to reduce non-contact service.

5.2. Conclusion

Based on the findings of the study, the following conclusions are hereby drawn:

1.Most of the respondents being surveyed in this study were in the profile variables such as Age; 18-25, 26-41, 42-57, and 58 and above, Sex; Male, Educational level; College level as the responses on this study.

2.The efficiency of the kiosk was very efficient when measured in terms of perceived ease of use, perceived usefulness, innovativeness, optimism, and discomfort on local Fast-food chains in Lemery, Batangas. These variables were the precursors of the level of efficiency of kiosks to maximize non-contact service which had a grand mean of 3.10 and were interpreted as very efficient.

3.According to the findings, in terms of age there was no significant difference in perceived ease of use and usefulness while there was a significant difference in terms of innovativeness, optimism, and discomfort. For the sex, it was found that there was no significant difference in terms of all variables. And lastly, in terms of the educational level, there was no significant difference to perceived ease of use and usefulness while there was a significant difference in terms of innovativeness, optimism, and discomfort.

4.The researchers crafted the action plan to improve the efficiency of using kiosks to maximize non-contact service between the employees and customersinn local fast-food chains in Lemery, Batangas.

Table 5.2. Action Plan to Improve the Efficiency of Self-Service Order Kiosks as Non- Contact Service Maximization on Local Fast-food Chains in Lemery, Batangas.

Areas of Concern	Findings	Objective	Action Plan	Persons Involve	Expected Outcome	Budget Cost
Perceived Ease of Use **Innovativeness**	The customer can immediately learn how to operate the kiosk machine without any difficulty. The kiosk is made to facilitate the customer's view of the product and its price	The purpose of this study is to help customers facilitate their use of the kiosk machine even if the user is a child, teenager or old. It also makes it easier for customers to look at or read the screen when ordering at the kiosk, so they don't require the assistance of a fast-food employee.	The developer of the kiosk may include Tagalog translation and voice-over for an easy usage	Developer of self- service technology Kiosk	The consumer can read and understand what is written on the kiosk machine more easily. It will also help to maximize the non-contact service if the kiosk can be used without difficulty reading or determining what buttons to press on the kiosk.	Php 50,000

HOST & PARTNERS

Perceived Usefulness	Order-taking using kiosks saves customers time.	The objective of this study is to help customers save time by using the kiosk in terms of queuing up at the counter to pay.	The developer or the management may provide a more efficient payment system like a cash and coin payment system from the link below. https://www.youtube .com/watch?v=L04O XGfwxlM https://www.youtube.c om/watch?v=U504qFU zf1U Generating a faster processor for the kiosk system to experience smoothness when clicking and avoid lag	Developer of self- service technology Kiosk	Customers may order more rapidly by using a kiosk because it responds swiftly to each press and they can pay at the machine itself, saving time. Contactless service is better maintained since clients no longer need to queue and engage with the service counter to pay.	Php 70,000
Optimism	The use of kiosks contributes to staff doing other services	The objective of this study is to help the staff or crew of the fast-food chain to perform other services and not focus on assisting customers at the kiosk	Provide Virtual Assistant to maximize the noncontact service of the crew and customer	Developer of self- service technology Kiosk	Developers should provide a virtual assistant operated by the employee but at the same time avoid contact service when ordering in kiosk	Php 20,000
Discomfort	Using a kiosk leads to a loss of self-confidence	The objective of this study is to give the customer enough confidence in using the ordering kiosk and show that it is easy to operate.	Provide a smart tv in front of the customer's line that shows the video tutorial of using the kiosk	Developer of self- service technology Kiosk	Developers should only include a "Manual or Steps Instruction" which should be pressed when ordering to avoid customers doubting their abilities to use the kiosk, especially for novices.	Php 10,000

Limitations of this study and suggestions for future studies

The recommendations were intended for the fast-food chains that use kiosks and for the developers as well of this machine.

1. The kiosk developer may upgrade its system features to ease the use of the customers.

2. The Restaurant provides an efficient system for the usage of the kiosk for Person With Disabilities (PWDs).

3. The Restaurant may assign place personnel at all times to assist the customers in using the kiosk.

4. Decrease the excessive width and amount of push in the kiosk so that the consumers will not get confused.

5. Future researchers may conduct another study about customer satisfaction using kiosks.

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Local Appreciation of Cavitenos Towards Cafe Amadeo Pahimus Blend

Bartolata, Ivan L.
College of International Tourism and Hospitality Management
Lyceum of the Philippines University Cavite

Abstract:

Appreciation of local products is significant in symbolizing the identity of the people and the place. It gives pride and recognition to the community and promoting it to tourists and locals itself will help elevate the economic status of the place by providing livelihood in its people. The local community appreciation of the products will aid in determining the competitive capability of the Café Amadeo Pahimis Blend (CAPB) in capturing the market in the province and take a stand on the competition against other known coffee brands. A total of 370 participants across the province had given their input about their appreciation of the products and perceived benefits. The findings show a very high level of appreciation of locals towards CAPB. The distinct aroma that is pleasing and its flavourful taste capture the preference of the locals. Its consistency overtime had left an impression of being authentic. CAPB had a positive impact in improving other business sectors in the province and its acknowledgement as the coffee capital of the country brings pride to the community. Other perceived benefits of CAPB is that it helps relieves stress by setting moods especially during lockdowns. The appreciation of locals plays a vital role in increasing the market share of CAPB in the province. Marketing initiatives from the local government will likely aid in intensifying the local's appreciation of the product through an in depth information of its benefits and community advantages.

Keywords: Local Products, Coffee, Appreciation

1. Introduction

From the town of Amadeo in Cavite, which started the Pahimis (or "Thanksgiving") festival. Pahimis is a one-of-a-kind blend made up of Robusta, Arabica, Excelsa, and Liberica in the ideal ratio. This fine brew has a pleasant flavor and enticing aroma. Cafe Amadeo Development Cooperative was established and registered on June 28, 2002, under the Cooperative Development Authority Registry No. LGA-5263. This effort, spearheaded by the Municipal Government of Amadeo, aims to revitalize the town's coffee industry as a major source of life and income. The cooperative was formally organized, created, and launched with 20 members, the majority of whom were coffee millers, dealers, producers, and farmers involved in the sale of quality green coffee beans (Mountain Brew, 2023).

According to Philippine Coffee Board 2021, the Philippines is one of only a few countries that produces economically viable Arabica, Robusta, Liberica, and Excelsa coffee varietals. Philippine Liberica, also known as Barako/Baraco, is a coffee bean that produces a very robust and powerful cup. The larger cherries and beans, which are primarily grown in the provinces of Batangas and Cavite, are a mainstay of the Philippine coffee landscape. The history of Philippine coffee is like a rich and aromatic brew, blending myth with historical facts and presenting a colorful journey that dates back to the 1700s.

Coffee is one of the world's most popular beverages and this is certainly true in the Philippines, where figures suggest that 8 in 10 adults consume an average of 2.5 cups per day. Most 3-in-1 coffee mixes, which include sweetener and creamer as well as coffee, are the preferred purchase for at-home coffee making, while Starbucks is the most popular coffee shop chain in the country (Macdonnell, 2022). In 2021, Filipinos consumed a total of 3.05 kilograms of coffee per person and projected to spend an average of USD 44.00 on instant coffee the succeeding year. Philippines as the second largest consumer of coffee in Asia suits the record that 90% of the households have coffee in their cupboards, 80% of Filipinos drink an average of 2.5 cups of coffee per day and 93% of households buy some coffee every week which made the Filipino people as a heavy coffee drinkers (Statista, 2023).

On the other hand, the Department of Trade and Industry policy briefs series of 2017 indicate that instant coffees had been losing market share to fresh coffees in a mature market which is an important structural evolution of the industry on the past years.

The Philippines has established itself as a vibrant coffee market. As is the case in most of Asia, domestic demand for instant coffee is especially high—90% of coffee consumed in the Philippines is instant coffee, and the country has been a leading importer of soluble coffee by volume since 2011. As a result of the robust demand, the Philippines is projected to become one of the top five global consumers of instant coffee by 2021.

The government has taken initiatives to bolster the local sector in response to rising demand and inflows of instant coffee. In general, the emphasis has been on enhancing product quality in the short term through process and functional enhancements to allow for import substitution, while also positioning the country to build its reputation as a supplier of specialty coffee for the export market. While production and exports remain modest, the Philippines has established itself as a vibrant coffee market in the upstream sectors of the chain. 90% of coffee consumed in the Philippines is instant coffee, and the country has been a leading importer of soluble coffee by volume since 2011.

The purpose of the study is to have a better understanding on the appreciation of Cavitenos toward the Café Amadeo Pahimis Blend (CAPB) which was manufactured in the province. The appreciation of its own product can aid in measuring its competitive strength in the provincial market especially against the existing commercial ones. Likewise, this study can provide a sense of agreement on the authenticity and perceived benefits of the CAPB. The result can serve as a tool to develop programs and policies that will intensify appreciation and capture a larger market of coffee drinkers. Henceforth, the objectives of the study are to identify the demographic profile of the respondents and their level of appreciation towards CAPB. Moreover, this study sought to understand the perceived benefits of the products.

2. Literature Review

2.1 The Coffee Market

Globally, the coffee industry is valued at approximately US$77 billion with trade amounting to US$66.5 billion in 2015. It is characterized by production that is concentrated in developing countries in the so-called "coffee belt" around the equator, while consumption is concentrated in northern regions (DTI, 2017).

The coffee Global Value Chain (GVC) can be divided into five categories namely production, processing, trade, roasting and marketing. The production stage of the chain that is usually carried out in developing countries in the “coffee belt” gains the lowest value. Meanwhile, the marketing stage of the chain remains concentrated in developed countries. The two main species of coffee are Arabica, which is considered to exude superior taste and commands higher market price; and Robusta, which is typically used in lower-value segments of the market like instant coffee. In terms of emphasis in production, quality and marketing are key factors in Arabica profitability, while high productivity and farm efficiency are critical determinants of Robusta profitability (DTI, 2017).

All four coffee species are grown and produced in the Philippines. Robusta is the dominant variety accounting for 69% of 2015-2016 production by volume (48,463 of the 70,586 metric tons), followed by Arabica (24%), Excelsa (6%), and Liberica (1%). The largest coffee producing regions in the country are based in Mindanao, specifically in Central Mindanao, the Autonomous Region of Muslim Mindanao, and Davao (DTI, 2017).

However, the Philippines’ footprint in coffee GVCs is relatively small. Its current coffee production levels are analogous to small-scale nations such as Guinea, Togo, and Madagascar.In 2015, the Philippines' green and roasted coffee exports accounted for less than 0.0004 % and 0.003% of global trade, respectively, with fewer than ten enterprises exporting coffee in any fo rm. Nevertheless, its imports have increased dramatically across the value chain, rising from $69 million in 2007 to $262 million in 2014 (DTI, 2017).

The Philippines’ most pronounced strengths in the coffee GVC relate to its geographic conditions that have allowed the industry to flourish at various points in the last century. Geographic conditions allow for the production of all four varieties of coffee— Robusta, Arabica, Excelsa and Liberica—throughout the country. The following advantages identified were as follows: 1. The archipelagic geography also provides natural barriers to disease; 2. Support from government and private sector stakeholders such as the Departments of Agriculture, Trade and Industry, Environment and Natural Resources, Science and Technology, Labor and Employment, the Cooperative Development Authority (CDA), and TESDA have provided vigorous support for the coffee industry. 3. The attention from government stakeholders has accelerated the improved organization in the production segment of the chain (DTI, 2017).

On the other hand, there were also existing challenges on the Philippine coffee industry such as:1. the limited stock of quality seedlings and lack of modern production techniques constrain upgrading of the industry. 2. There are a handful of wet processing facilities around the country compared to dry processing facilities. This is brought about by the emphasis on lower quality Robusta. Because of crude post-harvest processing methods, farmers do not benefit from the higher value Arabica, which requires wet processing methods. 3. Gaps in collection and distribution of research and technical knowledge are apparent as data collected by the DA and the PSA about the country’s production volume are inconsistent with the estimates offered by international organizations such as the ICO. 4. Lastly, the popularity of instant coffee has allowed Nestlé to establish itself as the dominant consumer of the Philippines’ coffee beans (DTI, 2017).

According to the Agricultural Cooperative Development International and Volunteers in Overseas Cooperative Assistance (ACDI-VOCA), an American nongovernment organization providing technical support to the Philippine coffee farmers, there are positive trends for the Philippine coffee industry – coffee consumption is on the uptick and there are now more skilled farmers. The ACDI/VOCA notes that Philippine coffee has already penetrated the markets in Canada, Japan, and New Zealand and that the domestic market continues to be strong, particularly for specialized coffee

(Arabica coffee with a cup score of at least 80 points) (Mellejor, 2019).

While Philippine coffee production remains relatively low and is unable to even meet local consumption demand (coffee production was at 62,062 metric tons of green coffee beans in 2019 but Filipinos consume 100,000 metric tons of coffee a year and drink almost as much coffee as the people of the United States, Brazil, Japan and the European Union), the Philippines is looking to be one of the leading producers of top-grade coffee around the world (Mellejor, 2019).

Through the Philippine Coffee Industry Roadmap 2017-2022, the country is expected to raise coffee production seven-fold by 2022, bringing the coffee industry at par with that of Brazil, Colombia, Vietnam, the Honduras, and Indonesia. Through the coffee roadmap, the Philippine government aims to guarantee a coffee industry that is cost-competitive, aligned with global quality standards, reliable and environment-friendly, which will provide sustainable benefits to farmers, processors, traders, and exporters, and the Philippine food security and poverty alleviation (Business Mirror, 2018).

The Philippine Rural Development Project (PRDP) in CALABARZON region showcases the coffee enterprise subproject of Café Amadeo Development Cooperative (CADC) during Proponent Group (PG) consultation of the 11th World Bank Implementation Support Mission. With dwindling lands for coffee production and increased demand for coffee products, 20 Amadeo residents who are engaged in milling, production, trading, and farming started in June 28, 2002 a cooperative that will allow them to better transact with other traders and buyers for higher price. Thus, the Café Amadeo Development Cooperative (CADC) was born (DOA, 2021).

> *"With this cooperative, we are able to help revive the coffee industry of Amadeo. We have pooled our resources to start our dried coffee beans trading business. This industry has been here for generations. Most of us were able to build families and ensure the future of new generations to coffee. That is why we are forever thankful to coffee,"* CADC Chairperson Generoso Bunyi said.

Aside from the trading business, they also ventured out to coffee processing, resulting to the enterprise which are they currently known for. According to CADC General Manager Ma. Agnes Madlangsacay, their most famous coffee blend, the pahimis blend, was introduced to them by a chemist. When they tried it, they fell in love with it and has been continuously improving the pahimis blend.

> *"Our coffee blend, particulary the pahimis blend, has unique taste because it is a combination of Arabica, Robusta, Liberica, and Excelsa varieties. In just one cup, you can taste all the coffee grown in the Philippines,"* – Chairperson Bunyi

With their increasing market and expanding opportunities that can be shared to more people, the CADC management decided to open up their membership to others, even non-coffee farmers.

> *"We started as a cooperative solely for coffee growers. However, the group decided to open it also to individuals who may not be farmers, but are supportive of the coffee industry,"* Chairperson Bunyi added.

2.2 Local Appreciation

The popularity of specialty coffee means that more farmers are producing for this niche, which means a growing percentage of consistently high quality beans, some of them internationally award-winning, which means practicing farmers being able to sell their crops at higher prices, sometimes straight to buyers themselves (Tan, 2022).

Though Philippine coffee has garnered a niche appreciation globally, it's still local Filipinos who are its biggest fans, and this is a very, very good thing. "Number one is taste preference," as mentioned by the President of the Philippine Coffee Board (2022)

The president doubts that local production will meet local demand anytime soon, which means that there's a lot of room to grow in this area. She suggests cultivating for quality instead of quantity, so that even small batches can command high prices for the farmers. "We have to get to a bigger percentage where we're like Mexico or Colombia or Panama where all your coffee production has this reputation. So maybe that we might still see in our lifetime." (Tan, 2022).

Meanwhile, actively participating in this value chain is the best way to assist the local coffee sector. This can range from cultivating it to processing it to, perhaps most importantly, drinking it (Tan, 2022). It can be said that the person who knows how to appreciate his or her coffee is the one who enjoys it the most. This is because being aware of the different sensory aspects of drinking coffee enhances the experience even more (Ocampo, 2009).

Coffee appreciation starts with knowing the two basic sensory qualities of the beverage: aroma and taste. Together, these two make drinking coffee such a pleasurable affair. To prepare for coffee appreciation, it is important to use the right kind of water. Avoid using distilled water because artificially softened water can affect coffee's taste. Also, don't pour boiling water for your coffee as it spoils the natural flavors and aromas and increases your drink's bitterness (Ocampo, 2009).

The vast majority of commercial coffee produced worldwide comes from two coffee bean species: arabica and robusta. These two are intended to demonstrate some of the fundamental factors required in coffee appreciation. This is significant since the sort of coffee beans utilized is what originally distinguishes coffee (Ocampo 2009).

On the study of Laurico, K. et al, (2021) entitled Consumer's Valuation of Local Specialty Coffee: The Case of Philippines had shown a result indicating that coffee consumers have a positive perception of the local specialty coffee, and they value locally produced quality products. Specifically, consumers are willing to pay an average of PHP 156 (USD 3.2) for local specialty coffee which is approximately 271% premium above the price per cup of a normal or conventional coffee (PHP 42). It also shows that consumers increase their utility when they consume local specialty coffee even when the price increase is limited to 40% relative to the current prevailing market price of coffee.

Given the results that increasing awareness of specialty coffee is positively related to consumer preference for specialty coffee, increasing the awareness and understanding of consumers about the real meaning of specialty coffee is important since it can help them appreciate the quality of specialty coffee (Laurico, K. et al, 2021).

Understanding how consumers value the local specialty coffee is relevant for farmers and entrepreneurs entering as new players in the specialty coffee market since it will guide them to carry out various business decisions like marketing strategy, pricing strategy, market penetration, and identification of potential customers. It will also help existing industry players, especially the coffee retailers in the

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development of strategies for retaining customers with improving the quality of coffee products and services offered (Laurico, K. et al, 2021).

According to the study's findings, consumers would value a local product that is of high quality, sustainable, and traceable. In terms of policy, this general conclusion is a strong indicator that the Philippine government should promote local products and assist the enormous promotion of local specialty coffee in order to attain coffee self-sufficiency. To increase specialty coffee appreciation, recognition, and market demand, specialty coffee shops should focus more on establishing and educating buyers about the product.

3. Methodology

The study utilized a descriptive quantitative research method. The study was conclusive in its purpose, and it aims to describe the current status of the local's appreciation of CAPB with no other variables being manipulated. A total of 370 participants obtained using z-score sampling technique and distributed systematically among the locals of Cavite's seven districts. Random sampling was used in selecting participants. The participants selected were locals of the province, of legal age and had consumed CAPB on regular basis for more than a year. On the other hand, a validated self-made survey questionnaire was used to obtain information from the respondents. The instrument composed of the demographic profile of the respondents, their frequency of coffee consumption and a 4-point likert scale questions were used as standard ratings for the proponents for better analysis and interpretation. A frequency percentage and standard Mean were imposed to treat data to obtain the best results and accurate findings.

4. Results

Present results of data analyses. Tables and Figures will be helpful to explain the findings.

Table 1. Demographic profile of the respondents

INDICATORS		FREQUENCY	PERCENTAGE
AGE	18 – 26 (Gen Z)	167	45%
	27 – 42 (Millenials)	126	34%
	43 – 58 (Gen X)	77	21%
TOTAL		370	100%
SEX	Male	167	45%
	Female	203	55%
TOTAL		370	100%
EDUCATIONAL ATTAINMENT	Secondary Level	0	0%
	High School Graduate	5	1%
	Tertiary Level	187	51%
	Degree Holder	161	44%

	Postgraduate Level	12	3%
	Vocational / Diploma holder	5	1%
TOTAL		370	1%

Table 1 shows the demographic profile of the respondents. It was clearly shown that Gen Z generation were the most numbered respondents followed by the millennials. On the other hand, female respondents comprised of most of the participants with a 55% of the total number. Lastly, respondents who were on their tertiary level and degree holder dominates the total number of respondents. Respondents who were at tertiary level were most likely students and degree holders were at the working strata of the society.

Table 2. Frequency of coffee consumption

INDICATORS		FREQUENCY	PERCENTAGE
FREQUENCY OF CONSUMING COFFEE (ALL TYPES, INSTANT COFFEE, BREWED ETC.)	More than 5 times in a week	332	90%
	3-5 times in a week	35	9%
	0 - 2 times in a week	3	1%
TOTAL		**370**	**100%**
FREQUENCY OF CONSUMING CAPB	More than 5 times in a week	138	37%
	3-5 times in a week	155	42%
	0 - 2 times in a week	77	21%
TOTAL		**370**	**100%**
FREQUENCY OF PURCHASING CAPB	More than 5 times in a month	67	18%
	3-5 times in a month	176	48%
	0 - 2 times in a month	127	34%
TOTAL		**370**	**100%**

Table 2 represents the rate of consumption of coffee in the province as responded by the participants. 90% of the respondents were able to consume coffee of different types such as instant coffee, brewed coffee, commercialized coffee etc., more than five times a week. This is obviously reflected on the result as Filipinos are well known coffee lovers in Asia. On the other hand, 37% of the total respondents say that they consume their CAPB more than five times a week. This would be the individuals that come from the nearby place of Amadeo town. Likewise, the frequency of purchasing the said coffee more than five times a month comprised of 18% of the respondents only. The proponents obtain that the information had rooted from the financial capacity of the respondents.

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Table 3. Local level of appreciation

QUALITY OF COFFEE			
INDICATORS	**MEAN**	**RANK**	**INTERPRETATION**
a. The coffee produces a unique flavorful taste and aftertaste	**3.70**	2	Very High Level of Local Appreciation
b. The coffee has a distinct aroma that is pleasurable	**3.71**	1	Very High Level of Local Appreciation
c. The coffee's level of acidity is enough for my consumption.	**3.25**	4	High Level of Local Appreciation
d. The body of the coffee has a good sensation inside my mouth	**2.97**	5	High Level of Local Appreciation
e. The sweetness of the coffee is just right for coffee lovers	**3.38**	3	Very High Level of Local Appreciation
OVER ALL MEAN	**3.40**		**Very High Level of Local Appreciation**
BRAND AUTHENTICITY			
a. The coffee is consistent over time	**3.74**	1	Very High Level of Local Appreciation
b. The processing of coffee bean is distinct from other types of coffee	**3.46**	3	Very High Level of Local Appreciation
c. The coffee clearly distinguish itself with other brands	**3.44**	5	Very High Level of Local Appreciation
d. The coffee delivers what it promises	**3.45**	4	Very High Level of Local Appreciation
e. The coffee gives the impression of being natural	**3.55**	2	Very High Level of Local Appreciation
OVER ALL MEAN	**3.53**		**Very High Level of Local Appreciation**

Table 3 reflects the level of appreciation of locals on CAPB. It shows that the quality of coffee with its distinct and pleasurable aroma got the highest mean. On the other hand, the good sensation of coffee inside the mouth which pertains to the body of the coffee got the lowest mean which is interpreted as high level of local appreciation. The brand authenticity that the coffee is consistent over time obtain the highest mean while the coffee clearly distinguish itself with other brands got the lowest mean.

Table 4. Local perceived benefits

LOCAL ECONOMIC CONTRIBUTION			
INDICATORS	**MEAN**	**RANK**	**INTERPRETATION**
The product provides jobs to the locals.	3.29	5	Strongly Agree
The product boosts contributed to the development of town.	3.46	2	Strongly Agree
The product improved the livelihood of many locals.	3.42	3	Strongly Agree
The product becomes one of the important commodities in the community	3.28	4	Strongly Agree
The product has a good impact in producing and improving other sectors in the province	3.70	1	Strongly Agree
OVER ALL MEAN	**3.43**		**Strongly Agree**
HEALTH BENEFITS			

HOST & PARTNERS

The product boosts energy when consumed	3.41	4	Strongly Agree
The product can provide a feeling of relaxation to the body	3.43	3	Strongly Agree
The product improves appetite when eating	3.28	5	Strongly Agree
The product helps in relieving stress esp. after work, school etc.	3.70	1	Strongly Agree
The product has antioxidants that have many health benefits	3.68	2	Strongly Agree
OVER ALL MEAN	**3.50**		**Strongly Agree**
COMMUNITY PRIDE AND RECOGNITION			
The town and province are highly recognized as the coffee capital of the country	3.68	1	Strongly Agree
The province / town is known for its authentic varieties of coffee	3.47	2	Strongly Agree
The town was acknowledged as the home of skilled coffee farmers	3.47	2	Strongly Agree
The place is conducive for growing other varieties of coffee	3.29	3	Strongly Agree
The town was known for their natural process and genuine process of coffee making.	3.28	4	Strongly Agree
OVER ALL MEAN	**3.44**		**Strongly Agree**

Table 4 reflects the perceived benefits they had obtained from CAPB. It shows that the said product has a good impact in producing and improving other sectors to the province which obtained the highest mean of 3.70. Likewise, it is known that the product helps them in relieving stress as it got the highest mean of 3.70 for health benefits. The town and province are highly recognized as the coffee capital of the country as it gets 3.68 mean. Moreover, the lowest mean of 3.28 comes from the town was known for its natural process and genuine process of coffee making.

5. Discussion and Conclusion

5.1 DISCUSSION

In the study conducted by Yougov Profiles (2021) stated that the Britain Gen Z or Gen Zers were the least to drink coffee at home or at work. However, the National Coffee Drinking Trends report for the first time, demonstrating the American Gen Zers growing influence can have an impact on coffee market trends. Generation Z is an increasingly influential demographic in the coffee industry and their demands for increasing sustainability, transparency, and quality are crucial to the future of the specialty coffee sector (National Coffee Association, 2017). The frequency of Gen Zers in the study indicates their active representation of a certain phenomenon that is likely to be seen or witness in their social media accounts. In addition, young males drink more coffee than young females. Among those who avoided coffee consumption, females disliked its taste more than males (Demura, S. et al, 2013). Furthermore, more than 50% of males consume coffee compared to around 32% of females. Males drink around 2.4 cups of coffee a day on average, which is half a cup more than females. However, females were more likely to purchase coffee in a coffee chain more than males. In addition, females prefer a much sweeter coffee (Reyes, 2023). The findings suggest that in the Philippines coffee tend to have an add on sweeteners to make it sweet and satisfying to consume. The greatest number of respondents in the study were on tertiary level, which at most were students. The statistics had shown that 92% of college students had consume caffeine and coffee is the preferred caffeine drink in male and female students. The main reason for caffeine consumption is to feel awake (Mahoney, C. et al, 2019). Likewise, it was said that 24% of the students drink a cup of coffee every day and an average student drink just over two cups of coffee per day (MacDonnell, 2023 and DeRupo, 2017). As the market continuously increasing its demand for coffee, CAPB had a great opportunity ahead to make further improvement in its promotional campaign towards younger generations.

It had been found out that 80% of Filipinos drink an average of 2.5 cups of coffee per day and 93% of households buy some coffee every week with an average cost of $3.02 per cup (Statista, 2021). CALABARZON where Cavite belongs only has a 3% share in volume of coffee production in the country and it and is expected to increase by 2022 (Department of Agriculture, 2017). Thus, consumption of CAPB might not be the usual rate of consumption with all the respondents compared to other existing types of coffee which manage to capture the national market. In addition, there is a limited number of stores that offer CAPB beans and most likely located in the town itself making accessibility a bit difficult for the consumers.

The aroma that comes from the coffee while it is being roasted, brewed, or just plainly smelled is the coffee's most appealing feature. Coffee aromas matter to all coffee drinkers because it warms up the sense of smell and some people love coffee because of its rich aroma (Japanese Coffee Company, 2022). The pleasurable distinct aroma of the CAPB is a unique feature because locals have genuine appreciation of it. The Cafe Amadeo Development Cooperative, composed of different coffee industry stakeholders in the place had consistently produced a quality product since 2002. The known Pahimis blend of Cafe Amadeo had been one of the most distinct and unique products offered and typically provides its authentic quality among other brands. This genuine features of CAPB if capitalized can create a substantive effect to locals and stakeholders.

On the SWOT analysis of the 2017 -2022 Philippine Coffee Industry Roadmap, the following opportunities were identified such as increased in demand for coffee products and the growing market for specialty coffee. It is also seen that the possibility of import substitution will be at the doorstep since imports account for 80 percent of the supply (Department of Agriculture, 2017). This had been seen as good indicators of capturing the local market of the coffee industry. Moreover, the growing demand for coffee will also benefit supporting enterprises inclined with the production and selling hence will aid in elevating the local economy.

During the lockdowns, drinking coffee in a day at a regular interval was practiced breaking up the day at home, relied on it to start a day and way to relax. Thus, drinking coffee is part of the mood boosting routines during lockdowns and many had appreciated it (International Communicaffe, 2021). mood boosting routines and relaxation aid an individual to relieve stress and find other ways to realign himself. These health benefits may entice other coffee drinkers if marketing was intensified and enabled them to capture stressful market environment.

It was in 2002 that the former president Gloria Macapagal Arroyo boldly proclaimed Amadeo as the Coffee Capital of the Philippines. This national proclamation had led to the place to be highly recognized for its product. Attached to it, it also brings other assets of Amadeo that is aligned with the production and maintaining excellent quality of coffee. This recognition was mostly considered by the locals as one of the perceived benefits of the place. This had been one the foothold in attracting visitors and consumers to visit the place and try its delinquent products. In addition, it brought pride to the community as having the best producers and makers of local premium coffee. Capitalizing on this acknowledgement from the national government can deepen locals appreciation of the product.

5.2 CONCLUSIONS

The country is known as one the highest consumers of coffee in the world and 2nd in Asia. In fact, the supply of coffee in the Philippines was not able to meet the demands of the country itself. Henceforth, importation of coffee was the most appropriate to meet this demand. The town of Amadeo in Cavite considered as the coffee capital of the Philippines had produced a distinct type of coffee blend which is known as the Pahimis Blend. Pahimis blend is a blend of coffee composing the four major coffee beans namely: Arabica, Robusta, Excelsa and Liberica. This particular blend claims an authentic aroma, flavor and taste which for the enthusiast were considered premium and genuine. With all these facts, the appreciation of locals or Cavitenos with the Pahimis blend has significant impact in claiming authenticity, taking pride of the name as Coffee Capital as well as all out penetration of the coffee market in the province. The increased demand for different types of coffee preparation, of Gen Zers particularly tertiary students, were seen as opportunity in boosting the industry within the province. Likewise, the innovation in different coffee products was set to capture a wider market from coffee lovers to coffee enthusiast whose preference to coffee might varies and an example of this is the delicate sweetness that most females look upon the drink. Despite the truth that Filipinos were heavy coffee drinkers, the Café Amadeo Pahimis Blend (CAPB) still got its fair share in the market and were not able to capture a wider market in the province. One of the reasons is there were limited stores were you can purchase the product, though there were enough number of distributors, the appreciation of the locals is still need to inculcated upon them especially the younger generations. The presence of other competing coffee brands plus the imported brands of coffee whose advertising is extensive particularly on social networking sites was seen as the main factor of slow appreciation on CAPB. Although this reality sets in, locals tend to appreciate the authenticity of the CAPB because of its pleasing aroma and the consistency in quality is maintained if not elevated. This means that the processes and procedures were delicately adhered by the stakeholders in order to produce a premium quality coffee bean. The acknowledgement that Amadeo is the coffee capital of the country and the benefits that go with it can deepen the understanding of locals on the importance of their local products. Reemphasizing to locals some facts about the effect of CAPB to their daily living aside relieving stress and its capability to help farmers and other business to succeed can strengthen their belief on the product thus giving more appreciation to the product and taking ownership as it gives pride to the community.

5.3 LIMITATIONS OF THE STUDY AND FURTHER STUDIES

This study solely focusses on the basic concepts in measuring appreciation of a certain product and its perceived benefits. The respondents are only limited to the province of Cavite and only those who consume the CAPB were the subject of the study. Other factors in line with appreciation were not listed in the study such as comparing the livelihood status of the community during the start of the cooperative up to this time. Likewise, there is a need for a deeper study about the behavior of locals, especially in coffee consumption. The relationship between variables as well as different treatments can be significant to seek more relevant findings to justify the result. On the other hand, stakeholders such as the government, cooperatives, farmers, sellers etc. were also an important aspect in determining the local appreciation in the market. The effects of the annual Pahimis Festival to the stakeholders can also measure other factors supporting local appreciation. The intensity of promoting the said product and the marketing plan in capturing the market can be look upon for further and better studies.

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Exploring the Impact of Regulatory Focus on Hotel Employees' Job Crafting

Dai, You-De
Department of Tourism, Leisure and Hospitality Management
National Chi Nan University

Tan, Yi-Hang
Department of Tourism, Leisure and Hospitality Management
National Chi Nan University

Yeh, Giun-Ting
Department of Tourism, Leisure and Hospitality Management
National Chi Nan University

Lin, Zih-Han
Department of Tourism, Leisure and Hospitality Management
National Chi Nan University

Abstract:

As a hotel operator, you must consider which type of employee will take the initiative to suggest service improvements or job enhancements. According to the Interactionist Perspective of Personality and Social Psychology, behavior is the result of the interaction between personality traits and situational factors. Additionally, the Regulatory Focus Theory states that employees have different personality traits to achieve goals; specifically, there are two types: promotion focus and prevention focus. Therefore, this study aims to explore the influence of promotion focus and prevention focus on the work of international tourism hotel staff and to compare the effects of promotion focus and prevention focus. This research utilizes a questionnaire survey method, distributing 301 out of 750 copies (40.13%) to the employees of the international tourism hotel. The analysis shows that promotion focus and prevention focus have positive impacts on job crafting, and promotion focus has a positive impact on collaborative crafting. Finally, management implications are proposed based on the research results, and suggestions and discussions for future research are also provided.

Keywords: interaction theory , regulatory focus , promotion focus , prevention focus , job crafting , individual crafting , collaborative crafting

1. Introduction

The outbreak of the novel coronavirus (COVID-19) began in late 2019 and has continued to spread across the globe, hitting over 100 countries. The new coronavirus (COVID-19) outbreak, which has been in full swing for over a year now, has had a huge impact on the global economy, and the tourist hotel industry, which is in the "first row of the tsunami", has been the first to be affected by the strict border controls imposed by various countries. Although the occupancy rate of hotels stabilized in the second half of 2020, thanks to the surge in international tourism, the annual turnover of the tourist hotel industry was still unable to withstand the huge impact of the epidemic, and the overall scale of the industry fell by 32.4% compared to 2019, with the scale of the industry shrinking to 2010 levels and hitting a 10-year low (Tourism Bureau, Ministry of Transportation and Communications, 2021).

In the face of such a drastic impact, tourist hotel operators have to take measures to reduce their losses. Specifically, in addition to top-down policy adjustments by either the government or the tourist hotel companies themselves, it is also important for the tourist industry to adapt and adjust to their work. According to risk-aversion theory, when the job content of employees is full of variability, staff will take a series of actions to reduce the need for uncertainty and therefore actively change their job content (Wang, 2021). According to Yadav and Dhar (2021), hotel staff are often faced with diverse and unpredictable customer needs, and they must adapt their work to satisfy their customers, the process of adapting the job to the employee's needs is called job crafting.

Job crafting is a positive work behavior in which employees themselves are involved in the process of changing the design of their work, resulting in a change in its characteristics (Tims & Bakker, 2010; Wrzesniewski & Dutton, 2001). Job crafting can be carried out by individual employees, known as individual crafting, or it can be coordinated between work partners (Leana, Appelbau, Shevchuk, 2009), known as collaborative crafting. Job crafting is usually employee-initiated and is one of the ways in which work is redesigned from the bottom up, and is therefore very different from the previous ways of redesigning work that were initiated by organizations and changed in a completely uniform way (Rudolph, Katz, Lavigne, Zacher, 2017). Through the process of employee job crafting, employees can understand the meaning of their work and can effectively improve their performance, job satisfaction and organizational commitment (Ghitulescu, 2006). As a result, job crafting is seen by many organizations as a promising alternative to traditional job redesign in an increasingly dynamic organizational environment (Rudolph et al., 2017). Nowadays, more and more companies are paying attention to the process of developing job crafting behaviors among their employees, and as a result, the literature has begun to explore various aspects of work crafting behavior.

Regulatory Focus Theory developed by Higgins et al. (1997), emphasizes the process by which an individual's attitude towards a new task is adjusted to align with the ultimate goal when the individual receives a new task stimulus. It is an extension of goal-seeking theory. The theory suggests that because employees in organizations have different personality traits, their motivation and strategies for achieving goals differ. The promotion focus is where the individual has hopes and aspirations as their primary goal, while the prevention focus is where the individual has responsibilities and obligations as their goals. These two focuses are seen as the means by which people achieve their goals by actively striving for or fulfilling their obligations respectively. Earlier theories of regulatory focus were often applied to organizational science, and in recent years have become increasingly influential in psychology, marketing and broadcasting (Dai et al., 2020; Haws et al., 2010).

In the past, most of the research on tourism hotel industry issues has focused on variables such as tourists' attitudes and behaviors, but less on theories of regulatory focus. It is also evident from the above that promotion focus of hotel staff are focused on improving achievement, pursuing goals and trying to maximize results, while prevention focus staff are less achievement-sensitive and more focused on safety and responsibility, and they pursue their goals carefully to minimize negative outcomes (Dai et al., 2020; Higgins, 1997, Higgins et al., 2001).

This study applies the regulatory focus theory (promotion focus / prevention focus) to understand the relationship between the impact on job crafting. The results of this study will provide a practical basis for senior executives of the hotel industry in Taiwan to manage their operations and for government departments to improve the marketing and policy formulation of tourist hotels, and will fill the academic gap in the recruitment and training of human resources in hotels.

2. Literature Review

2.1. Regulatory Focus

Generally speaking, individuals adapt their behavior according to their goals, and the reasons for this are the basis of their motivation, meaning that the needs of individuals can be divided into two types, namely the need for support and the need for safety (Galinsky et al., 2005). These two needs can lead to the need to maximize happiness and minimize suffering (Higgins, 1998; Molden, Lee, & Higgins, 2008). However, this largely uncontroversial assumption also reflects the fact that people may be more interested in maximizing happiness and minimizing pain. (Higgins, 1998; Molden, Lee, & Higgins, 2008). However, this largely uncontroversial assumption also reflects the fact that people may be more interested in maximizing happiness and minimizing suffering. An extension of this phenomenon is the theory of regulatory focus, which divides individuals into two categories, promotion focus and prevention focus, with promotion focus individuals tending to pursue and aspire actively to achieve their tasks (Crowe, & Hymes, Higgins, Roney, 1994; Dai et al., 2021;). Conversely, individuals with prevention focus seek to avoid failure and therefore place a premium on their obligations and responsibilities, with the goal of avoiding negative outcomes (Dai et al., 2020; Higgins, 1997). The role of a promotion focus and prevention focus in achieving the goal state is different (Higgins, 1997). Individuals with promotion focus are highly sensitive to the presence of positive outcomes. In contrast, individuals with prevention focus are highly sensitive to negative outcomes (Higgins, 1998). The promotion focus immerses the individual in a state of great desire, as Higgins (1998) argues "he will be biased towards ensuring that he can accomplish his goals while avoiding making unnecessary mistakes". This means that the promotion focus person will do all the things that the individual must do to achieve the goal, one by one. In contrast to the prevention focus, they are in a more guarded state (Higgins, 1998), and in addition, they prefer to put off difficult tasks and try to avoid getting things wrong themselves.

2.2. Job Crafting

The concept of job crafting can be traced back to a study by Kulik, Oldham and Hackman (1987), who noted that one of the strategies in job redesign is to allow employees to actively participate in the job redesign process, allowing them to decide what adjustments should be made to their jobs in order to improve the fit between the job and their own skills. This type of job redesign is not necessarily authorized by management or jointly adjusted. The formal definition of job crafting is proposed by Wrzesniewski and Dutton (2001), who argue that job crafting is the act of partially changing the business, relationships and cognition of a job in order to make it more meaningful, and that some of these changes in the job are cognitively relevant; Parker and Ohly (2008) claim that job crafting is a process of adjusting only parts of a job, rather than changing the whole job, within the boundaries of a particular job. Job crafting can give employees autonomy and then lead them to respond differently than before, or allow them to put more effort into the work process; Leana et al. (2009) suggest that job crafting is the act of employees taking an active role in planning the actual content of their work in a way that changes the scope of their work, often informally and unspecified.

2.3. The relationship between regulatory focus and job crafting

According to regulatory focus theory (Higgins, 1997), employees with a promotion focus attitude who are eager for success will be more proactive in devising ways to change their job to better suit themselves, become more proficient in their job content, improve job performance, and achieve the greatest success. On the other hand, employees with a prevention focus mindset may be more inclined to adhere to established rules and routines in their work in order to avoid failure. They may adopt methods to stabilize their job content and eliminate unstable factors in their work, making job crafting behavior more likely to occur (Brenninkmeij & Hekkert-Koning, 2015). In summary, this study proposes the following research hypothesis:

H1: Employee promotion focus will positively influence individual crafting.
H2: Employee promotion focus will positively influence collaborative crafting.
H3: Employee prevention focus will positively influence individual crafting.
H4: Employee prevention focus will positively influence collaborative crafting.

3. Methodology

3.1. Measurement

3.1.1. Regulatory Focus

This study utilizes the Regulatory Focus at Work Scale (RWS), developed by Wallace and Chen (2006) and Dai et al. (2020), which comprises two factors: promotion focus and prevention focus, each with six questions, totaling 12 questions. A higher score indicates a greater emphasis on promotion or prevention focus by the employee.

3.1.2. Job Crafting

Job crafting can be divided into two forms: individual crafting and collaborative crafting. This study is based on the job crafting concept scale developed by Leana et al. (2009), which consists of two domains, six questions on individual crafting and six questions on collaborative crafting, with a total of 12 questions.

3.2. Data collection

The official questionnaire was distributed to a sample of staff from international tourist hotels in Taipei (including New Taipei), Taichung, Tainan and Kaohsiung who were willing to cooperate with the survey, using a non-random sampling method called "Judgemental or purposive sampling". In terms of sample size, according to Tinsley and Tinsley (1987), five to ten respondents are required for each question, and they suggest that if the sample size is as large as 300, then this ratio can be relaxed a little, in other words, a valid recall of 300 is sufficient. As the questionnaire in this study consisted of 35 questions, a valid sample size of 175-700 would be preferable. Considering the factor of invalid questionnaires, the survey cake was used to formally distribute 750 questionnaires to employees (150 each in Taipei, New Taipei, Taichung, Tainan and Kaohsiung).

3.3. Analytical methods

The following analyses were conducted using SPSS 26 statistical software, and the valid questionnaires were analyzed and validated using different statistical methods according to the research framework.

4. Results

4.1. Descriptive Statistical Analysis of the Sample

Regarding the gender of the respondents (employees), the majority of respondents were female, accounting for 50.8% of the overall sample, with 153 respondents, while 148 respondents were male, accounting for 49.2% of the overall sample. As for the occupation of the respondents (employees), all of them were in full time employment, accounting for 100% of the overall sample, with a total of 301 respondents, while the number of part-time employees and interns was 0, accounting for 0% of the overall sample. In terms of the age of the respondents (employees), they were 19 to 24 years old, accounting for 18.8% of the overall sample, with a total of 75 people; the largest number of respondents were 25 to 34 years old, with 97 people, accounting for 24.3% of the overall sample; 100 people were 35 to 44 years old, accounting for 25% of the overall sample; 18 people were 45 to 54 years old, accounting for 4.5% of the overall sample; and 11 people were 55 years old or above, accounting for 2.5% of the overall sample. The smallest group was aged 55 and over, with 11 people accounting for 2.8% of the overall sample. As for the educational level of the respondents (employees), there were 0 respondents with education level below junior high school, accounting for 0% of the overall sample; high school level accounted for 36% of the overall sample, with a total of 144 respondents; 151 respondents with university (including college), accounting for 37.8% of the overall sample; and 6 respondents with graduate school or above, accounting for 1.5% of the overall sample.

4.2. Confirmatory Factor Analysis

The results of the first-order validated factor analysis in this study showed that $\chi 2$ = 3269.482, df = 1120, RMSEA = 0.06, CFI = 0.92, NNFI = 0.94. Chin (1998) suggested that the standardized factor loadings (SFL) for the questions should be greater than 0.5. As shown in Table 1 below, the SFL ranged from 0.564 to 0.797, the CR ranged from 0.801 to 0.896, and the AVE ranged from 0.404 to 0.896. The AVE ranged from 0.404 to 0.591, all of which met the criteria suggested by the scholars and were therefore retained. In the discriminant validity section, AVE is greater than the correlation coefficient to indicate discriminant validity (Anderson & Gerbing, 1988; Fornell & Larcker, 1981), and the square root of the potential variance extracted (AVE) for each construct must be greater than the correlation coefficient between that construct and other constructs (Hair et al., 1998; Vogt, 1999), (1998; Vogt, 1999). The discriminant validity of the AVE was found to be between 0.64 and 0.77, which is almost greater than the correlation coefficient between the constructs, indicating that the scale has good discriminant validity.

4.3. Regression Analysis

The results of the multiple regression analysis were obtained with promotion focus and prevention focus as independent variables, individual crafting/collaborative crafting as dependent variables, and gender, age, rank and years of experience as control variables. The promotion focus positively influences individual crafting (β= 0.24, $p < 0.05$), so H1 holds. The promotion focus positively affects the collaborative crafting (β= 0.42, $p < 0.05$), so H2 holds. The prevention focus positively affects individual crafting (β= 0.23, $p < 0.05$), so H3 holds. The prevention focus does not affect collaborative crafting (β= -0.02, $p > 0.05$), so H4 does not holds.

5. Discussion and Conclusion

This study found that employees' promotion focus has a positive impact on job crafting, including individual crafting and collaborative crafting, thus supporting hypotheses 1 and 2. The stronger an employee's promotion focus trait, the greater their ability to influence their job crafting. Conversely, if an employee's promotion focus trait is weaker, they may have less ability to affect their job crafting. Wallace and Chen (2006) noted that individuals with a promotion focus personality trait tend to have an attitude that helps them achieve their desired goals, and they strive to ensure that the final outcome matches the expected results. Therefore, this study confirms the relationship between promotion focus and job crafting, including individual crafting and collaborative crafting.

This study found that employees' prevention focus positively affects individual crafting; therefore, hypothesis 3 is supported. This means that the more prominent an employee's trait of avoiding failure is, the more evident their individual crafting situation is. As Neubert et al. (2008) and Wallace and Chen (2006) have pointed out, employees with prevention focus tend to ensure that they can achieve their goals without making mistakes. This also reflects Brenninkmeijer and Hekkert-Koning's (2015) idea that employees with prevention focus may engage in job crafting behavior to reduce work risks. On the other hand, this study found that prevention focus does not affect collaborative crafting; therefore, hypothesis 4 is not supported. Compared to promotion focus, employees with prevention focus tend to be more conservative and risk-averse, focusing only on achieving their own goals rather than collaborative crafting with others. In other words, individuals with prevention focus are less likely to engage in collaborative crafting. Therefore, this study confirms only the relationship between prevention focus and individual crafting.

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Prediction of restaurant site success utilizing logistic regression and an artificial neural network

Llewellyn, Guy
EHL Hospitality Business School, HES-SO
University of Applied Sciences and Arts Western Switzerland

Mun, Sung Gyun
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Abstract:

The study supports restaurateurs in making informed site selection decisions by investigating the significance of site characteristics and the surrounding population's attributes. Two prediction models, logistic regression, and an artificial neural network were used to predict restaurant site success. The logistic regression had a prediction accuracy of 71.267%, and the artificial neural network (ANN) predicted with an accuracy of 72.55%. The ANN model was able to provide an overall accuracy rate of 82.447% in predicting first-year success or failure. These models are the first of their kind and can help minimize social and economic losses due to failed restaurants.

Keywords: Restaurant Failure, Predictive Modeling, Artificial Neural Network, Logistic Regression, Area Attributes, Site Characteristics

1. Introduction

The failure rate of restaurants is high, with up to 26% failing within the first year of operation due to slim profit margins and dense competition (Forbes, 2012; Parsa, Self, Njite, & King, 2005). Restaurants are critical to the economy, providing over 3% of GDP and contributing to micro-economies by hiring workers and utilizing local vendors (Census and Statistics Department, 2020). Site selection is one of the most critical pre-opening decisions influencing a restaurant's success (Egerton-Thomas, 2005). Currently, research is lacking in linking statistically essential site elements to potential restaurant success. This empirical research uses logistic regression and artificial neural network (ANN) modeling to create algorithms that predict if a future site will provide potential success or failure to a restaurateur, allowing for better site selection and reducing social and economic losses due to failed restaurants. Increasing restaurant survival will benefit all stakeholders and improve the overall economic potential.

2. Literature Review

2.1 Restaurant Failure

Restaurateurs face numerous pre-opening decisions, and one of the most critical decisions is the physical site location (Yang, Roehl, & Huang, 2017). Factors such as visibility, site accessibility, and busy pedestrian areas are essential when selecting a site location (Burnaz & Topcu, 2006; Wood & Tasker, 2008; Yang et al., 2017). External environmental aspects often influence restaurant business performance more than its physical characteristics (Dock, Song, & Lu, 2015). Post-opening decisions such as amending the business strategy and the strategic direction can require the restaurateur to adjust the restaurant's overall concept, design, and ambiance (Camillo, Connolly, & Kim, 2008; Harrison, 2003; Sulek & Hensley, 2004). Regardless of the timeframe, all post-opening decisions are influenced by the restaurant's initial physical location to a greater or lesser degree. The initial location of the restaurant substantially impacts ongoing business decisions. As it is fixed in the short run, site selection is one of the most critical pre-opening business decisions.

2.2 Importance of Location

The importance of site selection varies depending on the industry and how frequently customers visit. Concert venues and arenas have a natural pull that smaller retailers cannot rely on. Restaurants rely heavily on a high number of daily guests and need a constant flow shortly after opening, making site location crucial. As short-term success is vital, independent restaurants need to build up cash inflow quickly to ensure available working capital, and inadequate working capital may lead to seeking alternative funding (Egerton-Thomas, 2005; Fields, 2007; Mun & Jang, 2015). Site selection impacts target customers, potential competitors, and the nearby environment, and a poor site selection decision is almost impossible to rectify (Yang et al., 2017).

2.3 Competitors

The clustering of restaurants can provide a benefit by increasing foot traffic and improving overall performance (Nickell, Nicolitsas, & Dryden, 1997). However, there is a saturation point where too many competitors harm restaurant businesses (Poole, Clarke, & Clarke, 2006). The saturation point conforms to the density dependence theory, and there is a natural carrying capacity for different types of businesses. The success of a restaurant is higher when an area is in a period of growth than when there are a dense number of restaurants (Kamps & Péli, 1995). While clustering is shown to be beneficial in business survival, the benefits would not grow endlessly, but too many competitors would ultimately harm the restaurant business; therefore, an area's success forms an inverse U-shape when associated with restaurant density.

H1: The restaurant density in the vicinity impacts restaurant success in an inverse U-shape.

3. Methodology

3.1 Data Sample and Variables

The study analyzes data from all Hong Kong restaurants licensed by the Food and Environmental Hygiene Department, focusing on newly opened restaurants between 2016 and 2018. After removing duplicates, temporary licenses, and non-restaurant licenses, the study includes 20,548 licenses. The 6,710 newly opened restaurants between 2016 and 2018 were used to create predictive models, while all 20,548 restaurants were used to calculate price and cuisine competitors.

The dependent variable is the success and failure of restaurants; failure is defined as the closure of the establishment (Everett & Watson, 1998). The research employs three datasets to compare dependent and independent variables, including individual restaurant information, area attributes, and site characteristics. Spatial analysis was used to identify elements within a 369.95-meter radius of each restaurant site (Atash, 1994), and the number of cuisine, price, and convenience competitors were calculated within the same radius. Control variables include the aggregate review score, restaurant style, and area attributes such as median age, monthly household income, ethnicity, owner/renter, and gender. The research also considers site characteristics such as proximity to Mass Transit Railroad (MTR) stations and the location within a mall, hotel, or tourism attraction.

3.2 Logistic Regression

Logistic regression is used as one of the two predictive models in investigating the factors that influence a restaurant's success or failure. Logistic regression is used to identify the significance of the relationship between the dependent variable (the success or failure of the restaurant) and the multiple independent variables (such as pre-opening factors). The goal is to determine which variables statistically impact the restaurant's success or failure (Pohar, Blas, & Turk, 2004).

3.3 Artificial Neural Network

This research utilizes an artificial neural network to predict the restaurant location's success or failure. ANNs are considered the most suitable machine-learning network for this study due to their lack of assumptions, which are required for statistical model justification (Kim, 2011). The most popular form of ANN, the feedforward multi-layered perceptron (MLP), is used in the study, which contains no feedback loops. A typical ANN model includes a minimum of three layers: the input layer, the hidden layer, and the output layer (Youn & Gu, 2010). The number of nodes within the hidden layer is difficult to determine when building the model; previous researchers have argued that it should be achieved with trial-and-error experiments. The ANN uses a back-propagation learning algorithm and an optimizer to slowly adjust each weight until it can determine the dependent variable provided by the independent variable (Anandarajan, Lee, & Anandarajan, 2001). This research tested 2,560 different combinations of parameters to determine the most accurate parameters. Finally, to produce an accurate model, a cross-validation process was implemented using a stratified k-fold method (Zhang, Hu, Patuwo, & Indro, 1999).

3.4 Model Selection Criteria

Two models were created based on the same dataset, and because the models are non-nested, pseudo-R2 cannot be used to compare them. Instead, the study uses four criteria to determine which model fits better. These criteria include overall model accuracy, the area under the ROC curve, AIC, and BIC. The ROC curve is a graphical representation of true and false positive rates across different thresholds. The AIC and BIC scores estimate the quality of the models, and a lower score means a better-fitting model (Anderson & Burnham, 2004). If two models have equal test results, the one with a higher area under the ROC curve is preferred. The study concludes that these criteria can be used to determine the better fitting model for future site determination.

4. Results

The research analyzes 6,710 restaurants, of which 70.18% were successful and 19.82% failed. The highest failure rate occurred between 92-182 days post-opening, accounting for 17.09% of all failures. This might be attributed to the Food and Beverage Licensing Board's failure to grant a full restaurant license or underestimation of required startup capital by restaurateurs.

The failure rate in the first 182 days after opening was 5.75%, which increased to 10.76% in the second period of 182-365 days, and then 21.59% in 0-730 days. The study found that 27.88% of newly opened restaurants failed by the $1{,}095^{th}$ day. The independent variables used in the analysis were taken from the 2016 Hong Kong Census and OpenRice.com. Spatial analysis was used to understand the location of each restaurant. By the end of the study period, three out of 10 restaurants opened in 2016, 2017, and 2018 had failed.

4.1 Logistic Regression

The collinearity between the variables was checked using the variance inflation factor (VIF). Two variables with VIF scores greater than 10 were median monthly household income and the percentage of participants with post-secondary degrees (Myers, 1990). The latter was removed, and all variables had VIF scores less than 10, which decreased concern about multicollinearity.

The assumption of linearity was investigated using the Box-Tidwell Transformation Test. Four variables were found to have a curve, leading to the addition of a polynomial term for those variables (Wuensch, n.d.). These variables were grand mean centered to reduce multicollinearity, and the squared term was added (Hofmann & Gavin, 1998). The other three assumptions were adhered to.

4.1.1 Model Findings

Table 1. Logistic Regression Results

Variables (n = 6,710)	Coefficient	Standard Error	Sig.
Constant	-1.6439	2.2589	0.4668
Independent Variables			
Residential Density ('000) – GMC	-0.0194	0.0031	0.0000
Residential Density ('000) – GMC^2	0.0008***	0.0002	0.0000
Price Competitors – GMC	-0.00016	0.0013	0.8987
Price Competitors – GMC^2	0.00003***	0.0000	0.0020
Cuisine Competitors	-0.00005	0.0007	0.9478
Convenience Competitors – GMC	0.0034	0.0084	0.6860
Convenience Competitors – GMC^2	0.0026***	0.0009	0.0040
Control Variables			
Median Age	0.0447**	0.0180	0.0128
Median Household Income ('000) – GMC	0.0237***	0.0071	0.0008
Median Household Income ('000) – GMC^2	-0.0002**	0.0001	0.0249
Mean Household Size	0.5821***	0.2177	0.0075
% Participating in Labor Force	-3.2244*	1.6513	0.0509
% of Chinese Ethnicity	1.3901**	0.5559	0.0124
% of Owner/Occupied Flats	-1.5750***	0.3188	0.0000
% of Males	-0.6424	2.1096	0.7607
Aggregate Review	0.2616***	0.0216	0.0000
Located on the Ground Floor	-0.2481***	0.0696	0.0004
Inside a 5-Minute Walk to MTR Exit	0.2589***	0.0672	0.0001
Inside a Hotel	-0.1271	0.0993	0.2006
Close to an Attraction Area	-0.1197	0.0952	0.2087
Inside a Mall	0.6142***	0.1034	0.0000
Cuisine - Asian	-0.1779*	0.1015	0.0796
Cuisine - Chinese	-0.1178	0.0874	0.1776
Cuisine - Japanese	-0.0865	0.1039	0.4052
Cuisine - Western	-0.0648	0.0838	0.4394
Price - $51-100	-0.1721**	0.0792	0.0298
Price - $101-200	-0.2850***	0.0877	0.0011

Price - Above $201	-0.1993*	0.1155	0.0844
% of Correct Prediction	71.27%		

Note: Standard errors are calculated by utilizing the White method.
**** Highly Significant ($p < 0.01$)*
*** Significant ($p < 0.05$)*
** Moderately Significant ($p < 0.10$)*

The logistic regression model was created using the StatsModels package in Python to predict the outcomes of restaurants with an accuracy of 71.27% (Table 1) (Seabold, Skipper, & Perktold, 2010). The model identified that residential density, price competitors, and convenience competition were highly significant at the 99% confidence level. The study found a significant quadratic relationship between the number of price competitors and restaurants' operational status, where the potential of restaurant success slightly decreases between 0 competitors and the bottom of the curve at 3.152; after this point, the probability of restaurant success continually increases with additional price competitors. The relationship between convenience competitors and restaurants' operational status was also found to have a significant quadratic effect, with the probability of a restaurant's success increasing as the number of convenience competitors increases. The study indicated that clustering's positive effects among restaurants are more prominent than the adverse effects caused by the severe competition in Hong Kong (Brandenburger & Nalebuff, 2011; Nickell et al., 1997). Finally, several control variables, such as mean household size, percentage of owners/renters, and price range, were found to be highly significant at different confidence levels.

4.2 Artificial Neural Network

To create the ANN model, the data was normalized and tested through 2,560 combinations using a 10-fold cross-validation model to determine the best combination for the final model. The ideal ANN settings were identified, including 25 neurons, a learning rate of 0.005, momentum of 0.99, decay of 0.00, epochs of 50, and Nesterov set to true. The final model was created using the entire dataset. Each node in the first layer was multiplied by 25 specific weights and then added together in the second layer before passing through the sigmoid function to form the output value. The model had an accuracy rate of 72.55%.

4.3 Model Selection

Two models were successfully created to aid restaurant site selection, a logistic regression model and an artificial neural network (ANN). The accuracy, ROC curve, AIC, and BIC values were examined to determine which model is better at predicting site success. The logistic regression model had a lower accuracy rate of 71.267%, and its AIC and BIC values were lower than the ANN model. The ANN had a higher accuracy rate of 72.55% and a greater area under the ROC curve. The ROC curve is an estimate of the model's predictive power, and as a result, the ANN was deemed the preferred model for predicting future site success.

5. Discussion and Conclusion

The research demonstrates the feasibility of developing a model to aid restaurant site selection using individual restaurant data, area attributes, and site characteristics. Two models, logistic regression and ANN, were created and predicted restaurant site success with over 70% accuracy. While both models are sufficient to conclude that creating such a model is feasible, the ANN model outperformed the logistic regression model with a higher accuracy rate and a greater area under the ROC curve. Thus, the ANN model was identified as the preferred model for restaurant site selection.

5.1 ANN Model's Prediction Accuracy Test

The study concludes that developing an independent restaurant site selection algorithm based on individual restaurant data, area attributes, and site characteristics is feasible and recommended. The logistic regression and ANN models predicted site success with an accuracy greater than 70%. In a separate test with 188 restaurants, the ANN model predicted site success or failure with an overall accuracy rate of 82.447%. The study highlights the importance of pre-opening site location decisions in the hospitality and retail industries. It suggests that developing relevant site selection models can help proprietors avoid losses and increase long-term success.

5.2 Theoretical and Practical Contributions

The research examined the principles of minimum differentiation and central place theory in the context of restaurant clustering and site selection. The model showed that clustering is only beneficial for competitors with similar price points or convenience offerings, and there is no additional benefit to clustering based on cuisine similarity. The study also found that individuals prefer to dine close to their residences, and the likelihood of restaurant success increases with higher residential density. While locations near popular tourist areas can be advantageous, the most residentially dense areas offer the most significant benefits for restaurant site selection.

The findings show that it is feasible for restaurateurs to use a probability site modeling approach to select potential restaurant locations, with an accuracy rate of over 70%. The study highlights the importance of considering population density and the number of price and convenience competitors when selecting a site and suggests that this information can benefit not only restaurateurs but also banks, investors, landlords, and consultants. The study's contributions provide guidelines for restaurateurs when planning their next restaurant opening and demonstrate that in-house modeling techniques are now available to smaller restaurant businesses.

5.3 Limitations and Future Studies

The limitations included the exclusion of five variables, two that were non-factors in the Hong Kong market, parking availability, and staff availability, and three others that data was not available, including day-tripping residents' activities, floor size, and monthly rent. The study focuses solely on restaurants remaining open without considering profitability. Future studies could investigate the model's reliability in other cities and expand the algorithm to include other hospitality establishments such as hotels, bars, and nightclubs. The significant variables identified in this study may also change over time, and continual input into the algorithm can help it learn which characteristics are rising to prominence.

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Navigating the Complexities of Retirement Village Development in the Senior Housing Industry: An examination of Current Challenges

Ho, Jo Ann
School of Business and Economics
Universiti Putra Malaysia

Liew, Sien Leong
School of Business and Economics
Universiti Putra Malaysia

Mohd Rosli, Nadhia Melissa
School of Business and Economics
Universiti Putra Malaysia

Abstract:

This study highlights the neglected role of developers in retirement village studies, particularly in developing countries. A qualitative approach was used to identify the major challenges faced by retirement village developers in Malaysia. Interviews with eight developers and managers were conducted, revealing 15 challenges such as policy support, affordability issues and public consumption preference. The findings provide valuable insights for retirement village developers and local authorities, elucidating the principal impediments hindering retirement village development in the Asian setting.

Keywords: retirement villages, developers, challenges, Malaysia, hospitality

1. Introduction

In Malaysia, the number of people aged 60 and above is estimated to be 3.5 million and is expected to reach 6.9 million by 2040 (The Star, 2021; Ageing Asia, 2021), highlighting the need for a living environment that considers their spatial needs. Retirement villages have emerged as a sustainable housing option that provides older people with an age-friendly and socially sustainable living environment, allowing them to enjoy their golden years with dignity and quality of life (Lim et al., 2020).

While existing research has primarily focused on understanding the living experiences of retirement village residents (Gardner et al., 2005; Kennedy & Coates, 2008), their perceptions towards retirement villages (Crisp et al., 2013; Ewen et al., 2014), and factors influencing their decision to relocate to such villages (Hu et al., 2015; Lim et al., 2020). Limited attention has been given to the challenges and risks faced by retirement village developers (e.g., Hu et al., 2015; Osei–Kyei et al., 2021), especially in an Asian context. Currently, there are only three established retirement villages in Malaysia, with more developments in progress. As the senior living industry in Malaysia grows, developers face various barriers and hindrances that affect the development of such projects. Therefore, our study aims to examine these challenges in detail and identify ways to overcome them to promote the growth of retirement villages in Malaysia.

2. Literature Review

2.1. Overview of Retirement village development and its challenges

Retirement villages have been widely adopted in developed nations such as Australia, the United Kingdom, and the United States, providing older people with a viable option to improve their quality of life during retirement (Hu et al., 2015). However, in developing nations like Malaysia and Thailand, the retirement village concept is still in its early stages (Ng et al., 2020). Previous studies (e.g., Osei–Kyei et al., 2021; Osei-Kyei et al., 2022) have identified potential challenges or risks in Western nations, particularly in Australia. For example, a case study into retirement village development in Brisbane, Australia demonstrated that scarcity of appropriate sites and obtaining the rights to good urban sites were the primary concerns of retirement village developers into the development (Hu et al., 2015). The potential challenges still exist that hinder developers' understanding of the specific requirements and development risks for older people in other specific countries (Osei–Kyei et al., 2021).

3. Methodology

3.1. Methods

Semi-structured interviews were chosen to obtain in-depth information and evidence from respondents while also taking into consideration the primary purpose of the study (DeJonckheere & Vaughn, 2019). Moreover, it considers the conversation flows and provides researchers with the flexibility and adaptability they need to stay on course. Inductive analysis of qualitative data was used following Thomas's procedures (Thomas, 2006) in order to identify the challenges that faced by the developers of retirement village in Malaysia.

4. Results

4.1. Participants

The study utilized purposive sampling to select the sample of retirement village developers in Malaysia. Eight participants agreed to participate in the study and were interviewed. Of the participants, five were developers and three were retirement village managers from various locations across Malaysia. The participants were selected based on their experience in managing and/or developing retirement villages.

4.2. The Challenges

After conducting an in-depth investigation, fifteen (15) challenges were identified (Refer Table 1).

Table 1. The Challenges Confronted by Retirement Village Developers in Malaysia.

No	Challenges
1	Insufficient government support
2	Cultural traditions impacting older adults
3	Policy constraints and limitations
4	Affordability issues
5	Inadequate expertise in retirement village development
6	Complex contract negotiations and agreements
7	Shortage of qualified management and health professionals
8	Changing resident needs and demands
9	Delayed land acquisition and development
10	Squatter and land rights issues

11	Limited partnership and financial support
12	Low market demand for retirement villages
13	High investment risks and low returns
14	Consumer preference for lifestyle consumption
15	Public awareness and understanding of retirement village concept

5. Discussion and Conclusion

5.1. Discussion and implications

This study aims to shed light on the challenges faced by developers in establishing retirement villages in Malaysia. These challenges, if left unaddressed, may hinder the progression of the retirement village business in the country.

From a theoretical perspective, this study contributes to the current body of knowledge by highlighting the challenges involved in establishing retirement villages in developing countries such as Malaysia. Furthermore, the study's findings dispel a common misconception about retirement villages and nursing homes. This misunderstanding is due to a lack of exposure to the nature of retirement villages, which has contributed to the challenges faced by developers.

Practically, this study provides valuable insights for developers and policymakers in the senior housing sector in Malaysia. The study's findings provide an in-depth understanding of the key obstacles hindering the expansion of the retirement village industry in the country, which is crucial for strategic management. Additionally, policymakers can use this study to better understand the challenges that need to be addressed to promote the growth of the retirement village industry and develop proper rules and regulations.

5.2. Conclusion

As Malaysia's senior population continues to grow, providing age-friendly housing options and social support for the elderly is becoming increasingly important. A collaborative effort between the government and developers is crucial to devise a comprehensive plan to overcome the obstacles in establishing a sustainable retirement village industry.

5.3. Limitations of this study and suggestions for future studies

A limitation of this study is that its restricted focus on Malaysia and a small sample size limited to the perspectives of retirement village developers. As such, future research could explore the experiences and perspectives of retirement village developers in other Asian countries, as well as include the perspective of the government or ministry responsible for senior housing policy and welfare in Malaysia. Addressing these limitations could provide a more comprehensive understanding of the retirement village industry in Asia and inform policies that promote sustainable and age-friendly housing options for the elderly. Despite its limitations, this study offers valuable insights into the perspectives of retirement village developers and managers regarding the challenges and barriers in developing retirement villages in Malaysia.

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Influence of Servicescape on Image, Customer Perceived Value and Revisit Intentions Among Resorts in Soccsksargen

Ureta, Apple R.
Hotel and Restaurant Management Department,
University of Southern Mindanao

Alejandro, Antonino F.
Lyceum of the Philippines University

Abstract:

The lack of studies on servicescape's impacts on the resort industry, posed the researchers to assess its influence on image, customer perceived value, and revisit intentions. With the integration of Bitner's Framework for Understanding Environment-user Relationships in Service Organization and Theory of Planned Behavior by Ajzen, the study considered 450 valid responses to measure the resort's servicescape. Four latent were measured namely: (1) servicescape (ambient condition, spatial layout, functionality, signs, symbols and artifacts, cleanliness, and employee), (2) image, (3) perceived value, and (4) revisit intentions. Using Structural Equation Modelling, it was found that servicescape significantly influences resort image, customer perceived value, and revisit intentions. Moreover, it was also found that resort image indirectly affects revisiting intentions. Also, customer perceived value fully mediates from servicescape to revisit intention, and has direct and indirect effects.

Keywords: servicescape, image, perceived value, revisit intentions, structural equation modelling

1. Introduction

Resorts are places for relaxation and recreation activities. Over the years, it has evolved to accommodate diverse clients – from families celebrating a special occasion to friends on an annual travel vacation to colleagues seeking a different environment and other groups gathering for all sorts of celebrations. Researchers have explored aspects of the servicescape to cater to the needs of clients like them and provide a better service. Most of the research of this nature focuses on the restaurant setting.

One of the biggest sectors in the world is the tourism and hospitality sector. According to estimates for 2018, the Philippine economy's share of the tourist sector's GDP was 12.7%, or Php 2.2 trillion (Philippine Statistics Authority, 2018). Tourism industries give back to their communities and engage a 13 percent (5.4 million) workforce in passenger transport, accommodation, food, and beverage, among others (PSA, 2018). This market is really competitive. Operators of resorts must be constantly on the lookout for new business opportunities, especially enhancing their image and value in creating cheerful customer revisit intentions. Previous studies found that atmospherics significantly influence customers' satisfaction and behavioral intention, particularly their intention to return, share good word of mouth, and are prepared to pay even more (Heung & Gu, 2012). Perennial issues today are the views on what affects the image, perceived value, and revisited intentions. Servicescape, particularly in resorts, is not highly recognized for its efforts in the overall service. There is a thought that tourists visit or revisit hospitality establishments not only because of the food but also because of their unique and beautiful physical environment. Furthermore, servicescape only receives limited attention in the

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study among the quality dimensions, as most concentrate on the quality of food and service. Thus, service providers in the hospitality industry should make sure that every aspect of the physical environment enhances the overall satisfaction of their clients (Heung & Gu, 2012) and eventually elicit revisit intentions.

This research focuses on the resort industry of SOCCSKSARGEN (Region XII). The region is rich in products, culture, and tourist destinations. The Tuna Capital of the Philippines, the tallest mountain in the Philippines, rich agricultural products, great beaches, lakes, falls, rivers, land of the dream weavers, authentic culture, and friendly people make the region a great spot and first-rate tourist attraction in the country. Consequently, resorts are popular in the place because of the natural scenic view and comfortable environment. Moreover, resorts in the area have contributed a lot to the increase in employment in the region. The Cities and Municipalities Competitive Index (CMCI, 2020) 2019 records that the following provinces of the region, South Cotabato, Sultan Kudarat, North Cotabato, and Sarangani, ranked 8th, 11th, 17th, and 18th, respectively, over the 76 entries of provinces in the country. Cities and municipalities are ranked based on the total of their scores on the four criteria of economic dynamism, government efficiency, infrastructure, and resilience. The weighted average of the total ratings of the cities and municipalities that make up a province is used as the basis for the provincial rankings.

Academically, this study is needed for the discipline of international hospitality management as the basis for future literature references. It could contribute to hospitality knowledge as hosting behavior and hotel services in particular. Also, this research will aid in advancing the university's mission is appropriately disseminating and utilizing its results and recommendation to the hospitality industry. It could help create a good relationship and rapport between the academe and industry. Moreover, from a practical perspective, this study is needed as it would help resort operators/ service providers better understand the relevance of servicescape in delivering quality service to strengthen the image, perceived value, and good behavioral intentions. It could help them develop, innovate, and craft solutions for the industry, which will benefit future guests, employers, employees, and other stakeholders due to an excellent evaluation and satisfaction for business. As well as the developed integrated framework of the study will significantly help them review and evaluate their plans better to have positive results of revisiting intentions among the customers. Finally, the study model will significantly assist practitioners and researchers in realizing the subtle connections between servicescape, image, and customer perceived value and revisit intentions in the resort industry. The model also helps deal with the questions of 'how' and 'why' by articulating a research's theoretical assumptions (PhD Assistance, 2020).

The purpose of the study is to evaluate the resorts in terms of servicescape, image, perceived value, and revisit intentions; to determine if servicescape significantly influences the resort image, perceived value, and revisit intentions; and to develop an integrated structural model on the servicescape of resorts that will meet customers' expectation and satisfaction.

2. Literature Review

2.1. Resort Industry

In the hospitality and tourist sectors, resorts are expanding quickly and are popular with visitors who come to these facilities in exotic, natural settings to get away from their everyday routines and have a special experience (Ali et al., 2014). The Department of Tourism (DOT) defines resorts as locations that provide the general public with food, lodging, and recreational amenities in exchange for a fee or payment.

According to Ali and Amin (2014), a resort hotel has two characteristics. First, it provides adequate indoor amenities, a pleasant physical environment, and effective entertainment options. Second, it has a one-of-a-kind vacation spot that appeals to him because of its climate, scenery, and recreational opportunities. This concludes that one of the most important and influential aspects of the resort experience is the physical environment. To ensure superior customer satisfaction and to elicit customers' positive behavioral intentions, the establishment should exercise adequate control.

Furthermore, according to Gee (2000), the basic principle of the resort concept is to create an environment that promotes and enhances a sense of well-being and enjoyment. The resort concept is realized in actual design and operation through the outdoor environment and amenities, the hotel providing quality services, and the necessary facilities.

The Department of Tourism issued National Accommodation Standards in Resorts in May 2012 via DOT Memorandum Circular No. 2012-02, also known as the "Rules and Regulations to Govern the Accreditation of Accommodation Establishments-Hotels, Resorts, and Apartment Hotels", which stated the five levels of accommodation standards or the five-star rating. In order to obtain higher stars, a point system is used across all areas to determine progressively higher service and facility quality, facility condition, and improved business practices such as environmental management. The maximum number of points earned by hotels, resorts, and apartment hotels has been set at 1000. One Star: 25-40% achievement (251 to 400 points) - these establishments cater to budget-conscious travelers and offer a limited range of facilities and services. Two Stars: 25-40% achievement (251 to 400 points) - these establishments cater to luxury travelers and offer a limited range of facilities and services. Two Star: 40-55 percent achievement (401-550 points) - these establishments cater to tourists seeking more than basic lodging. They have more amenities and are more comfortable. Three Star: 55-70 percent achievement (551-700 points) - these companies provide excellent service. There are larger public areas, better facilities, and a broader range of services available. Four Star: 70-85 percent achievement (701-850 points) - these properties are in every way upscale. The accommodations are refined and stylish. Service is prompt and frequently includes a variety of amenities. Finally, these properties exemplify luxury and sophistication. The facilities are world-class, and the service exceeds all expectations of guests. Each of the resort's seven sections (arrival and departure, public areas, beds, toilets, food and beverage, amenities, and business practices) has its own set of standard criteria that will be evaluated.

Similarly, the Australian Tourism Industry Council (ATIC) used star rating as a mark of quality. If a property has a one-star rating, the customer can be confident that it meets the expectations of a one-star quality property. A five-star property has met the standards expected of a quality five-star property.

2.2 Servicescape

The term "servicescape" refers to an artificial and designed environment that has an explicit impact on the consumer service experience (Ryu, 2015). Creating a favorable evaluation of the service experience begins with designing and building an inviting environment for visitors (Dong & Siu, 2013). Dedeoglu et al. (2018) also define servicescape as a calculated place designed to produce commercially significant actions.

The physical environment of a service set consists of various elements such as ambient factors, facilities, layout, and esthetics. These factors are interconnected and influence customer satisfaction and behavioral intention. The sophistication and familiarity of hospitality consumers with tourism services and goods has also increased. Therefore, service providers cannot guarantee their success just through competitive/low price (Ryu et al., 2012). Customers are no longer prepared to compromise the ambience (physical environment) or subpar service in exchange for a fair deal when seeking a peaceful experience in a resort hotel. In order to satisfy clients, excellent service quality must be produced in a pleasing physical setting (Ali & Amin, 2014). This should cause customers to feel good, which should increase their contentment and loyalty with resorts. Similarly, Han (2013) proposed in his study that in-flight physical environment design should provide air travelers with comfortable ambient conditions as well as space/function. As a result, customers must consider the physical environment when determining the value they receive from resort hotel services (Yang & Chan, 2010).

According to Lee and Jeong (2012), a physical environment is an environment produced by a service provider, encompassing the general layout, design, decoration, and aesthetics. Lin (2016) discovered that servicescape encompasses visual and non-visual elements. Moreover, Heung and Gu (2012) and Ha and Jang (2012) suggested that an attractive atmosphere is a good marketing tool. Furthermore, Puspita (2015) explained that servicescape could provide a pleasant experience for customers while also assisting employees in their work. Therefore, according to Ariffin et al. (2012), it is crucial to make sure that a restaurant's ambiance gives patrons the impression that they are having the experience they are looking for. A better eating experience will enhance patrons' opinions of the restaurant's customer service and food quality (Ha & Jang, 2012). Ryu et al. (2012) published the same finding, stating that good food, pleasant physical surroundings, and good service can influence restaurant image. They also mentioned that atmosphere is an important aspect of a dining experience.

In a similar vein, Ali, Omar, and Amin (2013) found that a pleasant setting aids clients in developing a positive opinion of the service providers. Also, Awasthi and Shrivastava (2014) found that servicescape facilitates service delivery and helps enhance the value proposition. Nilsson and Ballantyne (2014) added that servicescape is vital because it is where that service encounter takes place, directly or indirectly influencing the customers' sense of well-being. Ambiance factors (such as light, music, aroma, color, and cleanliness), space/function factors (wait for expectations, shelf space, product display, power aisle, layout, and flooring), as well as signs, symbols, and artifacts—all interact to contribute to a great experience.

Moreover, Dedeoglu et al. (2018) suggest that environmental settings (servicescape elements) might influence how individuals' perspective to their surroundings. Additionally, environmental settings and individual's perspective can be use as strategic tools to affect consumer behavior.

2.3 Image

The resort image in this study refers to the collection of customers' symbolic beliefs, feelings, and emotional associations with resorts (Ryu et al., 2012). Additionally, they claimed that the main influences on a restaurant's brand image were its location, waiting time, interior design, and service standards. When those drivers fail to provide clear instructions to the client, the restaurant's reputation suffers and customers become confused about the restaurant's positioning. The physical environment of a venue contributes significantly to its brand image. According to Ryu et al. (2010), the servicescape of a hospitality firm has a significant impact on the desire to return customers and the restaurant's brand image. They said that the physical surroundings of hotels or restaurants could be exploited to boost the company's brand image, shift guests' perceptions of the company's competitors, and essentially raise consumer contentment with the quality of the services they received. Moreso, customers that feel strongly and favorably connected to the brand are satisfied with their experiences and are more likely to return in the future (Ahn et al., 2019).

On the other hand, Almeida-Santana and Gil (2018) explained that image conceptualization can be understood through the total perception of affective and cognitive evaluations of a destination. The affective component of the image is represented by emotional experiences or responses to the various elements of a location, whilst the cognitive component refers to the concepts and beliefs that tourists retain about the attributes of a destination.

Image, which is frequently thought to have the strongest association with intention, is the main variable that plays a crucial role in customer satisfaction in purpose development, according to Brunner et al. (2008). Additionally, prior research demonstrates that the perception of the brand or store has a substantial impact on customers' perceptions of value, contentment, and propensity to return (Lai et al., 2009; Ryu et al., 2008). Therefore, keeping a distinct image from competitors is a crucial challenge for resort operators. Managing a component for resort managers, which has a targeted impact and perceived value for visitors.

2.4 Customer Perceived Value

A personal comparison between the customer's perceived total benefits and perceived losses or expenses results in the customer's perceived value (Ryu et al., 2012). The significance of perceived value in determining service quality, market fairness, loyalty, and repeat purchase behavior has been shown in numerous research (Hu et al., 2009; Ryu et al., 2012). According to Bitner (1992), the servicescape of a company and clients' values and expectations are directly related. The physical surroundings of restaurants, such as the lighting, air quality, and seating comfort, offer indicators for the quality and perceived worth of the anticipated service offered to first-time consumers. Furthermore, Han and Ryu (2009) found a favorable correlation between three aspects of the physical environment—namely, the consumer's perception of interest in the restaurant sense and the decor and products, the spatial layout, and the environmental factors.

In their study, Ryu et al. (2012) empirically examined the link between store/corporate image and customers' perceptions of value in terms of services. According to their research, there was no statistically significant correlation between perceived image value and consumer, even if the corporate image had an impact on other outcome factors like perceived quality and satisfaction. Yet Lai et al. (2009) found that corporate image significantly predicts quality and affects consumers' perceived interest. Furthermore, it is presumable that the customer's perception of value will affect the customer's post-dining behavioral intentions. Consumer behavior was predicted using observable data, and perceived quality was seen as a stable construct (Hu et al., 2009).

Furthermore, Baker and Fulford (2017) stated that customers frequently behave based on their perceived value of the product. Hence, they do not judge the values and costs accurately or objectively. It goes the reason that in order for perceived value (what you got for what you paid) to be high, one must first be happy with what they have received or experienced.

2.5 Behavioral Intentions

Repetition and word-of-mouth intentions are examples of behavioral intentions in this context (Jani & Han, 2011). Therefore, prior customer interactions with a good or service help shape a perception of the supplier that is closely tied to the consumer's propensity to refer and repurchase (Han & Kim, 2009).

The physical setting of a service setting affects behavioral intentions, according to the research (Ruiz et al., 2012; Han & Ryu, 2009). Additionally, physical surroundings in the hotel sector can affect clientele size, expenditure, and patronage levels (Chen et al., 2013; Ryu et al., 2012). Heung and Gu (2012) found that customer satisfaction significantly influences behavioral intentions in terms of willingness to pay more, intention to spread positive word of mouth, and intention to return to a restaurant in their study on the impact of restaurant atmospheres on patron satisfaction and behavioral intentions.

On the other hand, Han and Hyun (2017) claimed that behavioral intentions are significantly influenced by customer satisfaction. The ultimate objective of every firm, according to several authors, including Ryu et al. (2012), is to satisfy customers due to the possible impact on repeat purchase patterns and revenues. Customer satisfaction is a significant predictor of constructive behavioral intentions, claim Ali et al. (2016). Customers have expectations regarding the physical setting of a service setting, and they are likely to be satisfied when those expectations are realized. Additionally, if pleased, it will provide a superb behavioral reaction in the service environment (Ha & Jang, 2012; Han & Ryu, 2009).

Customer satisfaction, according to Jalil et al. (2016a), can lead to subsequent behavioral intentions such as repurchasing and positive word-of-mouth communication. The same finding was also discovered that satisfaction significantly affects customer loyalty (behavioral intention) (Ryu et al., 2012, Jani & Han, 2013). Furthermore, Ali et al. (2016) state that customers frequently decide to purchase/repurchase after determining whether their previous experiences with a product/service were satisfactory/pleasurable. When customers are dissatisfied, their positive behavioral intentions and desire decrease (Han & Ryu, 2012). Because of the potential impact on repeat business and earnings, keeping consumers happy is every company's top priority (Jani & Han, 2011; Ryu et al., 2012; Slatten et al., 2011). Additionally, Khan and Rahman (2017) suggest that when a customer has a sense of novelty in the product they use or if they are happy with the services, customers are more likely to choose the same product or service again in the future. However, Siu et al. (2012) disagreed with the previous authors, claiming that customer satisfaction alone might not be enough to elicit a behavioral response.

3. Methodology

To achieve the objectives of the study, a researcher-administered survey was undertaken on 450 guests who have stayed among the 17 DOT-accredited resorts in SOCCSKSARGEN for 1 night or more. The survey utilized a standardized and published data-gathering instrument to obtain the study's data and modified it according to the study's premise.

There were four sections of the questionnaire. The first part of the questionnaire measured servicescape elements. In total, 35 constructs related to servicescape elements such as ambient condition, spatial layout, functionality, signs, symbols and artifacts, cleanliness and employees were included indicating their level of agreement and disagreement on a 7-point Likert scale, ranging from 1 (strongly disagree) to 7 (strongly agree). The second part aimed to evaluate the resort's image and customer-perceived value. It contained 8 constructs related to resort image and perceived value. In this part, guests were asked to rate the resort image and customer perceived value, ranging from 1 (strongly disagree) to 7 (strongly agree). The third part of the questionnaire contained 8 constructs related to revisiting intentions. Participants were asked about their likelihood of revisiting the resorts, ranging from 1 (very unlikely) to 7 (very likely). The last part of the questionnaire identified the information related to the demographic profiles of the participants such as gender, age, educational attainment, occupation, and income.

The method chosen to address the research objective was Structural Equation Modelling (SEM). SEM was performed using analysis moment structure (AMOS) to test the proposed interrelationships among servicescape, resort image, customer perceived value, and behavioral intentions. The fully developed model was tested against the data using SEM as a conceptual or theoretical structure or model, and its fit to the sample data was evaluated. SEM was used to test the relationship between servicescape elements and revisit intentions, as well as the mediating effect of resort image and customer perceived value. According to Fan et al. (2016), SEM is a multivariate technique that is commonly used in scientific investigations to test and evaluate multivariate causal relationships. Furthermore, confirmatory factor analysis (CFA) was used to evaluate the measurement model and test data quality, including checks for reliability and construct validity.

4. Results

4.1. Profile of the respondents

A total of 450 questionnaires were usable for data analysis. In terms of socio-demographic profiles, there was slightly more male than female respondents who participated in the study, with 227 male and 223 female respondents. Most of them were 16-25 years old (56.67%) and were college and high school graduates (30.44%). The majority are students, whose income ranges from Php 10, 000.00 and below.

4.2 Rating on servicescape elements

The finding revealed an overall composite mean of 5.86 and was interpreted as "Agree" with respect to the elements of servicescape among DOT-accredited resorts in SOCCSKSARGEN. Among the servicescape elements, it was revealed that Cleanliness garnered the highest rating of 5.93. In contrast, respondents rated functionality as the lowest, with a mean of 5.75.

4.3 Rating on resort image, customer perceived value and revisit intentions

The finding revealed that resort image got an overall mean of 5.91, Customer perceived value got an overall mean of 5.86, and revisit intentions got an overall mean of 6.00. These three variables have an interpretation of "Agree," "Agree," and "Likely," respectively.

*4.4. Relationship between servicescape, resort image, customer perceived value, and revisit intentions***.**

The relationship between servicescape elements and customer perceived value got the highest estimate of .702 with a p-value of 000. The relationship of resort image to revisit intentions (estimate of .032; p-value=.444).

Moreover, servicescape elements to customer perceived value have direct and indirect estimate values of .705 and .071, respectively. This variables' relationship obtained p-values lower than the significance level of .05, which means that direct and indirect values are significant. On the other hand, resort images have an indirect effect on revisit intention with an estimated value of .017 and p-value>.05. Meanwhile, the amount of mediation in the relationship between servicescape and customer perceived value (0.071/0.776=0.091), and servicescape elements to revisit intentions (0.115/0.794=0.145), were only 9.2% and 14.5%, respectively.

4.5. *On the test of the structural model with the proposed model*
The findings revealed that all model fit values have successfully met the criteria set by each index CMIN/DF <3.0 (NFI, TLI, CFI, GFI >.95), and RMSEA <.05 with a PCLOSE >.05.

5. Discussion and Conclusion

5.1. Discussion and implications
The result implies that all servicescape elements are essential but were rated by resort guests with only an "Agree" rating which is one point below the "Strongly agree" rating. It signifies that resorts in SOCCSKSARGEN should monitor and evaluate various servicescape elements to enhance guest satisfaction in the long run. Despite the respondents' wide age range, the results show that most respondents prioritize cleanliness and hygienic surroundings over all other aspects of the resort. These findings support the claim of Bilog (2017) which suggests that consumers no longer prioritize pricing as a more important factor, instead, they give hygiene or cleanliness great importance. In addition, Bitner (1992) also mentioned that servicescape was developed to describe the combined effect of all physical factors that service organizations can control to enhance customer satisfaction and employee behaviors.

Moreover, the respondents agree that resorts in SOCCSKSARGEN have a strong image. An image that translates resorts' promise to the customers of giving quality and valuable service. Consequently, Almeida-Santana and Gil (2018) suggest that image can be assessed through the full perception of affective and cognitive evaluations of a destination. While the cognitive component of the image refers to the beliefs and assumptions that tourists believe about the characteristics of a destination, the affective component of the image is characterized by emotional experiences or responses to the various elements of a location. Furthermore, the result denotes that respondents have an agreeably high perceived value of the resorts in SOCCSKSARGEN. This finding is supported by Baker and Fulford (2017) which suggests that consumers don't assess costs and values objectively; rather, one must be pleased with what they have received or experienced in order to have a favorable judgment of its perceived value. Particularly, the resort has a positive revisit intention on the resorts in SOCCSKSARGEN. Other respondents said they would like to visit again and bring their relatives who have not been to the resorts for the following long holidays, hopefully when the pandemic is over. This means that the respondents would likely return and recommend the resort to individuals unfamiliar with the resort and the resort's servicescape elements. According to Han and Hyun (2017), customer satisfaction does have a big impact on behavioral intentions. According to various authors, including Ryu et al. (2012), the ultimate goal of every company is to satisfy customers given the potential impact on repeat purchase behavior and revenues. Meanwhile, there could also be unfavorable intentions which include customer defection, negative word of mouth, reduced spending with the company, and legal action (Ladhari, 2009). As the previous line of argument equates loyalty to the positive combination of the two behavioral intention components, it suffices to use behavioral intentions such as revisit intention in place of loyalty in this framework.

It was revealed that servicescape elements and customer perceived value have a significant relationship with revisit intentions, unlike resort image, which has no significant relationship. This signifies that servicescape elements positively and significantly affect customer perception. This indicates that when

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servicescape elements are in good condition, functional and effective, this will lead to a good customer perceived value. When customers experience toward the servicescape elements is excellent this would result in high perceived value from the customers. Customer perceived value, according to Ryu et al. (2012), can be defined as the difference between the perceived benefits and the perceived losses or costs of what the customer paid.

Lastly, the final model fits well with the data which can best explain the revisit intentions of the customers. Additionally, the result implies that servicescape elements were a good predictor of resort image, customer perceived value, and revisit intentions. Moreover, the findings of the study affirmed that the proposed model is acceptable except for the direct influence of resort image to revisit intention. Arbuckle and Wothke (1999) support this by stating that CMIN/DF should be less than 3.0 and the Tucker-Lewis Index (TLI) and Comparative Fit Index (CFI) should be close to 0.90. Moreover, the RMSEA and PCLOSE values are supported by MacCallum, Browne, and Sugawara (1996), indicating 0.01, 0.05, and 0.08 as excellent, good, and mediocre fit, respectively, with P of close Fit (PCLOSE) that is greater than 0.05.

5.2. Conclusion

To conclude, the result of this study has contributed to the body of knowledge that all servicescape elements of ambient condition, spatial layout, functionality, signs, symbols and artifacts, cleanliness, and employees are significantly important in resorts achieving an increase in revisit intentions and link to resort image and customer perceived value. However, these elements are still one notch below the maximum rating, and continued improvement is necessary to reach the highest rating. Customer perceived value is a significant factor in attaining revisit intentions. The increase in the customer's perceived value also would increase their likelihood of revisiting the resorts. Generally, guests' perception varies in magnitude, meaning that all key elements of servicescape directly influence the resort image, customer perceived value, and revisit intentions. The study affirmed that customer perceived value is a significant predictor of revisit intentions along servicescape elements in the resort setting, revealing that customers are not only looking for quality service (intangible) but likewise for the quality of the physical environment (tangible). In addition, the structural model fits well. The model shows that the servicescape elements have a significant direct and indirect effect on revisit intentions through customer perceived value. This implies that customer perceived value is a factor that explains the relationship between servicescape elements and revisit intentions.

5.3. Limitations of this study and suggestions for future studies

Despite its encouraging results, the current study has some significant limitations. Since the survey was conducted during the pandemic and the region's borders were closed, the authors of the current study accept that the study's respondents are solely locals of SOCCSKSARGEN. Consequently, the absence of respondents coming from other regions has led to different results as it could change the weight of other factors. Future researchers might concentrate on this topic. It is suggested to measure the intentions of visitors from other regions.

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Perception of Fourth Year BS Hospitality Management Students Towards Working in Hospitality Industry

Abalajon, Jhonnel J.
Hospitality Department
Capiz State University

Obien, Ginalyn J.
Hospitality Department
Capiz State University

Cabantud, Roselyn P.
Hospitality Department
Capiz State University

Alfonso. Leizl S.
Hospitality Department
Capiz State University

Esteban, Linelyn G.
Hospitality Department
Capiz State University

Odad, Monalisa G.
Hospitality Department
Capiz State University

Villagracia, Rechel C.
Hospitality Department
Capiz State University

Abstract:

This study investigates the Perception of Fourth Year BS Hospitality Management Students towards Working in the Hospitality Industry at Capiz State University Sigma Satellite College. The research aimed to determine demographic profile, changes in attitude towards the industry, satisfaction level with a home-based internship program, plans after graduation, and preferred department for working. Majority of the HM students at CAPSU Sigma are male, and aged 20-23. Most students are interested in working in the hospitality industry, with food and beverage service being their preferred department. The COVID-19 pandemic has affected the educational system, and some students were dissatisfied with the home-based internship program. Researchers recommend career guidance-counseling and career program designs for incoming and graduating students to address issues and maintain students' excitement and motivation.

Keywords: knowledge, skills, attitude, training, effectiveness, hospitality industry

1. Introduction

The tourism and hospitality sector requires employees who are dedicated and committed to their work and career. To succeed in this field, individuals must have the necessary skills and be willing to advance their professional development. Educational institutions play a vital role in preparing students for life after graduation by providing career counselling and programs. However, there are still gaps in understanding how students perceive their careers after participating in home-based internship programs.

This study aims to fill in those gaps by examining the perceptions of fourth year BS Hospitality Management students towards working in the hospitality industry at Capiz State University Sigma Satellite College. Specifically, the study will investigate the demographic profile of the students, changes in attitudes towards the industry after completing the home-based internship program, satisfaction levels with the program, career plans after graduation, department interests, and perceptions of hospitality industry jobs.

The results of this study will be valuable to the students, the HM department, and the industry. The findings can help boost the morale of students in choosing the hospitality industry despite the current challenges and provide insights on how to develop programs and activities to keep students motivated and engaged. The HM department can also use the results to formulate strategies to assist students in finding employment, such as holding job fairs or career guidance and counselling sessions. Ultimately, this study can contribute to the development of competent and trained professionals in the tourism and hospitality sector.

2. Literature Review

The tourism and hospitality industry has a significant impact on the global economy, contributing to the growth and competitiveness of nations, and providing employment opportunities for millions of people worldwide. In the Philippines, the tourism and hospitality industry are one of the most significant contributors to the economy, ranking 75th globally. According to Calderwood and Soshkin (2019), the tourism and hospitality sector adds 319 million workers to global employment, accounting for 10% of all current jobs.

Career perception is an individual's awareness, knowledge, and understanding of their interests, talents, and desired career path. Menon and Santha (2017) suggest that achieving their intended profession is the objective that each person sets for themselves, and a person's perceived path is what they desire to pursue. Bordean and Sonea (2018) state that students arrange, pick, and analyze their interests to make a relevant professional decision in the future.

Several studies have shown that COVID-19 has had a significant impact on students' mental health and career planning. Aristovnik et al. (2020) found that most students were thinking about their future professional jobs throughout the lockdown. Masdonati et al. (2017) suggest that the five main reasons for changing careers are addressing health issues, lowering dissatisfaction, obtaining attractive working conditions, pursuing a vocation, and developing personally. Mahmud et al. (2020) found that anxiety associated with COVID-19 influences students' career decisions through mental health difficulties. Yilmaz (2020) emphasized the impact of COVID-19 on career shock, where students found it difficult to plan their future professions and possibilities in their preferred industries. Rasheed et al. (2020) suggest that employees' expectations of the degree to which their work duties and employment prospects relate to their professional preferences and priorities inside the existing organization determine career options.

The tourism and hospitality industry provides a respectable job outlook, which raises expectations from those outside the industry and changes one's career aspirations to pursue career chances there. Skare et al. (2020) report that prior to the COVID-19 pandemic, the tourist sector contributed a total gross of 10.4% to the global workforce in 2019. However, Sheng (2020) noted that the COVID-19 pandemic had a significant influence on job chances in the tourism sector. Environmental elements, such as opportunities and limits, can influence how one goes about fulfilling one's profession.

Theory

The USEM (University Employability of Students Model) model is a theoretical framework that recognizes the importance of incorporating employability skills into the curriculum to enhance students' readiness for employment. This model emphasizes the need to align the students' abilities, expectations, and aspirations with the demands of the labor market.

In the present study about the perception of fourth-year BS Hospitality Management students towards working in the tourism and hospitality industry, the USEM model provides a theoretical foundation for understanding the students' employability and career prospects. The model suggests that a curriculum that is tailored to the needs of the industry and the students' aspirations is crucial for ensuring employability.

The study aims to explore the students' perceptions of working in the tourism and hospitality industry and their career aspirations. By using the USEM model as a framework, the study can provide insights into how well the current curriculum aligns with the industry's demands and the students' career goals. Additionally, the model can be used to identify gaps in the curriculum and suggest ways to enhance students' employability.

Therefore, the USEM model provides a valuable perspective for understanding the students' perception of the tourism and hospitality industry and their readiness for employment, enabling the researchers to make recommendations that promote better employability outcomes.

3. Methodology

The study used a descriptive research design and a quantitative research approach. Descriptive research was used to answer questions such as who, what, when, where, and how in a particular research setting. This design was used to obtain information on the current status of phenomena and describe "what existed" with respect to variables and conditions in the situation being studied. The quantitative approach was employed to quantify the problem by generating numerical data that could be transformed into usable statistics and formulate facts to uncover patterns in research. The data collection method was in the form of surveys, such as online surveys via Google Form sheets.

The provided scale of interpretations has been used for the different Variables to be Measured and Evaluated

Mean	Range	Description
4	3.50 – 4.00	Strongly Agree
3	2.50 – 3.49	Agree
2	1.50 – 2.49	Disagree
1	1.00 – 1.49	Strongly Disagree

Table 1. Scale of Interpretations

The data analysis involved the use of frequency counts, percentages, and means for the analysis and interpretation of data. The survey instrument was adopted with minor alterations from the paper of Rajeshree S. Pol*, Hemraj Patil**, (2015), Perception of Fourth Year Hotel Management Students towards Working in Hotel Industry. The respondents of the study were the graduating students of CapSU's Hospitality Management Department. Google Form was used as the data gathering procedure. The appropriate sample size was determined using the Cochran formula.

4. Results and Discussion

Table 1. CAPSU HM student's demographic profile of respondents according to sex and age.

Sex	Frequency Sigma	Percentage
Male	120	56
Female	96	44
Total	**216**	**100**
Age		
18 - 21	180	83
22 - 25	33	16
26 - 29	3	1
30 and above	0	0
Total	**216**	**100**

The data presented in Table 1 provides a clear picture of the demographic profile of the Hospitality Management (HM) students at CAPSU-Sigma in terms of sex and age. Based on the table, it can be inferred that a significant majority of the HM students at CAPSU-Sigma are male, as reflected by the numerical data of 120, which is higher than the number of female students at 96. This translates to 56% and 44%, respectively. These findings are noteworthy since they reveal that most graduating students in the HM program are male, which may have implications for the gender balance in the hospitality industry workforce. Additionally, the data indicates that most of the respondents belong to the age group of 18-21, with a total of 180 respondents, which is equivalent to 83% of the sample size. This suggests that the HM program at CAPSU-Sigma may be attracting students who are relatively young, and this may have implications for the level of experience and maturity they bring to the hospitality industry upon graduation.

Table 2 presents the CAPSU – Sigma HM student's change in attitude towards hospitality industry. Data below revealed that majority of students from CAPSU – Sigma are still interested working within hospitality industry with the total of 108 responses equivalent to 50 percent however, there 86 respondents that are not interested and some are undecided working towards working in the industry with 86 and 22 responses in particular equivalent to 40 and 10 percent respectively. Over 80% of the overall student population is impacted by these international constraints, according to the United Nations Educational, Scientific, and Cultural Organization (UNESCO, 2020). Additionally, several nations have imposed regional closures that will impact millions of additional students and learners. The COVID-19 established several requirements on the global educational system. The COVID-19 epidemic brought up the necessity to embrace creative approaches and measures to create a stronger educational system at all levels. As a result, the way that tourism, hospitality, and other business-related fields are taught has already changed.

Table 2. CAPSU HM student's change in attitude towards hospitality industry after receiving the home-based internship program

Change in Attitude Towards Hotel Industry	Frequency Sigma	Percentage
Yes	108	50
No	86	40
Maybe	22	10
Total	**216**	**100**

Table 3 presents the satisfaction percentage of CAPSU HM students on their Home-Based On-The-Job Training (HOBJT) program and their post-graduation plans. The data indicates that while most students are satisfied with the HOBJT program, there are some who are not, with 122 respondents indicating a satisfactory response rate and 68 respondents indicating a very satisfactory rate, which is equivalent to 57% and 31%, respectively. As for their post-graduation plans, most students, with a total of 149 responses (69%), expressed their desire to have a job in the industry, while 62 respondents (29%) preferred to work abroad. It is worth noting that recent research conducted by the World Travel & Tourism Council (2020) has shown that the COVID-19 pandemic has put 75 million people at risk of losing their jobs, resulting in the loss of 1 million jobs globally.

Table 3. CAPSU HM student's satisfaction on Home-Based internship program and its projection after graduation.

Satisfaction Percentage: Home-Based On-The-Job training	Frequency Sigma	Percentage
Very Satisfied	68	31
Satisfied	122	57
Dissatisfied	24	11
Very Dissatisfied	2	1
Total	**216**	**100**
HM Students Plan/Projection after Graduation		
Job in the Industry	149	69
Work abroad	62	29
Higher studies	2	1

Teaching and Research	0	0
Others: Study: Vocational Course - TESDA	3	1
Total	**216**	**100**

Table 4 displays the area or department of interest among CAPSU-Sigma HM students to work in the field of the hospitality industry. The data shows that most HM students aspire to work in the food and beverage service department with a total of 91 responses, followed by the accommodation operation area with 68 responses, which is equivalent to 42% and 32%, respectively. It is worth noting that one's career is a crucial concern during youth developmental life, and the results of this study have implications for their future psychological, physical, and socio-economic well-being, which can persist into adulthood (Twumasi et al., 2018).

Table 4. HM Students Area or Department of Interest Working in the Field of Hospitality Industry

HM Students Area or Department of Interest Working in the Field of Hospitality Industry	**Frequency** Pontevedra	**Percentage**
Accommodation Operation	68	32
Food and Beverage Service	91	42
Food Production	9	4
Sales	3	1
Marketing	8	4
Housekeeping	32	15
Others: Factory	5	2
Total	**216**	**100**

Table 5. HM Fourth Year Students Perception on Hospitality Industry Jobs

	Sigma	
Statements	**Weighted Mean**	**Vernal Interpretation**
1. For Me working in hospitality industry provides promotion opportunities.	3.53	Strongly Agree
2. For me working in hospitality industry is a correct investment in career development	3.43	Agree

3. For me there is a huge tip working in hospitality industry	3.41	Agree
4. For me hospitality industry provides future security	3.35	Agree
5. For me meeting new people by working in hostel industry is a pleasant experience.	3.58	Strongly Agree
6. For me there is a job security working in hospitality industry.	3.39	Agree
7. For me there is no gender discrimination working in hospitality industry	3.51	Strongly Agree
8. For me considering the long hours and workload the pay is good in hospitality industry	3.40	Agree
Grand Mean	3.45	Agree

Table 5 shows the HM Fourth Year Students Perception on Hospitality Industry Jobs, numerical data shows that HM students strongly agree that Meeting new people by working in hostel industry is a pleasant experience with a total mean score of 3.58 followed by the mean score of 3.53 with a verbal interpretation of strongly agree indicating that working in hospitality industry provides promotion opportunities. Due to its influence on the business sector, the tourism industry is one of the most lucrative industries for career progression. An important consideration when assessing the services provided by the tourism sector as a service industry is the caliber of the workforce. Therefore, tourist workers who pursue education in the field and develop professional competency play a crucial role in boosting service quality for the growth and volume of the sector (Ince & Kendir, 2016). Career perception is of utmost significance in an individual's life, especially for college students aspiring to enter an industry-aligned to their programs. Ambiguous career paths may cause dissatisfaction and loss of individual resources. Choosing a career is often complicated, and their long-term results are not immediately apparent to individuals (Nyamwange & Masai Mara University, 2016). Good career planning leads to life fulfillment; however, different factors can affect these perceptions.

5. Discussion and Conclusion

Based on the findings of this study, the succeeding conclusions were derived:

The study revealed that the home-based internship program launched due to the COVID-19 pandemic was successful, however, some students were not satisfied with the program's conduct. This dissatisfaction influenced the career choice of graduating students, as some were undecided about pursuing a career in the hospitality industry. While most students studying Hospitality Management (HM) preferred to work in the industry, some were undecided about their prospects, despite the opportunities provided by the home-based internship program.

Additionally, the study found that HM students were interested in working in specific areas or departments within the hospitality industry, and the home-based internship program was essential in providing them with an overview of various hospitality ventures. Moreover, students showed great excitement about being involved in a multicultural diversity or the hospitality industry in general.

Lastly, the study revealed that HM students believed that there were widely available promotional opportunities within the hospitality industry for their professional growth and development. Based on these findings, it is recommended that the HM department hold career guidance and counseling sessions, create career programs for incoming and graduating students, and develop post-pandemic employability plans. Additionally, pre-graduate employability webinars, seminar-workshops, and immersions should be conducted, and a Tourism and Hospitality Professionals & Industry Partners Event should be organized to showcase the amazing stories and skills of the industry.

Recommendations
After analyzing the findings and conclusions of the study, the HM department is recommended to take some necessary steps. Firstly, they must organize career guidance and counseling sessions for the students. This will help the students to make informed decisions about their career choices and plan their career growth effectively.

Secondly, the HM department must design career programs specifically for the incoming and graduating students. The department must identify the needs and aspirations of the students and tailor the programs accordingly.

Thirdly, a post-pandemic employability plan must be formulated for the students of CAPSU Sigma. This plan should focus on providing job opportunities and career growth prospects to the students in the hospitality industry.

Fourthly, the department must conduct extensive pre-graduate employability webinars, seminar-workshops, and immersions. These programs will help the students to understand the current trends and requirements of the hospitality industry, and equip them with the necessary skills and knowledge to succeed in the field.

Lastly, the department should organize a Tourism and Hospitality Professionals & Industry Partners Event: Amazing Stories & Skills Showcase. This event will provide an opportunity for the students to interact with industry professionals and gain insights about their experiences, challenges, and success stories. This will also help the students to build their networks and enhance their employability prospects.

Limitations of the study
It is important to note that the sample size of the study is limited to the hospitality management students of CAPSU Sigma, which may not be representative of the larger population of students in other universities or colleges. Additionally, the study only focuses on the students' perception of the home-based internship program and their career choices in the hospitality industry, without considering other factors that may also influence their decisions, such as personal preferences or family background. Therefore, the findings and conclusions of the study should be interpreted with caution and may not be generalizable to other populations or contexts.

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APacCHRIE 2023 CLARK PHILIPPINES

Perception of the Students Towards the Bachelor of Science in Hospitality Management Department Home-based Internship Program of Capiz State University

Abalajon, Jhonnel J.
Hospitality Department
Capiz State University

Alfonso, Leizl S.
Hospitality Department
Capiz State University

Abstract:

This study assessed students' perception of Capiz State University's Bachelor of Science in Hospitality Management Home-Based Internship program in SY 2021-2022 using a descriptive and quantitative research approach. The study aimed to determine if there were significant differences in perception based on knowledge, skills, and attitude when students were grouped by sex, age, and campus. Graduating students from three campuses participated, and data were collected from August to October 2021. The program was found effective in reducing COVID-19 spread and appropriate for HM education programs during the pandemic, but students had difficulty applying learning to work needs. There were no significant differences in perception based on knowledge and attitude, but there was a significant difference in perception based on skills per campus. Recommendations include conducting effectiveness investigations, close monitoring, evaluation, and industry linkage.

Keywords: knowledge, skills, attitude, training, effectiveness, hospitality industry

1. Introduction

Coronavirus disease 2019 (COVID-19) was first identified in Wuhan city, Hubei Province, China in December 2019 as a pneumonia of unknown origin (Zhu et al., 2020). The International Committee on Taxonomy of Viruses (ICTV) later identified the causative agent of COVID-19 as a novel coronavirus known as severe acute respiratory syndrome coronavirus−2 (SARS–CoV−2) (ICTV, 2020). The rapid spread of the COVID-19 epidemic extended beyond China and became a global concern, leading the World Health Organization (WHO) to declare it a pandemic on March 12, 2020 (WHO, 2020). Colleges and universities are where students come together to live and learn near one another, creating buzzing social hubs where students from different parts of the world converge. However, the recent outbreak of COVID-19 has significantly impacted this unique environment, leaving many uncertain about the implications for higher education. In response, many underprepared institutions have had to hastily implement virtual learning. What was once planned for and researched has now been thrust upon nearly everyone, leaving some with little experience or proper technology to handle the transition (Sangtani, 2020). According to CHED (2020), OJT and internship programs (local and international) will remain suspended until ECQ, MECQ, GCQ, and MGCQ have been lifted. However, HEIs in MGCQ areas may be authorized to conduct on-campus OJT and internship programs if strict compliance with physical distancing and other health protocols is ensured.

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This study aims to assess students' perception of the Bachelor of Science in Hospitality Management Home-Based Internship program at Capiz State University for the academic year 2021-2022. The specific objectives of the study include evaluating students' perception of the program in terms of knowledge, skills, and attitude and determining whether there are significant differences in students' perception of the program based on their sex, age, year level, and campus.

2. Literature Review

Academe has been hit and challenged due to the current occurrence of the CoViD19 pandemic even up to this time. Previously on the job training were being conducted in-person especially in tourism and hospitality industry in person within the workplace of a certain company or organization. In a growing number of occurrences when conditions prevent face to face experience, due to the occurrence of the COVID-19 pandemic, internships or on the job training has been hold for the mean time due to no definite or concrete mitigating strategies for the requirement of the graduating students and there's a possibility of it may be done virtually or distantly. The coronavirus pandemic has also generally controlled the capability of educational organizations to conduct and implement face to face learning. In Cambodia, COVID-19 has stopped education. Alteration of higher education only began in the mid-1990s; the sudden necessity to "go digital" dared not only educators who were not equipped for online instruction same with student's newness of the technology and online platforms (Leng et al., 2020). Training is one of the most significant investments as it improves the knowledge, skills, attitudes and behavior of workforce: the human resource (Bulut C, 2010). Philippines Higher Education Institutions particularly Capiz State University campuses forced to create a Home-Based internship program designed for graduating Hospitality Management students due to the limit of in-person contact and closure of the different tourism and hospitality business due to CoViD19 pandemic. Through the result of this research is beneficial to different OJT coordinators of the Capiz State University to design a more extensive, comprehensive, and aligned to the needs of the students without compromising the needed requirements of the students in order to graduate. According to Kilgore, E. (2021), Internships are helpful because they help grow your specialized ability, reinforce individual personality, and provide a better access to chance. By following the internship programs, students can give by hand the largest range of chance the minute the students are looking for and applying for a work after university.

3. Methodology

This study utilized a descriptive research design and quantitative research approach, focusing on graduating students of Bachelor of Science in Hospitality Management from three campuses in the Philippines. Data gathering took place from August 9 to October 30, 2021, and statistical tools such as Actual Frequency distribution, weighted mean, percentage, and ranking were used for data treatment. Both descriptive and inferential statistical tools were used for analysis, with Analysis of Variance (ANOVA) being the primary tool in SPSS. T-tests were used to determine significant differences in perception among groups based on sex, age, and campus. The researchers developed a validated questionnaire, pre-tested it with 30 students, and analysed its validity using Cronbach's alpha. The paper underwent careful analysis to ensure quality and eliminate irrelevant content, grammatical errors, and poor presentation. The content validity of the questionnaire was ensured by presenting and reviewing it with a research panel committee. Validity refers to the appropriateness, meaningfulness, correctness, and usefulness of the research based on the collected data (Frankell & Wallen, 2006).

Mean	Range	Description
4	3.50 – 4.00	Strongly Agree
3	2.50 – 3.49	Agree
2	1.50 – 2.49	Disagree
1	1.00 – 1.49	Strongly Disagree

Table 1. Scale of Interpretations Perception

4. Results

4.1 Results and Discussion

Table 1 presents the demographic profile of 328 respondents from three (3) campuses. CAPSU Sigma had the highest number of respondents with a total of 225 students, comprising 112 males and 113 females. Pontevedra Campus had 80 respondents, 50 of whom were males and 30 females, while Pilar Campus had 23 respondents, consisting of 14 males and 9 females. It is worth noting that women have made significant progress in advancing their careers and holding top executive positions in the hospitality industry. In 2020, female representation in senior administration positions reached a record high of 29%, while female representation in top executive positions decreased slightly to 23% (Catalyst, 2020). Despite this progress, male executives still dominate these positions, as evidenced by the fact that 90% of C-level executive jobs in Canada are held by men. Furthermore, pay inequality among male and female executives in top executive positions is as high as 30% (Kulich et al., 2011).

Table 1. CAPSU student's demographic profile of respondents according to sex.

Sex	Frequency Sigma	Frequency (Pontevedra)	Frequency (Pilar)
Male	112	50	14
Female	113	30	9
Total	**225**	**80**	**23**

Table 2 presents the demographic profile of respondents from CAPSU Sigma, Pontevedra, and Pilar campuses according to age range. The data shows that most of the respondents from CAPSU Sigma are aged between 21-23 with a total of 186, followed by the age range of 24-26 with 32 students, and 3 students aged 27-29. Most of the respondents from Pontevedra Campus are also aged between 21-23 with a total of 73, followed by the age range of 24-26 with 7 students. Pilar Campus respondents' age range shows that most of the students are aged between 21-23 with a total of 17, followed by the age range of 24-26 with 5 students, and one respondent aged 30 and above. According to Jenkins (2018), older employees are becoming an increasingly important part of the hospitality industry's workforce, and the industry's traditional reliance on younger employees needs to be reconsidered. To address this issue, hospitality managers need to confront workplace disparity faced by older employees and change rules, regulations, and policies to encourage the well-being of their older employees. Adverse conventional behaviors concerning older employees, such as the struggle to change, inability to integrate technological advancements, and physical and intellectual decline, need to be addressed to retain and develop older personnel in the hospitality industry.

Table 3 presents the CAPSU Student's Perception Towards Hospitality Management Home-Based Internship Program, which measures the students' opinions about the program in terms of knowledge. CAPSU Sigma's results showed a grand mean of 3.28, which is interpreted as "agree." The students from Sigma Campus strongly agreed that the Home-Based Internship Program helps reduce the spread of CoViD-19, with the highest mean score of 3.55. They also agreed that the program is appropriate for their HM education program, considering that it is a pandemic time, with a mean score of 3.34. Pontevedra campus obtained a grand mean of 2.70, with a verbal interpretation of "agree." They agreed that the Home-Based Internship Program helps reduce the spread of CoViD-19, with a mean score of 3.06, and that the program conducted is focused on the mission of the organization or HM department, with a mean score of 2.76. Meanwhile, Pilar campus garnered a grand mean of 2.67, with a verbal interpretation of "agree." Campus C also agreed with Campus A and B that the Home-Based Internship Program helps reduce the spread of CoViD-19, with a mean score of 3.00. Additionally, Campus C agreed that the opportunity to follow the Home-Based Internship Program makes them feel linked to the HM department, with a mean score of 2.78. According to Batalla-Busquets JM & Pacheco-Bernal C (2013), a study on On-the-Job E-Learning: Workers' Attitudes and Perceptions found that e-learning is perceived by workers as a more flexible and innovative training method. However, face-to-face training is still viewed as a more motivating method compared to virtual training, and course instructors' better explanations contribute to this perception. In terms of training motivations, there are three main groups of attitudes: those that are more emotional and social, those that reveal poor adaptability or fear of new training requirements, and those related to the knowledge society.

Table 2. CAPSU student's demographic profile of respondents according to age.

Age	Frequency Sigma	Frequency (Pontevedra)	Frequency (Pilar)
18-20			
21-23	186	73	17
24 - 26	32	7	5
27-29	4		1
30 & above	3		
Total	**225**	**80**	**23**

Table 3. CAPSU student's perception towards hospitality management home-based internship program in terms of knowledge

		Sigma			Pontevedra			Pilar		
	Statements	Weighted Mean	Vernal Interpretation	Rank	Weighted Mean	Vernal Interpretation	Rank	Weighted Mean	Vernal Interpretation	Rank
1	The Home-Based Internship Program is appropriate for my HM education program considering that it is pandemic time.	3.34	Agree	2	2.73	Agree	4	2.43	Agree	9
2	I have the opportunity to practice the theoretical knowledge learned at school during my Home-Based Internship Program.	3.23	Agree	6	2.75	Agree	3	2.48	Agree	8
3	Home-Based Internship Program contributes to my personal growth	3.23	Agree	6	2.65	Agree	7	2.7	Agree	6
4	Home-Based Internship Program helps me understand my future job clearly	3.18	Agree	9	2.51	Agree	10	2.74	Agree	4
5	Home-Based Internship Program helps reduce the spread of CoViD 19.	3.55	Strongly Agree	1	3.06	Agree	1	3	Agree	1
6	Home-Based Internship Program meets academic needs as a student.	3.14	Agree	10	2.6	Agree	8	2.43	Agree	9
7	I feel that the Home-Based Internship Program conducted is focused towards the mission of the organization or HM department.	3.31	Agree	4	2.76	Agree	2	2.78	Agree	2

8	The opportunity to follow Home-Based Internship Program makes me feel linked to the HM department.	3.27	Agree	5	2.7	Agree	5	2.78	Agree	2
9	I think that Home-Based Internship Program is useful for my future work.	3.22	Agree	8	2.54	Agree	9	2.57	Agree	7
10	Home-Based Internship Program leads to adjustment of training topics to real needs of the students.	3.34	Agree	2	2.66	Agree	6	2.74	Agree	4
	Grand Mean	**3.28**	**Agree**		**2.70**	**Agree**		**2.67**	**Agree**	

Table 4 presents CAPSU student perceptions of the Home-Based Internship Program in terms of skills. The overall grand mean score for Sigma Campus was 3.27, with the highest mean score of 3.34 for indicator number 7, indicating that the program is suitable for the students' current program requirements. Pontevedra Campus obtained a grand mean score of 2.73, with students agreeing that the program leads to difficulty in transferring learning to work needs. Pilar Campus obtained a mean score of 2.72, with students agreeing that the program leads to difficulty in transferring learning to work needs but also provides a good start for progressing in their careers. Students from all campuses agreed that the program allows them to practice adaptability skills despite the pandemic. The study highlights the importance of continuous employee training and a learning environment that supports professional advancement and the acquisition of new skills.

Table 4. CAPSU student's perception towards hospitality management home-based internship program in terms of skills

		Sigma			Pontevedra			Pilar		
	Statements	Weighted Mean	Vernal Interpretation	Rank	Weighted Mean	Vernal Interpretation	Rank	Weighted Mean	Vernal Interpretation	Rank
1	Home-Based Internship Program provide skills effectiveness in my future work	3.17	Agree	11	2.64	Agree	9	2.48	Agree	11
2	Home-Based Internship helps in practical use	3.26	Agree	7	2.64	Agree	9	2.7	Agree	7
3	To keep my skills updated, ongoing Home-Based Internship Program is necessary	3.27	Agree	5	2.71	Agree	6	2.74	Agree	5
4	Home-Based Internship Program is a good start and way to progress in my career	3.27	Agree	5	2.68	Agree	8	2.87	Agree	2
5	The current Home-Based Internship Program offered is adequate for my professional needs.	3.2	Agree	10	2.64	Agree	9	2.61	Agree	9
6	The received Home-Based Internship Program or training allows me practice adaptability skills despite the pandemic.	3.32	Agree	2	2.76	Agree	4	2.83	Agree	3
7	The received Home-Based Internship Program or training is suitable to do to my current program requirement despite the pandemic.	3.34	Agree	1	2.79	Agree	2	2.65	Agree	8
8	Home-Based Internship Program leads to difficulty in transferring learning to work needs	3.31	Agree	3	2.95	Agree	1	2.91	Agree	1
9	Participating in Home-Based Internship training programs	3.23	Agree	9	2.74	Agree	5	2.74	Agree	5

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	has a positive impact on my promotion chances in the future.									
10	Participating in Home-Based Internship training programs will increase my job security	3.26	Agree	7	2.78	Agree	3	2.57	Agree	10
11	Participating in Home-Based Internship training programs has a positive impact on my future employment prospects	3.31	Agree	3	2.69	Agree	7	2.78	Agree	4
	Grand Mean	**3.27**	**Agree**		**2.73**	**Agree**		**2.72**	**Agree**	

Table 5 displays the CAPSU students' perceptions towards the Hospitality Management Home-Based Internship Program in terms of Attitude. CAPSU Sigma obtained a grand mean score of 3.28, indicating an overall positive attitude towards the program. Three indicators received the highest mean score of 3.41, signifying those students developed positive attitudes towards helping their classmates, had a full interest in learning, and enjoyed gaining more insights into their future work and lifelong learning through the program. According to Batalla (2010), e-learning is a beneficial approach for continuous professional growth, upgrading of abilities, and ethics, ensuring seamless cooperation between work and training. However, Pontevedra campus garnered a lower grand mean score of 2.72. The students agreed to the same indicators as Campus A & B but had a lower mean score of 2.79. Kumar (2016) argues that training and development support revitalize limitations in work environment proficiency, increasing employee competence and awareness of their employment responsibilities. Pilar campus obtained the same total mean score of 2.72 with a verbal interpretation of "agree". The students agreed with the same indicators as the other campuses, with a mean score of 2.87, indicating that Home-Based Internship Program or training boosted their morale as students and future hospitality professionals. David Sam Jayakumar G. S (2014) suggests that training includes a combination of skills improvement, knowledge transmission, growth, and continued attitude transformation, providing individuals with an awareness of their job's instructions and processes.

Table 5. CAPSU student's perception towards hospitality management home-based internship program in terms of attitude

		Sigma			Pontevedra			Pilar		
	Statements	Weighted Mean	Vernal Interpretation	Rank	Weighted Mean	Vernal Interpretation	Rank	Weighted Mean	Vernal Interpretation	Rank
1	Home-Based Internship Program or training made my interest in the hospitality field was increased.	3.2	Agree	8	2.7	Agree	7	2.78	Agree	5
2	Home-Based Internship Program or training enhanced my self-confidence in my future profession.	3.25	Agree	7	2.63	Agree	9	2.61	Agree	7
3	Home-Based Internship Program or training made a positive contribution to my willingness to work after I graduate.	3.3	Agree	4	2.74	Agree	5	2.83	Agree	4
4	I feel more motivated at work because of Home-Based Internship Program or training	3.19	Agree	10	2.65	Agree	8	2.43	Agree	10
5	I feel so excited to work in hospitality industry because of Home-Based Internship Program or training I received.	3.2	Agree	8	2.63	Agree	9	2.61	Agree	7
6	I feel so committed to my future job and studies after I received Home-Based Internship Program or training.	3.29	Agree	5	2.74	Agree	5	2.61	Agree	7

7	Home-Based Internship Program or training boosted morale as a student and as future hospitality professional.	3.29	Agree	5	2.78	Agree	4	2.87	Agree	1
8	I develop positive attitude towards helping my classmates because of Home-Based Internship Program or training.	3.41	Agree	1	2.79	Agree	1	2.87	Agree	1
9	Home-Based Internship Program or training develops my positive attitudes in terms of full interest towards learning.	3.38	Agree	2	2.79	Agree	1	2.87	Agree	1
10	I enjoy gaining more insights towards my future work and lifelong learnings through Home-Based Internship Program or training.	3.32	Agree	3	2.79	Agree	1	2.7	Agree	6
	Grand Mean	3.28	Agree		2.72	Agree		2.72	Agree	

Table 6 indicates that there is no significant difference in the perception of students towards the Bachelor of Science in Hospitality Management Home-Based Internship program based on knowledge and attitude when grouped according to sex. This is supported by the results of the statistical analysis which shows that the F-values are 0.177, 0.617, and 0.160 for knowledge, skills, and attitude, respectively, and the corresponding p-values are higher than the level of significance at 0.05. These findings suggest that sex does not play a significant role in influencing the perception of students towards the Home-Based Internship program, and both male and female students have similar perceptions. This result is consistent with previous studies that found no significant difference in the perception of male and female students towards internships (Yin & Huang, 2016).

Table 6 Significant difference in the perception of students towards the Bachelor of Science in Hospitality Management Home-Based Internship program according to Sex.

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	F-	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Knowledge	Equal variances assumed	1.829	.177	-.696	326	.487	-.05671	.08145	-.21694	.10352
	Equal variances not assumed			-.694	316.689	.488	-.05671	.08174	-.21753	.10412
Skills	Equal variances assumed	.251	.617	-.644	326	.520	-.05322	.08264	-.21579	.10935
	Equal variances not assumed			-.643	319.449	.521	-.05322	.08282	-.21617	.10973
Attitude	Equal variances assumed	.160	.690	-.756	326	.450	-.06285	.08318	-.22648	.10078
	Equal variances not assumed			-.754	320.691	.451	-.06285	.08330	-.22674	.10104

Table 7 Significant difference in the perception of students towards the Bachelor of Science in Hospitality Management Home-Based Internship program according to Age.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Knowledge	Between Groups	.587	3	.196	.359	.783
	Within Groups	176.586	324	.545		
	Total	177.172	327			
Skills	Between Groups	1.636	3	.545	.978	.403
	Within Groups	180.720	324	.558		
	Total	182.356	327			
Attitude	Between Groups	.976	3	.325	.573	.633
	Within Groups	183.847	324	.567		
	Total	184.822	327			

Table 7 presents the results of the analysis on the ratings of perception of students towards the Bachelor of Science in Hospitality Management Home-Based Internship program based on age. The numerical data reveals that there is no significant difference in the perception of students towards the program in terms of knowledge, skills, and attitude when they are grouped according to age. Specifically, the F-value for knowledge is .359 with a p-value of .783, for skills the F-value is .978 with a p-value of .403, and for attitude the F-value is .573 with a p-value of .633. These p-values are all higher than the 0.05 level of significance, indicating that age does not have a significant effect on the perception of students towards the program. This finding is consistent with previous studies that showed no significant difference in the perception of students towards internship programs based on age (Hsu & Huang, 2014; Wang & Chen, 2018).

Table 8 Significant difference in the perception of students towards the Bachelor of Science in Hospitality Management Home-Based Internship program according to its respective campus.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Knowledge	Between Groups	24.743	2	12.372	26.378	.000
	Within Groups	152.429	325	.469		
	Total	177.172	327			
Skills	Between Groups	20.917	2	10.458	21.054	.000
	Within Groups	161.439	325	.497		
	Total	182.356	327			
Attitude	Between Groups	22.480	2	11.240	22.502	.000
	Within Groups	162.342	325	.500		
	Total	184.822	327			

Table 8 data indicates that there is a significant difference in the ratings of perception of students towards the Bachelor of Science in Hospitality Management Home-Based Internship program based on skills when they are grouped per respective campus. This is because students have different home-based internship programs being followed, received, and designed by their respective campus's hospitality management department. Numerical data shows that the F-value for knowledge is 26.378, for skills it is 21.054, and for attitude it is 22.502, with a p-value of .000, which is lower than the 0.05 level of significance. This suggests that the ratings of perception of students towards the Bachelor of Science in Hospitality Management Home-Based Internship program based on skills significantly differ among the respective campuses.

5. Discussion and Conclusion

This study sheds light on two key aspects of hospitality management: gender diversity and home-based internships. The findings reveal that while female students are increasingly enrolling in hospitality management programs, the industry remains male-dominated. Furthermore, the study suggests that older students have a positive impact on employment retention in the industry.

The study also highlights the significance of home-based internship programs as a viable solution during the COVID-19 pandemic. These programs provide opportunities for students to enhance their knowledge, skills, and attitudes, which can be beneficial to their future careers. Although there is some confusion among students about the transition from learning to work needs, the study found that there were no significant differences in perception ratings based on sex and age. However, the study did uncover that perception ratings for skills differed between campuses, suggesting that internship programs should be tailored to the specific needs of each campus.

Overall, this study emphasizes the importance of the hospitality industry being inclusive and diverse. Home-based internships provide equal opportunities for students to gain practical experience and learn about the industry, regardless of their sex, age, or campus affiliation. The findings of this study can inform the design and implementation of internship programs that promote diversity, equity, and inclusion in the hospitality industry.

Limitation of the study

One limitation of the study is the sample size and the sampling method. The study may not be representative of the entire population of hospitality management students, as the sample size may not be large enough to draw generalizable conclusions.

Furthermore, the study's findings are based solely on the perception of the students towards the home-based internship program, and there was no objective evaluation of the program's effectiveness in enhancing students' knowledge, skills, and attitudes. Therefore, the study's conclusions about the effectiveness of the home-based internship program should be interpreted with caution.

Finally, the study's recommendations for the hospitality industry to be more inclusive and diverse should be accompanied by concrete actions and policies to promote diversity, equity, and inclusion in the industry. It would be beneficial to investigate and address the underlying factors contributing to the male-dominated nature of the hospitality industry and to ensure equal opportunities for all students regardless of their sex, age, or background.

Recommendations

Based on the findings and conclusions, the following recommendations are presented below:

1. Conduct future studies to evaluate home-based internship programs' effectiveness comprehensively by assessing students' actual performance and the program's impact on their future careers.
2. Monitor and evaluate each activity of the program closely and conduct focus group discussions with students to identify areas for improvement.
3. Establish a stronger linkage to industry practitioners to ensure the program aligns with industry standards and enhance students' employability after graduation.

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Religious Tourism Visitors' Motivational Factors and Experiences in the Philippines

Susana Y. Torres
Graduate School
Angeles University Foundation

Chere' C. Yturralde
Graduate School
Angeles University Foundation

Abstract:

Religious tourism is one of the categories of the field that is the focus of interest. This study investigated religious tourism visitors' motivational factors and experiences in visiting religious sites in the Philippines. Descriptive-correlational research design and a stratified sampling via snowball method were utilized among 385 domestic and foreign tourists in the Philippines for the past five years through a structured questionnaire. Frequency, mean, standard deviation, Wilcoxon rank-sum test, Kruskal Wallis test, Dunn's pairwise comparison, and Spearman Rho were employed as statistical treatments. The results showed that religious motivational factors vary according to religion, country of residence, and type of tourist. In contrast, religious tourism experience registered a difference in average monthly income, religion, country of residence, and type of tourist. A strong positive relationship between the religious tourism visitors' motivational factors and religious tourism experiences has been proven.

Keywords: Religious Tourism; Tourism Visitors; Motivational Factors; Tourism Experiences; Philippines

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An investigation into Hedonia and Eudaimonia's relationships to pro-environmental behaviour on vaction

MacInnes, Sarah
School of Business
University of Queensland

Demeter, Csilla
School of Business
University of Queensland

Dolnicar, Sara,
School of Business
University of Queensland

Abstract:

Understanding the drivers of tourist pro-environmental behaviours is critical to influencing it. Hedonia is assumed to inhibit pro-environmental behaviour, while eudaimonia is thought to prompt it, but both remain un-investigated within tourism. In a survey study (N = 384), we investigate how these constructs relate to pro-environmental behaviour at home and vacation. Results suggest only eudaimonic variables are associated with pro-environmental behaviour, with effects amplified on vacation. Interventions geared towards these constructs may have potential to increase tourist pro-environmental behaviour.

Keywords: sustainability, tourist behavior, eudaimonia, hedonia

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An empirical analysis of tourism disaster communication in Tanjung Lesung Special Economic Zone, Indonesia

Tirtaatmadja, Raffael
Graduate School of Tourism
Wakayama University

Abstract:

In recent decades, tourism has exploded in Indonesia, and it is now one of the country's primary sources of foreign currency profits. Among those destinations, Tanjung Lesung was projected to be the next hotspot. However, its proximity to an underwater volcano led to a major disaster after an undetected tsunami swept visitors and employees alike in December 2018. This study unraveled how this destination attempts to deliver an important message of mitigating risk as well as restore its image as a safe vacation spot to its visitors.

Keywords: Indonesia, Tanjung Lesung, risk, communication, disaster

1. Introduction

Indonesia's wealth of natural resources has helped the country's tourism industry boom in recent years. The government launched the Ten New Bali project in 2016 with the ambitious objective of drawing 20 million tourists by 2019 (Ollivaud & Haxton, 2019). Tanjung Lesung was highly anticipated to be the next hotspot, particularly during the pandemic when air travel is more challenging than ever. After being established as a tourism-designated Special Economic Zone (SEZ), it drew visitors as well as new residents looking to improve their standard of living from rural areas.

However, its' close proximity to an underwater volcano and unpreparedness for possible disasters caused by it has led to a dreadful disaster just a few days before Christmas in 2018. Unaware and undetected, a silent tsunami swept away visitors and workers alike. This incident unraveled how disaster risk communication in a disaster-prone developing country like Indonesia did not exactly fit to correspond to known Western concepts and context, therefore creating a knowledge gap that merits investigation on how disaster risk communication is distinguished and conveyed to workers who migrate to work at the disaster-prone area and to short-term visitors. The study presents results on tourism workers' perceptions of their level of natural disaster readiness and involvement in the risk communication process in the workplace.

2. Literature Review

One key theme identified as an obstacle in disaster risk reduction was communication between stakeholders. A collaboration of government organizations, academia, tourism operators, media, and the community is vital to building risk communication management (Calzada, 2018). However, tourists are also an integral part of risk communication but are frequently under-informed about the possibility of dangers and the availability of warning systems, which suggests that there were gaps and misconceptions during the risk communication process (Aliperti, Nagai, & Cruz, 2019).

Furthermore, earlier studies pointed out the difficulties that tourist establishments encounter when integrating efficient risk communication into their daily operations. Risk communication can have a significant impact on visitors' perception of risk, which affects their behavior and choice of travel destination (Mair, Ritchie, & Walters, 2014). Not only visitors, but even workers also migrated from other places may underestimate or overestimate hazards because of the significant geographic and cultural disparities (Laws & Prideaux, 2005).

Tanjung Lesung's convenient location offers many things to experience: from vacation lodging, jetski rides, surf, and snorkeling spots, to adventure to Ujung Kulon national park. The inauguration as an SEZ in 2015 rapidly boosted the number of migrations to the Pandeglang area. Despite all complications, Tanjung Lesung's efforts to safeguard its workers that play a crucial role in guiding visitors to safety are still underexplored. The 2018's disaster raised questions on how risk communication should be formed initially with various limitations that are common and often become obstacles to conveying for tourist destinations in developing countries. Also, many researchers have discussed the period before the disaster happen, while restarting tourism with revised risk communication after recovery from the disaster still remains a question worthy of further exploration.

3. Methodology

Java Island has been known as a small island with one of the largest populations in the world; approximately 154 million people have moved and settled here, whether to work or study. However, located at the tip of Java Island, Tanjung Lesung is perpetually in danger from the adjacent Anak Krakatau underwater volcano's threat of earthquakes and tsunamis. The Sunda Strait tsunami in 2018 resulted in 437 fatalities and over 14,000 injuries reported. For many months Tanjung Lesung was essentially crippled and unable to host visitors.

In order to unravel the gap from the research questions, fieldwork and semi-structured interviews were conducted with employees who work at different tourist establishments within Tanjung Lesung in December 2022. Observation is particularly useful for understanding how or why something occurs within a natural setting and can be a particularly effective data collection approach when self-reported information (what people say) is likely to be different from actual information (what people really do) (Savin-Baden & Howell Major, 2013). Tourism workers are the focus of this study because they have the highest exposure with visitors, perceived to have an in-depth understanding of what and how to offer the best hospitality while also conveying a sense of safety and security from potentially distressing situations.

4. Results

The analysis of observation and interviews identified commonly held perceptions and preparedness levels for natural disasters. The author walked about four kilometers along the beach and discovered that many tourist establishments, such as the function room, swimming pool, restaurant, and bar are located no further than 100 meters from the shoreline. There is a lookout tower with a 180-degree view, but no lifeguards to be seen there. Ongoing construction indicated a jogging track along the shoreline that also acts as a seawall with tetra pods below was being built. Signs such as "Evacuation line", "Shelter" and symbols showing what to do in an event of a disaster could be observed in public areas, but some of them were not well maintained.

Through casual conversations with workers, most informants stated that they became aware of the possibility of fatal natural disasters occurring at their workplace after the incident in 2018. Before that, they had no clue of their expected roles during a natural disaster due to a lack of formal instruction or adequate training and, thus, were unaware of emergency procedures to perform. One worker who works at the restaurant said, “Earthquakes happened quite often, maybe about once a month. Tables wobbled, but usually not strong enough to tip the glasses off. After a while, I became accustomed to it,” while the other employee added, “It usually lasts about two to four seconds. Any longer than that then maybe I will seek what's the next move from the manager, and approval from them on whether it is okay to do certain things."

After 2018, training by the firefighter brigade started (information about potentially hazardous places in the building, advice on electric appliances placement at work, and basic instructions on the use of a fire extinguisher). In 2022, there were several earthquakes shook Tanjung Lesung, but because of training, they could keep their cool and followed instructions to check their phone and see if a tsunami warning has been issued in their area by Badan Meteorologi, Klimatologi dan Geofisika (Meteorology, Climatology, and Geophysics Agency). Every worker is mandated to install the application, and there is a WhatsApp group where all employees are included in it. The workers are also not allowed to mute the group as sometimes the news travels faster through it.

However, Tanjung Lesung could not compel visitors to install a mobile application without telling them what could happen there, so they chose other forms of indirect communication. They installed a projector screen that connected in real-time with InaTEWS (Indonesia Tsunami Early Warning System) in the hotel reception. Along with EEWS (Earthquake Early Warning System) and WERA (WavE Radar) systems to monitor ocean surface currents, waves, and wind direction, they will sound a siren when the systems identify any irregularities. As a method of risk communication, although it works indirectly, this safety feature is highly regarded by the administrator as the way they see fit to inform visitors about possible disasters without scaring them off.

5. Discussion and Conclusion

Unlike typical Western tourism destinations, developing nations have substantial challenges when it comes to planning, building, collaborating, and executing effective risk communication, ranging from limited resources, relatively low public disaster literacy to support from other tourism stakeholders. Tanjung Lesung has been struck by disaster and lived on, but recovering from the image of an unsafe destination spot has proven to be a more difficult task to achieve. Despite the importance to educate employees and visitors alike about disaster risk, it is understandable that the administrator is being very careful with a more direct approach after experiencing a disaster. This created a significant discrepancy in the amount of information delivered to employees and visitors. While management provides employees with adequate knowledge to mitigate disaster, visitors do not get exposed to such relevant information or access if they do not actively find out.

This research succeeded in widening the scope of knowledge in the world of tourism from an academic point of view by revealing the large gap in disaster communication. Not only the differences in the communication methods described theoretically in the books with the reality on the ground, this research also shows that the model of risk communication produced by developing countries experiences difficulties in its application on developing countries. However, further fieldwork will be necessary to uncover more stories and details from different establishments of Tanjung Lesung and how they perceive the running risk communication approach, which will be beneficial for tourism industry to plan, design and execute an applicable form of risk communication framework that suit with the destination's actual conditions in the developing country. Furthermore, since international visitors were not the main market, many tourism workers are not instructed on how to communicate verbally with international tourists during an emergency. This could lead to fatality in the next disaster.

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Planning Pandemic Weddings through Facebook Groups: A Netnographic Study

Maranan-Montano, Larissa Mae
Department of Hotel, Restaurant, and Institution Management
College of Home Economics, University of the Philippines Diliman

Tomacruz, Mary Delia
Department of Hotel, Restaurant, and Institution Management
College of Home Economics, University of the Philippines Diliman

Abstract:

Planning a wedding in the midst of the pandemic is a challenge for engaged couples. Despite the limitations, couples were still able to plan and execute their dream wedding with the help of wedding-themed Facebook Groups. This study will look into user-generated posts in a bridal community and the couples' consumer decision-making process during the pandemic using netnography, or ethnography done in online communities.

Keywords: wedding planning, COVID-19, Facebook groups, consumer decision-making process, netnography

1. Introduction

The COVID-19 pandemic has disrupted the affairs of the world since 2020. Among those greatly affected are couples planning their weddings. In April 2020 approximately 32% of engaged couples worldwide postponed or canceled their weddings, while 67% anticipated their weddings to be affected by the pandemic (Bridebook, 2021). Public health experts agree that while weddings should not be halted amidst the pandemic, the public should still adhere to health standards responsibly (Kahambing, 2021).

Comparing the pre-COVID to the pandemic weddings, what have changed were the quarantine restrictions per local government unit (LGU), refund/rebooking policies of the wedding vendors, classification of the accommodation (quarantine facility vs. leisure), border closures (residents from the National Capital Region and its adjacent provinces cannot cross to nearby provinces unless they are frontline and essential workers), guest size limit, restrictions among the immunocompromised or unvaccinated, and the "COVID-essentials" (face mask, alcohol, thermal scanner, face shield). Further, mobility was limited since public transportation was also prohibited (Fornela, 2020; Twitter (@MrktngPrzyKawie), 2021). In addition, the average cost of Filipino weddings decreased by as much as 53% in 2020 as the allowed capacity declined from 150 guests before the pandemic to 30 pax during the COVID-19 restriction (Romualdez, n.d.). Khan and Siddiquei (2022) recommended catering services do modified buffet and contactless service to observe physical distancing; conduct virtual weddings using video conferencing tools such as Zoom, Google Meet, and Microsoft Teams; uphold hygiene through wearing personal protective equipment (PPE) of workers, temperature check, and sanitation terminals; and the use of disposable kits and home service for hair and makeup artists.

What brought anxiety among those planning their weddings was that quarantine restrictions change frequently (Scott & Stafford, 2021). Some weddings were postponed because the Inter-Agency Task Force (IATF) for the Management of Emerging Infectious Diseases implemented stricter measures as their wedding day approached. There were also guests from abroad who were not allowed to enter the country. Further, guests who are in the Philippines tend to decline in attendance either to prevent acquiring the virus or because they were sick.

Many considerations were in place in wedding planning, be it held during the pandemic or not, because it is dubbed as the "big day". Weddings are among the biggest financial decisions a couple will make in a single day (Leeds-Hurwitz, 2002; Solomon, 2017; The Financial Diet, 2021).

The consumer decision-making process is applied to the wedding purchasing process (McKenzie & Davies, 2010) as brides and grooms participate in consumption activities to achieve their dream wedding (Boden, 2001). It consists of five stages (need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior) that start long before and continue long after the actual purchasing process (Kotler et al., 2022). The study of wedding consumer behavior examines how individuals make decisions regarding the event, from the selection and purchase of products and services to their use and disposal, to meet their needs and obtain benefits (Funk, 2008).

During wedding planning, couples use social media to gain wedding-related information, inspiration, products, and services (Leal et al., 2014; Myung & Smith, 2018; Nelson & Otnes, 2005). It has become a key source of influence for consumers, allowing them to research products and services, gain feedback from fellow customers, and share their own experiences within their network. In the Philippines, there are Facebook groups dedicated to weddings, providing safe spaces for brides and grooms to look for wedding ideas, scout suppliers, or share about the ups and downs of wedding planning.

The purpose of this study is to provide insight into the entire customer decision-making process couples take during the pandemic, with emphasis on the hospitality elements particularly wedding preparation, ceremony, and reception venue, and investigate the value of joining wedding-themed Facebook Groups for couples planning their pandemic wedding.

2. Literature Review

2.1. COVID-19 and Weddings

Couples share the negative effects of the pandemic on their wedding planning, such as uncertainty and emotional turmoil, delaying life plans, not being able to have the desired wedding, families and friends not being able to join the wedding, logistics of replanning, and the cost of changes in the original plan. On the other hand, the things they like about the pandemic are the more intimate ceremony, having more time to plan, gaining perspective on prioritizing the marriage instead of the big wedding, saving money, and less pressure (Pollino et al., 2023; Scott & Stafford, 2021).

As a result of the changes brought about by the pandemic, engaged couples approach wedding planning from a different perspective. These will be crucial in their selection of venue and food & beverage vendors for their wedding day.

2.2. Wedding planning and consumption activities

The wedding industry is a large money-making business in terms of the amount of money being spent, but it is comprised of multiple small businesses catering to this big occasion (Terrell, 2019). Amidst the overwhelming selection of suppliers and elements necessary for the wedding, brides are often the ones more hands-on in wedding preparations (Lowrey & Otnes, 1993). B2Bs acquire their wedding taste from attending other people's weddings, consuming wedding media, and talking about weddings with other women (Arend, 2016). Boden (2001) came up with the term "superbride", or the identity of a wedding consumer, which revealed two aspects of her personality: the rational project manager and the emotional childish fantasizer. This means that being a project manager, the bride is expected to be in calm control of the wedding and to make decisions for the big day in a logical manner, being decisive about the wedding style they want. Further, as a childish fantasizer, she takes pleasure in ultimate femininity, striving for a picture-perfect, romantic wedding day. While brides still tend to do the majority of wedding planning, grooms still contribute by preparing the activities and the atmosphere at the reception (Lowrey & Otnes, 1993).

Wedding appears to be a pressure-filled consumption activity (Albers et al., 2021; Fagbola et al., 2023). A traditional wedding will typically have the following set of vendors: wedding gown, venue, wedding planners, photographer and/or videographer, florist, hair and makeup artist (HMUA), caterer, and wedding cakes (Albers et al., 2021; Duncan, 2016; Setzer, 2021). Couples spend a fortune on the said artifacts to execute their idea of a perfect wedding (Fagbola et al., 2023), and a person's income, level of education, gender, and financial literacy have a positive effect on the level of spending on wedding ceremonies and receptions (Nisa & Rumayya, 2021).

2.3. Consumer Decision-Making Process on Social Media
Stankevich (2017) streamlined the consumer decision-making process by creating a framework of "moments that matter" and the factors that affect each stage. She adds that consumers often repeat the second and third stages and that consumers may review products they didn't buy.

2.3.1. Need identification
Desired status, new product information, and motives influence need development and generation during need recognition (Stankevich, 2017). Positive social media dialogues about a product, service, or idea stimulate consumer wants (Mason et al., 2021).

2.3.2. Information search
The consumer consults opinion leaders in their network to satisfy their perceived demand after activating it (Mason et al., 2021). Information search moment depends on availability, experience, and recommendations (Stankevich, 2017).

2.3.3. Evaluation of alternatives
Finding the best deals influences emotional ties and ads during alternative evaluation (Stankevich, 2017). Prospective buyers ask other consumers or businesses on social media if their product or service meets their demands (Mason et al., 2021). Hyperconnectivity, non-response, delayed response, or erroneous answers can frustrate consumers (Daniels et al., 2012).

2.3.4. Purchase decision
At the fourth stage of purchasing, where, when, and how to buy affect time delay and intention to buy (Stankevich, 2017). The consumer's risk of the supplier not meeting expectations is relevant at this

point. Pandemic regulations made it harder for vendors to confirm their legitimacy. Social media will reduce this danger by proving their services (Mason et al., 2021).

2.3.5. Post-purchase evaluation

(Mis)matching expectations and follow-up activities affect post-purchase behavior satisfaction (Stankevich, 2017). Customers share their positive and negative supplier experiences on social media. These posts serve customers' emotional needs for amusement and cognitive needs for information through social media (Mason et al., 2021).

Lau & Hui (2010) found the factors that influence wedding couples' banquet venue choices. Extrinsic impacts include the venue's reputation, experiences of other married couples, referrals from friends, family preferences, and the wedding date; intrinsic influences include initial impression, personal preference, package appeal, salesperson influence, and venue promotion. Further studies on the factors affecting the consumer decision-making process are necessary in relation to the impacts of the pandemic on couples planning their wedding.

2.4. Social media and weddings

Millennial brides source their wedding-related information, inspiration, products, and services through Pinterest (Myung & Smith, 2018), wedding message boards (Nelson & Otnes, 2005), magazines (Boden, 2001), and other media sources.

Wedding vendors initiate the promotion of their products and services online. Potential clients prefer selecting wedding vendors with social proof, which could positively affect purchase intention (Abdulbaqi et al., 2017; Setzer, 2021; Zulfikar & Fauziadewi, 2022).

Couples tend to flock to online wedding communities for their community involvement, value in information search, trust-based relationships, respect for opinion leaders, consumption advisers, influence in purchasing behavior, and friendships formed (Leal et al., 2014; Nelson & Otnes, 2005)

While recent studies on weddings and social media evaluate the efforts of the wedding industry, a study on consumer behavior in online communities needs to be updated with the recent advancements in technology and online platforms.

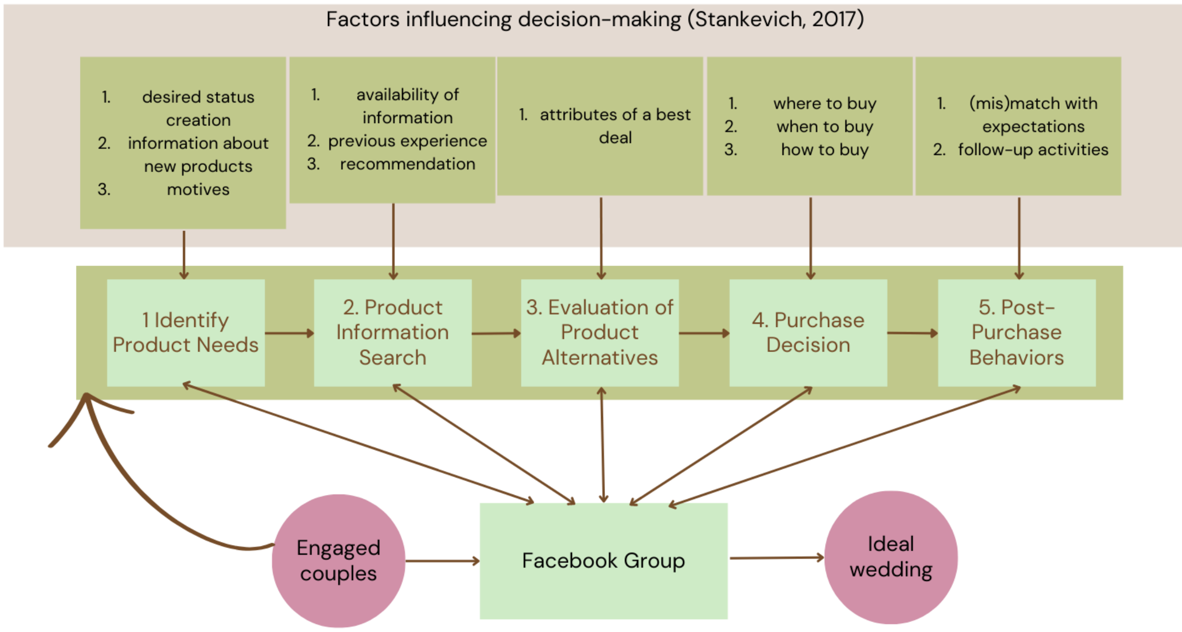
2.5. Facebook Groups

Facebook groups have been a platform for communities to congregate. At the height of the pandemic, Facebook (2020) reports that its Group platform brought out the best in communities, made communities thrive, provide a sense of belonging and safe space, and brought people together. Various groups are created such as but not limited to local Facebook groups (for commerce and social support), university and academe-related groups, work-related groups, hobby-related groups, and common goal groups (Braasch et al., 2019).

Research on Facebook is also emerging. Studies in the areas of descriptive analyses of users, motivations for its use, identity presentation, the role of Facebook in social interactions, and privacy disclosure were made (Nadkarni & Hofmann, 2012; Wilson et al., 2012). Netnography is applied in studying Facebook groups to identify social support (Kopacz, 2021), consumption practices (Gordon-Wilson, 2022), and the effects of the pandemic on the hospitality industry (Roth-Cohen & Lahav, 2022).

2.5. *Conceptualization*

Below is a graphical overview of the conceptual framework of this study. Engaged couples begin their wedding planning journey with the consumer decision-making process with the goal of achieving their ideal wedding. They go through the entire process of product identification, information search, evaluation of alternatives, purchase decisions, and post-purchase behaviors while visiting bridal communities on Facebook to gain insights from their cohorts and graduates alike. The couple then considers the factors that influence decision-making from Stankevich (2017), which they mention in their reviews in the community.



3. Methodology

3.1. Research Design

This study is a netnographic application of the consumer decision-making process using a selected Facebook group. Netnography is a research method that involves studying online communities and social interactions to understand the users or members of the community. It is a form of ethnography, which is a qualitative research method that aims to understand the culture and social dynamics of the group. It is distinguished by its cultural focus, usage of social media data, the requirement of suitable engagement, and the use of specific procedures as a nexus of netnographic praxis (Kozinets, 2020).

There are several reasons why netnography is chosen for this study. First, it aims to contribute to the literature in identifying the consumer behavior of pandemic brides and grooms through wedding communities on Facebook. Second, it enables the researcher to maintain a dual insider-outsider identity to better understand and interpret online archival data (Fagbola, 2019). Third, this method is faster, simpler, and less expensive than ethnography (Kozinets, 2002), given the social distancing guidelines during the early years of the pandemic.

3.2. Data Site

We have established the premise of this research, which is to illuminate the wedding consumer decision-making process during the pandemic with the help of Facebook groups. It is necessary to identify a suitable data site, which in this case is one of the largest Filipino wedding Facebook groups.

3.3. Data Collection and Analysis
This research will utilize investigative data, which are the archival data found in online social interactions and communities such as texts, photos, videos, and other forms of content posted in the community (Kozinets, 2020).

Posts from March 2020 (at the onset of heightened restrictions) to December 2021 will be studied, and then will be further filtered to show posts related to venue. This includes but is not limited to supplier reviews, crowdsourcing (members asking graduates and other members for recommendations or feedback), shared posts from a supplier, memes, and pegs, among many others.

The collected data will then go through thematic analysis, or an observational research method to systematically evaluate the symbolic content of all forms of recorded communications (Kolbe & Burnett, 1991).

4. Results

When couples select wedding venues, various themes emerge when it comes to their consideration of which venue(s) to consider for their wedding. The following are initial results from conducting investigative netnography on a Filipino wedding community

4.1. Communication
Wedding graduates detailed that responsive communication from the venue's staff was crucial. Participants expect the staff to address their concerns promptly and be able to redeem any miscommunication. Additionally, participants prefer venues with accommodating staff who take the initiative to improve the event facilitation.

4.2. Ambiance
The ambiance of the venue is another key factor. Graduates preferred a cozy venue that looks good even with minimal styling. They also preferred smaller and secluded venues. Interestingly, they noted their preference on venues that sells nice.

4.3. Accessibility
Some community members indicated that they selected a particular place so they can do the preparation, ceremony, and reception in one area. This is true for Christian weddings that allow officiating the ceremony outside of a church building. As majority of Filipinos are Catholic, it is also notable that couples will prefer to have their prep and reception area near the church.

4.4. Change of location because the original venue cannot accommodate events
A good number of community members who planned their wedding between 2020 and 2021 have started booking their venue supplier before the pandemic. Because of the restrictions on enclosed space gatherings, some couples had to change their wedding venue. Some noted that they chose their new venue within the vicinity of their original venue, while others opted to have their event within the couples' residence with the limitations on cross-border travel. Plans also had to change to adapt to the ruling guidelines on guest count.

4.5. Internet access
The popularity of Zoom weddings boomed during the pandemic. With this new requirement, couples select venues that accommodate high-speed internet connectivity for seamless interaction with online guests.

4.6. Safety protocols
With the implemented health protocols in place, venue providers are expected to conform and strictly implement social distancing and temperature checks. Couples prefer venue suppliers with frequent disinfection procedures, hand sanitizing and washing areas.

4.7. Value for money
Couples choose their venue providers when they recognize that they get more than what they paid for in their venue. Often, clients see value on those venues that offer all-inclusive packages.

5. Conclusion

5.1. Conclusion
The findings of this research are worthwhile contributions to the study of wedding consumer behavior and the conduct of netnography. The COVID-19 pandemic has greatly impacted the wedding industry, with many couples having to adapt to the new guidelines as they navigate their wedding consumer journey. But with the help of bridal communities on Facebook, the cohorts get to journey together and execute a successful pandemic wedding event.

Further, future couples who will join online bridal groups will have a better understanding of the importance of joining a virtual community. Next, the wedding industry will get a grasp of what couples really look for when selecting a supplier. Then, community managers of Facebook Groups will be able to engage with their community better with the synthesis of their group's contents. Lastly, the academe will have a deeper appreciation of consumer behavior in social media.

5.2. Limitations of this study
The study is limited to the pandemic period of March 2020 until December 2021. This study looked into posts, comments, and sentiments pertaining to the selection of wedding venues including but not limited to preparation, ceremony, and reception sites. The research no longer includes other wedding products and services such as attire, souvenirs, and documentation. Further, posts that are not connected to purchase intentions, such as role assignments in the entourage, pre- and post-marriage documentary requirements, and non-consumption-related family conflicts have been excluded.

The researchers plan to conduct a study on the post-pandemic wedding considerations and how they differ from the pandemic decision-making process.

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Unlocking the Wanderlust: An Exploration of Millennial Travel Motivations in Baybay City Amidst the Covid-19 Pandemic

Raboy, Mary Grace
National Grid Corporation of the Philippines

Bajas, Nikki Corales
College of Management and Entrepreneurship
Leyte Normal University

Abstract:

The objective of this study was to examine the factors that motivate Baybay City millennials to travel amid the COVID-19 pandemic. A total of 382 responses were collected and the research identified several push and pull factors that drive their travel decisions. The push factors comprised a craving for new experiences, enhanced well-being, a spirit of adventure, and a longing to spend time with family. The pull factors were categorized as the satisfaction of the destination, its popularity, affordability and quality, and the history and culture of the place. The research highlighted that the Baybay City millennials exhibit a strong internal drive to travel and explore novel experiences, as well as a desire to reunite with their loved ones after the extended period of seclusion during the pandemic. Furthermore, the study emphasized the significance of health and wellness as a motivating factor for travel during the prevailing circumstances.

Keywords: *Leisure Travel Motivators, Millennials, Push-Pull Factors, COVID-19, Baybay City*

1. Introduction

The tourism industry has been one of the most severely impacted sectors during the COVID-19 pandemic, as travel restrictions have been implemented worldwide, suspending normal operations. This has affected employment and businesses, with at least 7.1 billion people, or 91% of the world's population, living with such travel limitations (UNCTAD, 2020). However, consolidated efforts from public and private players have slowly enabled the world to recover from the pandemic, which has started to open doors for people to travel again. Despite this, the tourism sector is recovering at a slower pace compared to other sectors of the global economy due to persistent travel limitations and potentially limiting customer behaviors (OECD, 2020). Therefore, to revive the tourism industry, it is crucial to motivate people to travel again.

Khare, Joshi, and Alkonda (2021) define travel motivators as the factors that drive individuals to travel. According to Swanson and Horridge (2006), understanding travel motivation is crucial in explaining consumption patterns, while Li et al. (2010) show that it is essential to understanding revisit intentions. Travel motivation also plays a significant role in identifying market segments, particularly among young people, as shown by Park and Yoon (2009). Push motivators are internal psychological variables that influence individual preferences and propel people to travel. These motivators include a person's innate needs and wants, which are considered critical psychological influences on tourist behavior (IGI Global, 2020). On the other hand, external variables, such as an interest in the features of a location, pull people towards travel (Uysal & Jurowski, 1994). The travel behavior of millennials varies by region. Filipino millennials, being part of the younger generation full of energy, have a travel lifestyle that includes adventure.

The tourism industry relies heavily on the travel of young people, who make up 23% of all international traveler arrivals (UNWTO, 2016), with millennials born between 1981 and 1996 being the primary drivers in this market group. According to Fuel's COVID-19 Consumer Sentiment Study (2020), millennials are generally more willing to travel soon and are less cautious about risks compared to Gen Xers and Baby Boomers. This is understandable as COVID-19 was most deadly among older people (Travel Pulse, 2021).

The purpose of this study is to assist tourism and hospitality businesses in Baybay City to improve their offerings, services, and marketing tactics to cater to market needs during the pandemic. Given the lack of research on millennial leisure travel motivators in the area, this study is necessary. Baybay City boasts numerous tourist attractions that attract many millennials, making it crucial to understand their travel motivators. This research aims to identify the push and pull factors that drive millennials' leisure travel during the pandemic in Baybay City, Leyte. Ultimately, this study aims to help tourism establishments attract more millennial travelers by implementing effective marketing strategies based on the identified travel motivators.

2. Literature Review

2.1 Impacts of COVID-19 Pandemic on Tourism

The respiratory disease COVID-19 spreads quickly by respiratory droplets produced by coughing or sneezing, as well as through contact with contaminated surfaces and subsequent touching of the face. It became a serious public health concern due to the virus' quick transmission, the disease's unusual character, and the rising death rates. Consequently, it was deemed a Public Health Emergency of International Concern (PHEIC) on January 30, 2020, by the Director-General of the WHO.

Travel restrictions were put in place on a national and international level to stop the spread of the disease and lessen its effects. These limitations included quarantines, event cancellations, and border closures. However, the public's anxiety of the disease coupled with these limitations posed significant challenges for the hospitality and tourism industries (Khare et al., 2020).

The extensive socioeconomic impact of the tourism industry is felt, notably by women, young people, and undocumented workers in poor countries. Sadly, the ongoing pandemic has had an unfavorable impact on the travel and tourist sector. As stated by the UNWTO (2021a), around 100 and 120 million direct tourist employment are at jeopardy. When taking into account the effects on linked businesses, the decreasing trend in foreign arrivals has led to a forecasted $2.4 trillion GDP deficit in 2020, with a loss of similar proportions anticipated this year. Losses of $1.7 to 1.8 trillion compared to 2019 levels are predicted for this year, even in the most optimistic scenarios that assume a greater rebound of tourists in the second half of the year. The recovery of the tourism industry is heavily dependent on vaccine distribution, the removal and coordination of travel restrictions between countries, and the restoration of travelers' trust.

2.2 Push and Pull Factors

Push and pull factors are two widely accepted categories of travel motivations. Push factors refer to the internal reasons that drive individuals to participate in tourism, while pull factors are external factors that attract tourists to specific destinations or tourism products (Bindu & Kanagaraj, 2013). Push factors serve as an “igniter” that propels the tourist to travel beyond their everyday environment (Crompton, 1979), and tourists tend to choose destinations with pull factors that correspond to their push factor (Dann, 1981). Pull factors are the forces that attract tourists to choose a specific tourism product or service (Cha, Mclearry & Uysal, 1995). Push factors may not only explain the initial drive to take a vacation, but also have the potential to direct tourists toward a particular destination (Crompton, 1979, p. 412). To identify these factors, researchers use factorial analysis, a data reduction approach that distills a large number of variables into a smaller set of understandable underlying factors (Alchemer, n.d.).

2.3 Millennials and their Travel Motivations

The Pew Research Center defines Generation Y or millennials as those born between 1981 and 1996. The tourism industry has been significantly impacted by this generation as they enter their prime earning years and possess greater spending power, according to Sofronov (2018). Millennials tend to travel more frequently, visit more destinations, and seek out novel experiences and information (Eran, 2021). Fromm (2021) reported that 69% of millennials consider themselves adventurous based on a study of American millennials. These younger generations have a desire to broaden their horizons and experience diverse cultures, which has become a sign of affluence. They are well-informed, technologically savvy, and more involved in domestic tourism than their predecessors (Baniya & Paudel, 2016).

Millennials have unique consumer characteristics that set them apart from Baby Boomers and Gen-Xers. They are considered digital natives and the first truly global generation because of their upbringing with the internet. However, they also grew up with outdated technology used by their parents. They are knowledgeable consumers who are willing to put in the time and effort to research thoroughly before making purchases. Additionally, they value self-expression and individuality and often share their opinions on social media platforms. They also rely on word-of-mouth information, such as anonymous reviews and bloggers, to obtain authentic experiences. According to Reonsace (2018), as cited by Romel (2018), health is a crucial aspect of millennials' travel choices. They seek massages and wellness activities that help them relax, and some look for trips that promote health and well-being. The study also revealed that millennial travelers enjoy health and fitness activities, cultural events, performances, and nightlife.

A recent study has revealed that the notion that all millennials have the same travel interests and behaviors is inaccurate. Although the desire to explore is important across all regions of the world, significant variations in motivation are evident. Additionally, distinctions can also be observed on a sub-regional level. For instance, travelers from South-East Asia, North-East Asia, and Central America tend to travel more for leisure than those from the Middle East, South-East Asia, or Northern Europe, according to Richards and Morrill (2020).

2.4 Travel Motivations during COVID-19 Pandemic

During the first wave of COVID-19 in 2020, around a third of the global population was under some sort of lockdown, actively limiting people's movement (Buchholz, 2020). As a result, individuals' yearning for fundamental socio-psychological necessities such as being outdoors or seeking social connections has increased (Annika et al., 2021). The "hygiene factors," which include health, visitor experience, economic loss, and social expenses, were identified as the primary risks, such as the possibility of not being welcomed by residents. Tourists had high expectations for perceived safety, minimal restrictions, assurance, affordability, and an increased sense of confidence in managing the pandemic. To avoid dissatisfaction or reluctance to travel in the context of COVID-19, risks linked to these factors must be reduced.

Annika et al. (2021) found that tourists consider travel motives and ‘hygiene factors’ when deciding to travel during the COVID-19 pandemic. They identified four broad travel objectives that emerged from the interviews: physical and mental wellbeing, social connectedness, personal progress, and relaxation. The study also revealed various crisis-specific motivators within these themes, such as the preference for large open spaces, being outdoors and avoiding crowds. These travel motives are related to socio-psychological needs, particularly the desire to reconnect and spend time with friends and family, which has not been emphasized in previous studies of crises.

Annika et al. (2021) found that while mental health was a key motivator for travel during COVID-19, the 'hygiene factors' related to tourists' health and safety were primarily focused on physical health in relation to the pandemic. This adds to the findings of previous studies by Chua et al. (2020) and Sánchez-Cañizares et al. (2020) on the impact of COVID-19 on travel motivation by highlighting the importance of health and safety concerns in relation to the tourist experience and social aspects of travel. The study suggests that the pandemic has shifted people's focus towards lower-order needs such as health and safety, and that providing safe and stress-free travel requires co-creative efforts. However, the study also cautions against a sole focus on 'hygiene factors', as tourists continue to be motivated by basic needs such as the desire to reconnect with friends and family or escape to nature, which may have been amplified during the pandemic. The study emphasizes the importance of considering both motivators and 'hygiene factors' in understanding travel motivation during health crises.

To summarize, COVID-19 travel restrictions have led to a greater desire to be outdoors, but hygiene factors continue to influence travel motives during the pandemic. Despite this, millennials tend to be more willing to travel sooner and take on less risk than Gen Xers and Boomers.

3. Methodology

3.1. Research Design

This research employed a descriptive-factor approach using a quantitative research design to identify the travel push and pull factors that motivate millennials to travel for leisure during the pandemic.

3.2 Research Locale

This research was conducted in Baybay City, which is situated on the western coast of the Leyte province in the Philippines (as shown in Figure 1) and faces the Camotes Sea. Baybay is known for being one of the largest areas in the Eastern Visayas region and consists of 92 barangays, with 24 being urban and 68 being rural. According to the Regional Department of Tourism, Baybay is the top tourist destination in the province of Leyte in terms of tourist arrivals. Additionally, the city is ranked among the top 5 in Leyte province in terms of leisure statistics, particularly with Lintaon Peak.

The City of Baybay is known for its scenic beauty and abundant natural resources, which provide a range of tourist destinations such as waterfalls, caves, rivers, and beaches (baybaycity.gov, 2020) that people can explore and enjoy during leisure trips. Among the top attractions for leisure trips are Lintaon Peak and Cave, Tan-awan Peak, Tagkip Falls, Sabang Mangroves, the Pangasugan River Ambacan Foot Bridge, Masucob River, Madulas Falls, Villa Solidaridad's Sea of Clouds, Bajang falls, the

Visayas State University, Aqua Azul, and the K5 resort. These attractions may be appealing to millennials who are looking for travel options.

Figure 1. Location of Baybay City in the province of Leyte

3.3 Research Respondents

This study solely targeted the millennial population within Baybay City, which has a total population of 121,207 as of 2019, with 51,493 being millennials. The age range for respondents was between 25 to 40 years old, without any specific requirements for their education or travel history. The collected socio-demographic profile included only basic information such as name, gender, civil status, profession, and age, with the latter two classified into ordinal data to encourage participation. A sample size of 382 respondents was determined using Cochran's Formula, which resulted in a confidence level of 95% and a ±5% margin of error. The study utilized both convenience and snowball sampling techniques for data collection, with in-person surveys for the former and online surveys for the latter.

3.4 Data Collection and Instrument

The study employed both online and in-person surveys, with the online questionnaire mainly shared via Facebook Messenger. The researchers checked the respondents' Facebook profiles to confirm if they met the study's requirements regarding age and residency. The respondents provided prior informed consent through a simple yes or no question at the beginning of the survey. The survey instrument gathered data on the respondents' demographic information and their responses to pre-determined push and pull item statements using a 5-point Likert scale. The item statements were adapted from previous studies by Yoon and Uysal (2003), Baniya and Paudel (2016), and Katsikar et al. (2020), with some modifications.

3.5 Data Analysis

The study's survey responses were entered into MS Excel and converted to a CSV file before being analyzed using the open-sourced statistical software, JASP 0.16.2. Descriptive statistics were used to analyze socio-demographic information (frequency count and percentages) and the Push and Pull items (mode, median, mean, and standard deviation). These central tendencies were used to identify the population's opinion and pulse on the survey items.

To identify commonalities within the survey responses, the researchers utilized Exploratory Factor Analysis. This method grouped similar responses together to create factors that were then used to describe the Leisure Travel Push and Pull Factors of millennials in Baybay City. The software used in the analysis provided loading results, which were used to average the factors' sub-scores. The researcher's judgment was used to determine the commonalities within the factors, as this is a common practice in social science research.

In summary, the study used both descriptive statistics and Exploratory Factor Analysis to identify the Leisure Travel Push and Pull Factors of millennials in Baybay City. The researcher's judgment was used to group similar responses into factors, and the software provided loading results that were used to determine sub-scores.

4. Results

4.1. Profile of respondents

The study was able to gather 382 responses from millennials who were invited to participate. Table 1 shows a summary of their socio-demographic information. Most of the respondents (62.83%) were between the ages of 25-30 years old. More than half (54.45%) of the respondents were female, while the majority (60.47%) were employed. About a quarter (24.08%) of the respondents were unemployed, which could suggest the impact of the pandemic on their employment status. Additionally, the majority (65.97%) of the respondents were single. These findings provide an overview of the characteristics of the study participants, which can help in understanding the results of the study.

Table 1. Respondents' Socio-Demographic Profiles

Age	**Frequency**	**%**
25-30 years old	240	62.827
31-35 years old	83	21.728
46-40 years old	59	15.445
Sex		
Male	174	45.55
Female	208	54.45
Professional Profile		
Unemployed	92	24.084
Student	28	7.33
Employed	231	60.471
Entrepreneur	31	8.115
Civil Status		
Single	252	65.969
Married	128	33.508
Widowed	2	0.524

4.2 Respondent's Push Factors on Leisure Travel

Table 2 presents a summary of the descriptive statistics of the thirteen push items. The mode of all items shows that the majority of respondents "strongly agree" with the statements. However, further analysis shows that there are some interesting observations to be made from the medians, means, and standard deviations of the items.

After performing the Exploratory Factor Analysis on the survey data and obtaining the loadings for the four factors, the researcher identified commonalities within the items and grouped them together. Based on these groupings, the researcher labeled the four factors as follows: the desire factor (1), the wellbeing factor (2), the adventure factor (3), and the familial factor (4). This labeling was done by the researcher based on their best judgment in identifying the commonalities between the items and grouping them into factors.

4.3 Respondent's Pull Factors on Leisure Travel

In Table 4, the descriptive data of the respondents' answers to the pull items are presented. It is evident that the respondents overwhelmingly agreed on most of the items, with a few noteworthy exceptions. This implies that the results of previous studies that served as the basis for this study's instrument (Katsikar et al., 2020; Baniya & Paudel, 2016; and Yoon & Uysa, 2003) are consistent with the responses obtained in this study.

Table 2. Push Items' Descriptive Statistics

Push Items	Mode	Median	Mean	Std. Deviation
Learning new things, increasing knowledge	5.00	5.00	4.542	0.802
Tasting different food/flavor	5.00	5.00	4.505	0.832
To relax physically	5.00	5.00	4.500	0.79
To sightsee touristic spots	5.00	5.00	4.442	0.867
To visit a destination that would impress me	5.00	5.00	4.406	0.842
To visit a place that my friends have been to	5.00	5.00	4.351	0.957
To satisfy the desire to be somewhere else	5.00	5.00	4.283	0.916
Watching sports games and activities	5.00	5.00	4.275	0.986
To find thrills and excitement	5.00	5.00	4.272	0.910
To visit friends and relatives	5.00	4.00	4.220	0.904
To experience new different lifestyle or traditions	5.00	4.00	4.212	0.916
To meet new people	5.00	4.00	4.168	0.976
To be away from home	5.00	3.00	3.233	1.451

Table 3. City of Baybay Millennials' Leisure Travel Push Factors

Factor 1	Factor 2	Factor 3	Factor 4
- To visit a place that my friends have been to - To visit a destination that would impress me - To be away from home - To satisfy the desire to be somewhere else	- To relax physically - To find thrills and excitement - To meet new people - To sightsee touristic spots - To experience new different lifestyle or traditions	- Tasting different food/flavor - Learning new things, increasing knowledge - Watching sports games and activities	- To visit friends and relatives
Desire	**Wellbeing**	**Adventure**	**Familial**

Table 4. Pull Items Descriptive Statistics

Pull Items	Mode	Median	Mean	Std. Deviation
Cleanliness /Hygiene	5.00	5.00	4.838	0.502
Affordable Tourist Destination	5.00	5.00	4.749	0.636
Safe Destination	5.00	5.00	4.738	0.656
Popular as a tourism destination site	5.00	5.00	4.665	0.697
Value of Money	5.00	5.00	4.56	0.757
Variety of activities to see	5.00	5.00	4.476	0.782
Outstanding Scenery	5.00	5.00	4.453	0.788
Traditional food/local cuisine	5.00	5.00	4.448	0.794
Interesting and friendly local people	5.00	5.00	4.385	0.852
Amusement/National Parks	5.00	5.00	4.351	0.824
Local festivals and entertaining events	5.00	5.00	4.264	0.953
Reflection of Culture, Arts and Traditions	5.00	4.00	4.105	*0.922*
Historical Buildings	5.00	4.00	3.971	*1.023*

The four factors were grouped together in Table 5 to identify their pull factor similarities. This allowed for the identification of commonalities within the groupings, which were then labeled as follows: destination enjoyment appeal factor (1), destination popularity factor (2), destination quality and affordability factor (3), and destination history and culture factor (4).

Table 5. City of Baybay Millennials' Leisure Travel Pull Factors

Factor 1	Factor 2	Factor 3	Factor 4
- Interesting and friendly local people - Amusement/National Parks - Local festivals and entertaining events	- Popular as a tourism destination site - Variety of activities to see - Traditional food/local cuisine - Outstanding Scenery	- Affordable Tourist Destination - Safe Destination -Cleanliness/Hygiene - Value of Money	- Historical Buildings - Reflection of Culture, Arts and Traditions
Enjoyment Appeal	**Popularity**	**Quality& Affordability**	**History &Culture**

5. Discussion and Conclusion

5.1. Discussion

The respondents in the study showed a strong inclination towards adventure, as evidenced by the top-ranking push items. The item "learning new things, increasing knowledge" received the highest mean score of 4.542, followed closely by "tasting different food/flavor" with a mean score of 4.505, "to relax physically" with a mean score of 4.500, and "to sightsee touristic spots" with a mean score of 4.442. These results are consistent with previous studies, such as Fromm's (2021) study which found that 69% of their respondents consider themselves adventurous, with a strong motivation to learn new things and increase knowledge, and Candy et al.'s (2020) study which established that experiencing different food tastes is a significant motivator for travel.

To put it in simpler terms, the study found that Baybay City millennials are adventurous travelers who are motivated by learning new things, trying different foods, and visiting touristic spots. Additionally, the desire to impress others and peer pressure also play a significant role in their travel decisions. These findings align with previous studies conducted in other parts of the world that have found that social media and peer pressure can strongly influence travel motivations.

In Table 2, it was noted that three items, namely "to visit friends and relatives," "to meet new people," and "to experience new different lifestyle or traditions" had a median score of 4.00, while all other items had a median score of 5.00, except for the one discussed earlier. This suggests that a significant number of respondents were either undecided or disagreed with these statements. This finding is in line with Annika et al. (2021) and Herzeberg et al. (2007), who observed that health and safety have become a crucial factor in travel motivation during the pandemic. Together with the first observation, these items highlight the impact of the pandemic on the leisure travel motivations of millennials in Baybay City, and how they now consider their health and safety as a significant factor influencing their decision to travel.

To interpret this finding, it appears that a significant number of millennials in Baybay City are not primarily motivated to travel for leisure in order to "get away from home." This is not surprising given the Filipino cultural emphasis on close family ties. This is also consistent with the findings of previous studies such as Chua et al. (2020) and Sánchez-Cañizares et al. (2020) that were conducted during the pandemic. In the context of a pandemic, it is not reasonable for a community that values close family ties to engage in leisure travel primarily to be away from home.

After analyzing the four-factor loadings (Table 5), the researcher identified similarities between the factors and labeled them as desire factor (1), wellbeing factor (2), adventure factor (3), and familial factor (4). These results are similar to the study of Baniya and Paudel (2016), which identified the push motivators of Nepali travelers as seeking escape from daily life, relaxation, sightseeing, and gaining new knowledge. The desire factor includes escaping daily life, while the adventure factor includes gaining new knowledge. Seeking relaxation and sightseeing tourist spots are part of the wellbeing factor. The findings also correspond with those of Reonsace (2018) and Romel (2018), who both explicitly identified personal wellbeing as a significant consideration and motivation for millennials when selecting a travel destination. The familial factor aligns with Annika et al.'s (2021) study, which emphasized their respondents' desire for social connections and to see their loved ones with whom they have been separated for an extended period due to pandemic travel restrictions.

The groupings of pull factors observed in this study align with the findings of Annika et al. (2021) who recommended that tourism destinations enhance their pull factors by providing options such as "exploring the neighborhood," "stress-free travel," and "total relaxation," which fall under the category of destination enjoyment appeal factor. These results also align with the studies of Richard and Morrill (2020) and the Singapore Travel Board (2013), which found that affordability and destination quality and affordability factor are significant motivators for Southeast Asian travelers. Given Baybay City's relative economic status and the Philippines' membership in ASEAN, it is reasonable to assume that Baybay City's millennials are mostly influenced by this factor. Finally, the findings are consistent with Uysal and Jurowski's (1994) research, which identified popularity and travel destination features as the main pull factor for leisure travel.

5.2. Conclusion

Based on the results of the study, it can be inferred that the millennials in Baybay City have a general desire to travel for various reasons. They seek travel experiences that will improve their wellbeing, such as relaxation and stress relief, and are also motivated by adventure, gaining new knowledge and experiences, and connecting with loved ones. The study also identified several external factors that motivate their travel decisions, including the enjoyment and variety they can get at the destination, the popularity of the destination, its affordability and value for money, and its history and culture.

In summary, the millennials in Baybay City are motivated by a combination of intrinsic and extrinsic factors when it comes to leisure travel. They seek to fulfill their personal desires and needs while also considering practical and economic factors that would make their travel experience more enjoyable and accessible. This information can be useful for tourism businesses and destinations in designing their marketing strategies and travel offerings to better cater to the needs and preferences of this demographic.

5.3. Limitations of this study

To begin with, it is suggested that the study should be replicated in other areas with a broader coverage and to include other age groups, particularly the Gen-Z who are the next generation after millennials and have a great potential for adventure-seeking and spending. As generations and their priorities change over time, it is crucial to continuously replicate the study to keep the hospitality and tourism industry up to date with their market's preferences. It is also recommended to widen the scope of respondents by including other generations and traveler types such as foreign and local travelers, who generally have a significant difference in spending capacity.

Furthermore, it is recommended to optimize the study instrument by including an open-ended question to allow respondents to share other factors that the researcher might have missed. Additionally, collecting more socio-demographic information such as specifying the respondents' profession, educational background, whether they have dependents, and determining their travel propensity, among others, would provide a more comprehensive picture of the respondents' socio-demographic profile.

Another recommendation is to include the respondents' travel history and intention to travel, and to correlate and identify causality with such variables to socio-demographics and travel push-pull motivators using the same theoretical model. Finally, increasing the number of respondents would also benefit in accounting for a broader population and arriving at a more generalized conclusion.

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Advancing the Understanding of Consumer Trust in Digital Technology: A Review and an Agenda for Hospitality and Tourism Research

Wichupankul, Surarak
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Hospitality and Tourism Management
Prince of Songkla University

Ting, Zhou
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Abstract:

This study highlights the significance of consumer trust in digital technology within the hospitality and tourism context, where such trust extends beyond technological reliance to include trust in people and processes involved in service provision. The factors affecting consumer trust are identified and categorized regarding economic, psychological, and sociological concepts. Thematic analysis is incorporated to synthesize and identify the definition of consumer trust in the hospitality context, existing themes, and research gaps.

Keywords: Digital Technology, Consumer Trust, Consumer Behavior, Hospitality and Tourism Industry

1. Introduction

The global phenomenon of digital transformation emerges and drives the shifts in consumer behavior and correspondingly affects the hospitality and tourism industry (Lam & Law, 2019). Digital technology simultaneously introduced the perception of reliability, increasing anonymity yet decreasing transparency (Chen, Tian, Cui, Yin, & Wang, 2019). As a result, trust became one of the motivators as well as barriers to using digital advances (Stegmann, Nagel & Ströbel, 2021). If consumers perceive those technologies as unreliable, they will refrain from using them (Sundar & Limperos, 2013). As such, trust is critical to promote mutual benefits for customers and tourism service providers to reduce customer perception of uncertainty (Wang, Law, Hung, & Guillet, 2014). Despite trust is an essential factor in pre-consumption expectation and can impact consumer behaviors (Cai & Chi, 2021), the research undertaken on digital transformation has predominantly focused on the application and impact of digital technologies (Choi, Mehraliyev, & Kim, 2020; Jung, Tom Dieck, & Chung 2018; Morosan, 2019; Papas, 2017; Romero & Rado, 2021). Thus, it is crucial to advance the understanding of consumer trust in using technology in the hospitality and tourism context. Thus, this paper (1) defines consumer trust in using digital technology, (2) identifies the factors that affect consumer trust, and (3) identifies the current research themes and proposes research agenda.

2. Literature Review

The hospitality and tourism industry extensively involves digital transformation by embracing the

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changes in business development and service provision technologies (Tajeddini, Ratten & Merkle, 2020). Evidence of digital technology implementation was found in key business sectors in hospitality and tourism that engage consumers in their digital transformation services. Hotels have employed various digital technologies—from websites to service robots (Hao & Chon, 2021; Zhang, H. Li, Meng, & Y. Li, 2019) for the guests' convenience and exclusive experiences. Restaurants have provided, for example, the digital details of the menu items (Gerten & Topolinski, 2019), facial recognition of ordering systems, transaction authorization, and loyalty accounts (Ciftci, Choi & Berezina, 2021). Airlines and the aviation industry have applied live chat on the website (McLean, Osei-Frimpong, Wilson & Pitardi, 2020) and biometric technology for security (Beck, Rose & Merkert, 2017).

Trust is formed regarding interpersonal encounters and actions that offer mutual benefits, urging one another to trust (Korsgaard, 2018). Williams & Baláž (2021) suggested the muti-disciplinary concept to construct trust in the hospitality and tourism context, namely psychology or cognition and affect; economies or rational risk calculation; and sociology or interpersonal perspective. This multi-disciplinary concept was arguably appropriate to apply to the study of consumer behavior, especially for the complex human extensive involvement industry. Consumers perceive trust in digital technology used by hospitality and tourism, react to the different levels of trustworthiness in various ways, and perceive trust on their terms. For example, Hotel guests' trust can probably be created by the information available on the hotels' social media (Zhang et al., 2019) in searching for information and communication. The extent of the implementation of technology also affects trust in different aspects. For example, contactless service in hotels (Hao & Chon, 2021) can reduce health risks, and the virtual avatar influences the perceived expertise (Choi et al., 2020). In the hospitality and tourism industry—people, technology, and services are inseparable in the service provision. Consequently, consumer trust was regarded as trust in the service provider as a person, trust in the technology objects, and trust in the provided service system, as Harwood & Garry (2017) suggested.

3. Methodology

The top ten journals in Scimago Journal and Country Rank were used to access the literature in the Tourism, Leisure, and Hospitality management subject category. The data was collected in the Web of Science (WoS) database. The search criteria consisted of the following areas—digital technology, trust, and hospitality and tourism. Accordingly, keywords such as social media, digital, technology, and trust were adopted as the topic of the search process. The selected articles were screened through the following three steps, (1) screening out duplicate articles, (2) checking the keywords and abstract of each article, and (3) examining the research context of each article. The two authors agreed on the following parallel evaluation conditions as selection criteria that should be satisfied simultaneously during the screening process. Condition 1—Articles that are related to trust research. Condition 2—Articles with at least one digital technology are explicitly mentioned. Condition 3—Articles that are related to digital transformation research.

Thematic analysis was employed to examine the angles of different literature to develop novel insights and summarize the essential elements of a dataset. It allowed scholars to code and explain data (Braun & Clarke, 2006). The 27 pieces of literature—published from 2017 to 2021 were documented and sorted according to their journal title, citation, methodology, research setting, adopted technology, factors affecting trust, consumer behavior and characteristics, and key findings. Two researchers independently identified empirical data that fit the inclusion criteria to minimize the reviewing bias. This data was used to examine consumer trust in digital technology engagement in hospitality and

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tourism, primarily in terms of the factors, current themes, and research gaps.

4. Results

The consumer behaviors related to trust were identified and sorted into four constructs. They are behavioral loyalty, interaction, satisfaction, data sharing, and intentions (to use technology and to purchase). All the objects of trust in the hospitality and tourism context—people, technology, and service provision process—were involved in digital technology consumption in hospitality and tourism services. As a result, consumer trust in this study context can be defined as the linkage of the constructs of trust behaviors with the object of trust in the hospitality and tourism industry.

Eleven factors related to consumer trust were noted and found to be sorted into three categories—psychology, economics, and sociology. Performance/function efficacy and benefit are the two factors representing the calculation of advantages of consuming digital technology in the hospitality and tourism industry. As a result, they were categorized into the economics category. Expectation, personal innovation, feelings, and motivation were found to involve internally rational and emotional elements and perception. Thus, they were added to the psychology category. Finally, the trustworthy environment, social influence, behavior, characteristics, and interaction were found to be involved with organizational and interpersonal social relations. Therefore, they were included in the sociology category.

Four key themes were found in the existing studies of consumer trust in hospitality and tourism regarding digital technology in service provision—the antecedents and effects on trust, the consequences of trust, trust as a mediator, and the research on trust itself. There is a trend of research on trust in new information technology artefacts. Studies on the customer perception of artificial intelligence, service robots, social media, and e-commerce were gradually increasing. Most research adopted an existing model or modified model to understand and examine consumer trust in the new information technologies.

The proposed agenda for hospitality and tourism research concerning consumer trust in digital technology is to incorporate the object of trust approach. Researchers can advance the understanding of how trust in digital technology intersects with trust in people and the service provision process in the hospitality and tourism context. For instance, this approach may facilitate investigation into how consumers perceive the role of service people within the context of digital technology and the subsequent impact of these perceptions on their trust in the process of service provision and overall service experience, how hospitality and tourism business can strike a balance between maintaining the service standards and fostering consumer trust in digital technology adoption, and what are the roles of digital technology in building and maintaining trust in the people and process of service provision.

5. Discussion and Conclusion

Several studies have comprehensively reviewed the role of consumer trust across diverse disciplines (e.g., Wu, Zhao, Zhu, Tan & Zheng, 2011), including the context of service provision in hospitality and tourism (e.g., Palacios, de Almeida & Sousa 2021; Wang et al., 2014), which focused on the evolution of knowledge. This current study takes a distinct approach by highlighting the crucial role of trust object in hospitality and tourism, specifically concerning the employment of digital technology in service delivery.

The findings of this study extend the existing literature on consumer trust regarding digital transformation in the hospitality and tourism industry. The data analysis and collection from this study can be a point of reference and assist researchers in developing future studies according to the proposed research agenda. In addition, this study provides practical implications for hospitality and tourism managers to strengthen their competitive advantage strategy through the multidimensional object of trust. Future research is encouraged to further investigate the contemporary or current issues integrated with digital technology and trust, for example, the metaverse technology and ethical aspects. A qualitative research method or a mixed method is suggested in future research.

In this study, only the top ten journals in the hospitality and tourism field in WoS were selected. Additionally, the data was collected in 2021. The papers in each journal were published according to the specific topic areas that may cause discrepancies between the journals included in this research. Additionally, the findings may differ if the non-indexed journals and the more recent publications were included.

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Waste Sustainability: An inventory of edible food waste products from selected hotels in Manila

Carpio, Sheryll
Lyceum of the Philippines University, Manila

Abstract:

The descriptive study examines the inventory of edible waste food products in selected hotels in Manila as potential ingredients for a new line of products. The technique used was a survey method with the food handler in the food production department. The questionnaire was given to the kitchen representative and distributed to the department. The result of the study revealed the frequency of food waste and its significance to the causes and practices of preventing food waste in selected hotels. The study addressed the solutions to minimizing food waste with the involvement of food handlers.

Keywords: food waste, causes, practices, food handler, food production, edible food

1. Introduction

The amount of food wasted is staggering: one-third of the food produced worldwide is lost or squandered; according to the United Nations, 2021, this translates to almost 1.3 billion tons of food annually. Even though there is enough food produced to feed everyone on the planet, millions of people still experience hunger and malnutrition, in which food waste is a factor however it can be reduced by effective way of food management. Food waste is mostly avoidable by using better management techniques, such as lowering overproduction, enhancing supply chain effectiveness, and altering customer behavior. We can contribute to the development of a more equitable and sustainable food system by taking steps to reduce food waste.

Each hotel produced an average of 210 kg of food waste daily, with cooked food and bakery goods coming in second and third. Vegetable and fruit trimmings were the most significant contributors to this waste. According to the authors' research, most hotels have adopted waste reduction strategies, such as composting and food donations. However, there was still space for improvement regarding trash monitoring and segregation. (Athifa &Begg, 2017)

Inefficiencies in the food supply chain, consumer behavior, and legislation and policies that encourage waste are some causes of food waste. However, it can be solved by increasing the effectiveness of the food supply chain, altering consumer behavior, and putting in place laws and regulations that encourage waste reduction are all ways to reduce food waste. Food waste can also be decreased at the production stage through proper actions like bettering farming methods and minimizing food losses during harvest and processing. Better logistics planning and technology to streamline inventory management can further help reduce food waste during the distribution stage. At the consuming stage, strategies, including portion management, education, awareness campaigns, and food donation, can help to minimize food waste. (Torre, Diaz & Perez, 2022)

Food waste is a major environmental, social, and economic issue, especially in the hotel sector. Because of issues including the difficulty of menu planning, the requirement to prepare food in advance, and the unpredictable nature of client demand, this industry is renowned for having significant levels of food waste. Food waste affects the environment, but it also has economic effects on the hospitality sector because it costs money and resources to produce.

Despite the increased awareness of food waste, thorough information on its causes and waste management procedures in the hospitality sector is still lacking. By researching the reasons that cause food waste in the hospitality industry and assessing the efficacy of currently used waste management techniques, this study seeks to close this gap. In particular, the research will be aimed to:

1. To identify the top five edible wastes from the food production of the selected hotels in Manila.
2. To determine the volume of edible waste produced daily by the selected hotel in Manila.
3. To know the significant relationship between the demographic profile of the respondents to the causes of food waste.
4. To know the significant relationship between the respondents' demographic to the practices of reduction and prevention that have been implemented.

2. Literature Review

2.1. Food Waste

Hotels produce 0.86 kg of food waste per visitor each day. Fruit and vegetables comprised most of the food wasted in the hotels that were the subject of the study, followed by bread and bakery goods, dairy products, meat, and fish. The survey also discovered that the most significant source of waste, accounting for 50% of all trash, was food waste produced during food preparation. (Dora, & McCrindle, 2017)

An estimated 30% to 40% of all food produced is wasted at the consumer level, contributing significantly to overall food waste. (Hall et al, 2019)

Over 1.3 billion tons of food are lost or wasted annually, or nearly one-third of all food produced worldwide. (FAO report, 2018)

One-third of all food produced worldwide is lost or wasted, with production, post-harvest, and processing being the main culprits. (PaParfittt al, 2020)

2.2. Food Waste Management

Consumer-level food waste reduction might significantly impact the environment by lowering greenhouse gas emissions and saving water and land resources. Reducing consumer food waste may also have financial advantages, such as lower food costs for consumers and higher profitability for food companies. Food waste at the consumer level necessitates a comprehensive strategy incorporating interventions, including education, incentives, and technological solutions. (Hall et al, 2019)

Improving infrastructure and technology for food production, storage, and transportation is one way to reduce food loss and waste. Other methods include reducing food waste at the consumer and retail level through education and awareness campaigns and promoting policies and incentives that support sustainable food systems. (FAO report, 2018)

Household-level initiatives to minimize food waste should concentrate on enhancing food management practices, fostering awareness and education about food waste, and providing households with the tools and resources they need to do so. (Saraiva, 2021)

Food handlers' attitudes toward food waste reduction are determined by their level of awareness, education, and motivation; programs for education and training can considerably enhance the attitudes and knowledge of food handlers toward reducing food waste. Food handlers motivated to reduce food waste frequently develop more original and inventive waste-reduction strategies. Portion management, appropriate labeling, storage, and donating extra food to charities are popular practices food handlers use to avoid food waste. (Rosli, Zawawi, & Budin, 2019)

2.3. Causes of Food Waste

At the consumer level, overspending, misunderstanding expiration dates, and over-preparation are the main contributors to food waste. (Hall et al, 2019)

Food waste mostly happens at the retail and consumer level, whereas food losses mostly happen during production, storage, and transportation. (FAO report, 2019)

The main contributors to household food waste include poor food management habits like overspending, over-preparation, and failure to consume food quickly enough. Age, family size, and income are further socio-demographic factors that contribute to the development of food waste; larger families and higher incomes are linked to increased food waste. The amount of food waste generated in households is also influenced by attitudes and actions linked to food waste, including methods for reducing food waste, understanding of food waste, and environmental concerns. (Saraiva, 2021)

The logistics and supply chain management sectors are mostly to blame for food waste at the supplier-retailer interface, including erroneous forecasting and ordering, excess production, and ineffective transit and storage. Client preferences and quality requirements that lead to the rejection of still-edible food products are additional variables that contribute to food waste. (Secondi et al, 2021)

According to Zhang, Wen & Zhou (2019), Chinese hotel food handlers contribute significantly to food waste development. Notably, it was discovered that inexperienced food workers were more prone to produce food waste than experienced ones. Also, it was shown that the habits of food handlers—such as over-portioning and improper storage—were significant causes of food waste in hotels.

3. Methodology

3.1. Research Design

Descriptive quantitative research was used to analyze the respondents' demographic profiles. It also searched the motivational strategies that the selected hotel employs in production. The correlational method scrutinized the significant difference in the level of causes and practices regarding their demographic profile.

3.2. Research Instrument

The leading proponent of this study drafted a research instrument based on online resources and scholarly sites, including Scopus, Emerald Insight, Science Direct, and the globally known search engine Google, which contact trusted sites that shows and offers various information about the topics. It underwent validation by an expert in the tourism industry. Pretesting was also done, and Cronbach's Alpha was computed to ensure the reliability of the research instrument. This resulted in 30 probing

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statements from the food handler assigned to the food production.

3.3. Data Collection

The survey was conducted using the validated and pretested research instrument to 180 respondents who passed the criterion of being food handlers in selected hotels in Manila. Enumerators were hired to help in gathering the data. They gathered the data in selected hotels in Manila. Data gathering was done using a survey questionnaire brought to the hotel establishment. Data collection spanned two months.

3.4. Data Analysis

SPSS version 25.0 was used to analyze all the data (IBM Corp., Armonk, NY, USA). All variables were given descriptive statistics (mean, standard deviation, frequency). The Shapiro-Wilk test was used to determine whether the data were normal. Parametric tests were performed for additional analysis because the data were normally distributed.

The accomplishment test post-test results were compared between the three groups (experimental group 1, experimental group 2, and control group) using a one-way analysis of variance (ANOVA). After the ANOVA, the Tukey HSD test was used in post hoc comparisons to see which groups differed noticeably.

Multiple regression analysis examined the association between the dependent variable (cause and practices) and the independent variable (demographic profile). For all statistical analyses, p 0.05 was chosen as the significance threshold.

4. Results

4.1. Common Edible Food Waste

Table 1. Summary of the common edible food waste from preparation and cooking that is disposed of in a day per kilo.

Common edible food waste	Variables	Frequency (n=180)	Percentage
Left Over Food	1-5 kg 6-10 kg 11-15 kg 16-20 kg	81 71 27 1	45.0 39.4 15.0 6
Overripe Fruits	1-5 kg 6-10 kg 11-15 kg 16-20 kg	110 40 0 30	61.1 22.2 0.0 16.7
Peel of Potato	1-5 kg 6-10 kg 11-15 kg 16-20 kg	127 53 0 0	70.6 29.4 0.0 0.0
Peel Carrots	1-5 kg 6-10 kg 11-15 kg 16-20 kg	127 51 2 0	70.6 28.3 1.1 0.0
Peel of Cucumber	1-5 kg 6-10 kg 11-15 kg 16-20 kg	132 46 2 0	73.3 25.6 1.1 0.0

Bruised Vegetable	1-5 kg 6-10 kg 11-15 kg 16-20 kg	139 38 3 0	77.2 21.1 1.7 0.0
Fats Trimming	1-5 kg 6-10 kg 11-15 kg 16-20 kg	103 70 7 0	57.2 21.1 3.9 0
Expired Food	1-5 kg 6-10 kg 11-15 kg 16-20 kg	127 51 2 0	70.6 28.3 1.1 0.0

Table 1 shows the common edible food waste from preparation and cooking that dispose in a day per kilo in which 1-5 kilos are the predominant quantities produced by the production of all identified food waste. The bruised vegetable got the highest percentage of food waste or 77.2%, and the least is the leftover food, at 54%.

4.2. Causes of food waste

Table 2 below shows that all identified causes are experienced often except Food safety is practiced with a mean of 1.38 or rarely experienced while Hired unskilled staff got the highest mean of 4.05 often experienced.

According to Zhang, Wen & Zhou, 2019, food handlers in Chinese hotels contribute significantly to the development of food waste. Particularly, it was discovered that inexperienced food workers were more prone to produce food waste than experienced ones. Also, it was shown that the habits of food handlers—such as over-portioning and inappropriate storage—were significant causes of food waste in hotels.

Table 2. Respondent's Assessment of how the causes of food waste have been experienced.

Indicator	Mean	Verbal Interpretation
Food ingredient is inefficiently produced	3.54	Often
The quantity of ingredients is estimated as inappropriate	3.63	Often
Food safety is practiced	1.38	Rarely
The policy is not communicated	3.57	Often
Hired unskilled staff	4.05	Often

Legend: *"Never (1.00 – 1.50)", "Rarely (1.51 – 2.50)", "Sometimes (2.51 – 3.50)", "Often (3.51 – 4.50)", "Always (4.51 – 5.00)"*

4.3. Practices of reduction and prevention

Table 3 shows that Food waste donated is Always practiced with a mean of 4.39 while food waste is recycled with a mean of 3.09, food waste is composed with a mean of 3.03, and, food waste is tracked daily with a mean of 2.87 are sometimes practiced. The quality ingredient is purchased with a mean of 1.76, the menu is well planned with a mean of 1.53, and the raw ingredient purchased are rarely practiced while portion control is implemented with a mean of 1.21 is never practiced.

Moretti (2018) claimed that the recovery of food waste is a growing concern since it has the potential to assist the economy and the environment. Composting, anaerobic digestion, and insect farming are the most popular sustainable methods for recovering food waste. Whereas anaerobic digestion employs

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microorganisms to break down food waste in an oxygen-free environment and produce biogas, composting involves the aerobic decomposition of food waste. Insect farming includes feeding insects like black soldier flies and food waste. These insects can subsequently be used as a source of protein for fertilizer or animal feed.

4.4. One-way Analysis of Variance (ANOVA): Comparison of the Assessment of the Respondents on Causes When Grouped According to Age

Table 4 shows that the quantity of ingredients is estimated as inappropriate, and hiring unskilled staff has a significant relation to the age of the respondents as the identified causes of food waste that food handlers experienced.

Table 3. Respondent's Assessment of how the practices of reduction and prevention have been implemented.

Indicator	Mean	Verbal Interpretation
The menu is well planned	1.53	Rarely
The quality ingredient is purchased	1.76	Rarely
The raw ingredient is properly stored	1.26	Rarely
Portion control is implemented	1.21	Never
Food waste is tracked daily	2.87	Sometimes
Food waste is recycled	3.09	Sometimes
Food waste is donated	4.39	Always
Food waste is composed of organic waste	3.03	Sometimes

Legend: *"Never (1.00 – 1.50)", "Rarely (1.51 – 2.50)", "Sometimes (2.51 – 3.50)", "Often (3.51 – 4.50)", "Always (4.51 – 5.00)"*

Table 4. One – Way Analysis of Variance (ANOVA): Comparison of the Assessment of the Respondents on Causes When Grouped According to Age

Indicators	f value	p-Value	Decision	Remarks
Food ingredient is inefficiently produced	0.884	0.506	Retain Ho	Not Significant
The quantityingredientsient is estimated inappropriate	8.2	0.000	Reject Ho	Significant
Food safety is practiced	1.280	.275	Retain Ho	Not Significant
The policy is not communicated	0.203	0.212	Retain Ho	Not Significant
Hired unskilled staff	2.556	0.002	Reject Ho	Significant

Note: *"If the p-value is less than or equal to the level of significance (0.05) reject Ho, otherwise failed to reject Ho."*

4.5. One-way Analysis of Variance (ANOVA): Comparison of the Assessment of the Respondents on Causes When Grouped According to Gender

Table 5 below shows that the quantity of ingredients estimated as inappropriateness has a significant relation to the gender of the respondents as the causes of food waste that the food handlers experienced.

Table 5. One – Way Analysis of Variance (ANOVA): Comparison of the Assessment of the Respondents on Causes When Grouped According to Gender

Indicators	f value	p- Value	Decision	Remarks

Food ingredient is inefficiently produced	0.096	0.758	Retain Ho	Not Significant
The number of ingredients estimated as inappropriateness	6.46	0.12	Reject Ho	Significant
Food safety is practiced	1.45	.299	Retain Ho	Not Significant
The policy is not communicated	0.135	0.714	Retain Ho	Not Significant
Hired unskilled staff	1.57	0.211	Retain Ho	Not Significant

Note: *"If the p-value is less than or equal to the level of significance (0.05) reject Ho, otherwise failed to reject Ho."*

4.6. One-way Analysis of Variance (ANOVA): Comparison of the Assessment of the Respondents on Causes When Grouped According to Civil Status

Table 6 below shows that Food ingredients are inefficiently produced and Food safety practices have a significant relation to the civil status of the respondents as the causes of food waste that the food handlers experienced.

Table 6. One – Way Analysis of Variance (ANOVA): Comparison of the Assessment of the Respondents on Causes When Grouped According to Civil Status

Indicators	f value	p- Value	Decision	Remarks
Food ingredient is inefficiently produced	5.39	0.021	Reject Ho	Significant
The quantity of ingredients is estimated as inappropriate	6.47	1.06	Retain Ho	Not Significant
Food safety is practiced	1.45	.016	Reject Ho	Significant
The policy is not communicated	0.135	0.167	Retain Ho	Not Significant
Hired unskilled staff	1.57	0.284	Retain Ho	Not Significant

Note: *"If the p-value is less than or equal to the level of significance (0.05) reject Ho, otherwise failed to reject Ho."*

4.7. One-way Analysis of Variance (ANOVA): Comparison of the Assessment of the Respondents on Causes When Grouped According to Educational Attainment

Table 7 below shows that the quantity of ingredients estimated as inappropriate has a significant relation to the respondent's educational attainment as the causes of food waste that the food handlers experienced.

Table 7. One – Way Analysis of Variance (ANOVA): Comparison of the Assessment of the Respondents on Causes When Grouped According to Educational Attainment

Indicators	f value	p- Value	Decision	Remarks
Food ingredient is inefficiently produced	.078	.781	Retain Ho	Not Significant
The quantityingredientsient is estimated inappropriate	8.42	.004	Reject Ho	Significant
Food safety is practiced	.366	.546	Retain Ho	Not Significant
The policy is not communicated	1.48	.225	Retain Ho	Not Significant
Hired unskilled staff	7.22	.008	Retain Ho	Not Significant

Note: *"If the p-value is less than or equal to the level of significance (0.05) reject Ho, otherwise failed to reject Ho."*

4.8. One-way Analysis of Variance (ANOVA): Comparison of the Assessment of the Respondents on Causes When Grouped According to Year of Service

Table 8 below shows that all identified causes of food waste except policy are not communicated have a significant relation to the year of service of the respondent as causes of waste that food handlers experienced.

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Table 8. One–Way Analysis of Variance (ANOVA): Comparison of the Assessment of the Respondents on Causes When Grouped According to Year of service.

Indicators	f value	p- Value	Decision	Remarks
Food ingredient is inefficiently produced	2.67	.017	Reject Ho	Significant
The quantityingredientsient is estimated inappropriate	9.60	.000	Reject Ho	Significant
Food safety is practiced	9.11	.000	Reject Ho	Significant
The policy is not communicated	1.57	.158	Retain Ho	Not Significant
Hired unskilled staff	4.41	.000	Reject Ho	Significant

Note: *"If the p-value is less than or equal to the level of significance (0.05) reject Ho, otherwise failed to reject Ho.*

4.9. One–Way Analysis of Variance (ANOVA): Comparison of the Assessment of the Respondents to the practices of reduction and prevention when grouped according to age.

Table 9 below shows that Menu is well planned, the quality ingredient is purchased, portion control is implemented, food waste is recycled, food waste is donated, and food waste is composed into organic waste as identified practices of reduction and prevention of food waste have a significant relation to the age of the respondents.

Table 9. One–Way Analysis of Variance (ANOVA): Comparison of the Assessment of the Respondents to the practices of reduction and prevention when grouped according to Age.

Indicator	f value	p-value	Decision	Remarks
The menu is well planned	6.99	.000	Reject Ho	Significant
The quality ingredient is purchased	5.20	.000	Reject Ho	Significant
The raw ingredient is properly stored	.960	.444	Retain Ho	Not Significant
Portion control is implemented	7.15	.000	Reject Ho	Significant
Food waste is tracked daily	2.15	.062	Retain Ho	Not Significant
Food waste is recycled	5.13	.000	Reject Ho	Significant
Food waste is donated	4.56	.001	Reject Ho	Significant
Food waste is composed of organic waste	4.15	.001	Reject Ho	Significant

Note: *"If the p-value is less than or equal to the level of significance (0.05) reject Ho, otherwise failed to reject Ho."*

4.10. One–Way Analysis of Variance (ANOVA): Comparison of the Assessment of the Respondents to the practices of reduction and prevention when grouped according to Gender.

Table 10 below shows that Menu is well planned, portion control is implemented, food waste is recycled, and food waste is donated as identified practices of reduction and prevention of food waste have a significant relation to the gender of the respondents.

Table 10. One–Way Analysis of Variance (ANOVA): Compariofn on the Assessment of the Respondents to the practices of reduction and prevention when grouped according to Gender.

Indicator	f value	p-value	Decision	Remarks
The menu is well planned	4.85	.029	Reject Ho	Significant
The quality ingredient is purchased	.060	.806	Retain Ho	Not Significant
The raw ingredient is properly stored	.104	.747	Retain Ho	Not Significant

Portion control is implemented	22.40	.000	Reject Ho	Significant
Food waste is tracked daily	.015	.904	Retain Ho	Not Significant
Food waste is recycled	5.68	.018	Reject Ho	Significant
Food waste is donated	9.64	.002	Reject Ho	Significant
Food waste is composed of organic waste	2.14	.145	Retain Ho	Not Significant

Note: *"If the p-value is less than or equal to the level of significance (0.05) reject Ho, otherwise failed to reject Ho."*

4.11. One – Way Analysis of Variance (ANOVA): Comparison of the Assessment of the Respondents to the practices of reduction and prevention when grouped according to Civil Status

Table 11 below shows that portion control is implemented, and food waste is donated as an identified practice of reduction and prevention of food waste have a significant relation to the civil status of the respondents.

Table 11. One – Way Analysis of Variance (ANOVA): Comparison of the Assessment of the Respondents to the practices of reduction and prevention when grouped according to Civil Status

Indicator	f value	p-value	Decision	Remarks
The menu is well planned	4.85	.029	Retain Ho	Not Significant
The quality ingredient is purchased	.060	.806	Retain Ho	Not Significant
The raw ingredient is properly stored	.104	.747	Retain Ho	Not Significant
Portion control is implemented	22.40	.000	Reject Ho	Significant
Food waste is tracked daily	.015	.904	Retain Ho	Not Significant
Food waste is recycled	5.68	.018	Retain Ho	Not Significant
Food waste is donated	9.64	.002	Reject Ho	Significant
Food waste is composed of organic waste	2.14	.145	Retain Ho	Not Significant

Note: *"If the p-value is less than or equal to the level of significance (0.05) reject Ho, otherwise failed to reject Ho."*

4.12. One – Way Analysis of Variance (ANOVA): Comparison of the Assessment of the Respondents to the practices of reduction and prevention when grouped according to Educational Attainment

Table 12 below shows that all identified practices of reduction and prevention of food waste have no significant relation to the respondents' educational attainment.

Table 12. One – Way Analysis of Variance (ANOVA): Comparison of the Assessment of the Respondents to the practices of reduction and prevention when grouped according to Educational Attainment

Indicator	f value	p-value	Decision	Remarks
The menu is well planned	2.49	.116	Retain Ho	Not Significant
The quality ingredient is purchased	1.53	.217	Retain Ho	Not Significant
The raw ingredient is properly stored	.743	.390	Retain Ho	Not Significant
Portion control is implemented	1.36	.245	Retain Ho	Not significant
Food waste is tracked daily	1.92	.167	Retain Ho	Not Significant
Food waste is recycled	2.28	.132	Retain Ho	Not Significant
Food waste is donated	.464	.497	Retain Ho	Not Significant
Food waste is composed of organic waste	.032	.857	Retain Ho	Not Significant

Note: "If the p-value is less than or equal to the level of significance (0.05) reject Ho, otherwise failed to reject Ho."

4.13. One–Way Analysis of Variance (ANOVA): Comparison of the Assessment of the Respondents to the practices of reduction and prevention when grouped according to Year of Service.

Table 13 below shows that all identified practices of reduction and prevention of food waste except for the quality of the ingredient purchases have a significant relation to the year of service of the respondents.

Table 13. One – Way Analysis of Variance (ANOVA): Comparison of the Assessment of the Respondents to the practices of reduction and prevention when grouped according to Year in Service

Indicator	f value	p-value	Decision	Remarks
The menu is well planned	12.70	.000	Reject Ho	Significant
The quality ingredient is purchased	13.94	.806	Retain Ho	Not Significant
The raw ingredient is properly stored	.104	.000	Reject Ho	Significant
Portion control is implemented	3.96	.001	Reject Ho	Significant
Food waste is tracked daily	3.62	.002	Reject Ho	Significant
Food waste is recycled	8.42	.000	Reject Ho	Significant
Food waste is donated	9.64	.000	Reject Ho	Significant
Food waste is composed of organic waste	8.63	.000	Reject Ho	Significant

***Note:** "If the p-value is less than or equal to the level of significance (0.05) reject Ho, otherwise failed to reject Ho."*

5. Discussion and Conclusion

5.1. Discussion and implications

Based on the findings food waste quantity produced by the selected hotels in Manila is 1-5 kilograms in a day operation, Bruised Vegetable is the top 1 among others identified common food waste, which implies that food handlers followed the recipe specification requirements to produce a quality product. Also, food safety is not often followed, which might cause food waste.

The findings also show that the year of service of the food handlers has a significant relation to the cause of food waste and practices reduction and prevention implemented by selected hotels; however, the practices reduction and prevention implemented have no significant relation to the educational attainment of the respondents. The findings align with Nurul Syazwani Rosli, Norhasnida Zawawi, and Siti Balkis Budin in 2019 that food handlers' attitudes toward food waste reduction are determined by their level of awareness, education, and motivation, programs for education and training can considerably enhance the attitudes and knowledge of food handlers toward reducing food waste. Food handlers motivated to reduce food waste frequently develop more original and inventive waste-reduction strategies. Portion management, appropriate labeling, storage, and donating extra food to charities are popular practices used by food handlers to avoid food waste.

5.2. Conclusion

According to the study, inexperienced food handlers can contribute significantly to hotel food loss. Thus, training programs should concentrate on targeting behaviors to cut waste. The report also emphasizes how crucial monitoring and feedback systems are for decreasing food waste and excellent collaboration and communication across various departments.

To focus on the issue of food waste in the hospitality industry, greater cooperation between hotels, suppliers, and patrons must be practiced.

A complete plan that addresses minimizing overproduction, portion management, and the reuse of food leftovers must be created to reduce food waste. All staff members should receive proper instructions on preparing, storing, and discarding food. Inform them of the value of decreasing food waste and the best ways to achieve it. Use technology to track food waste and spot areas for improvement, such as inventory management systems.

5.3. Limitations of this study and suggestions for future studies

This study covered the inventory of food waste in various hotels in Manila. On the other hand, this study is unintentionally limited to six hotels with 5-star and 4-star ratings in Manila as they have accepted the invitation of the researchers to participate in the study. Other parameters not mentioned in this section were considered excluded from the study.

The author recommends conducting a study on how to develop a new product out of the identified waste. This way, the said waste product will be useful to the community.

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Asian Philosophy Behind Sustainability: An Investigation of Hotel Guests' Use of Bathroom Amenities

Sun, Li
School of Hotel and Tourism Management
Hong Kong Polytechnic University, Hong Kong S.A.R. China

Wu, Xuan
School of Hotel and Tourism Management
Hong Kong Polytechnic University, Hong Kong S.A.R. China

Lee, Donghwa*
School of Hotel and Tourism Management
Kyunghee University Korea

Professor Chon, Kaye
School of Hotel and Tourism Management,
Hong Kong Polytechnic University, Hong Kong S.A.R. China

Abstract:

This study shows how hotel bathroom amenities can be designed to save costs while simultaneously creating balance between environmental sustainability and consumer satisfaction. They may be used as potential marketing tools. The study was conducted based on the preference ranking of bathroom amenities by hotel guests in South Korea and China to identify similarities and differences in their perceptions and behaviors toward bathroom amenities. The study employed a questionnaire survey and mixed method. The findings indicate that hotel guests, depending on their cultural background and ages, may possess different views on how they handle bathroom amenities that have been partially used.

Keywords: Hotel bathroom amenities, Chinese, Korean, Culture, Consumer Need, Consumer Behavior

1. Introduction

According to Higley (1998), hotel amenities can help reduce waste, and an environmentally friendly amenity program may include items that are visible to visitors, such as refillable shampoo and soap dispensers in place of bar soap and plastic bottles. Today, more consumers are interested in sustainable hotel choices (Han et al., 2009). Jeong and Kubickova (2021) define hotel bathroom amenities as products that guests are expected to use during their stay or take with them and which cannot be reused. In this study, bathroom amenities are defined as products that guests are expected to use in the bathroom. They consist of toiletries (e.g., soap, shampoo, conditioner, body lotion, comb, hand sanitizer, hand wash, toothbrush kits, hair drier, nail clipper, razor, and shower cap), bath robes, and towels. The potential of bathroom amenities to enhance customer satisfaction and augment hotel performance has been acknowledged by hotel operators (Heo & Hyun, 2015). However, sometimes, such amenities may not meet the expectations of guests (Kim & Han, 2022). Hotel operation expenses have increased because of these bathroom amenities. Therefore, each amenity should be carefully considered before being offered (Kim et al., 2022). Mak et al. (2012) explain that tourism predominantly has hedonic characteristics. Thus, the hospitality industry should find a compromise between customer satisfaction and sustainable practices.

This study sought to understand the reasons behind the disposal of partially used bathroom amenities from the perspectives of Chinese and Korean consumers to help hotel practitioners cut costs while balancing between customer satisfaction and environmental sustainability. To achieve this goal, two objectives were established: (1) To compile a list of bathroom items that customers deem vital based on their survey ratings; (2) To investigate guests' behaviors regarding the disposal of bathroom amenities they were permitted to take away at the end of their stay. These behaviors were analyzed from the perspectives of Chinese and Korean cultures to help hotel practitioners cut costs while striking balance between customer satisfaction and environmental sustainability.

2. Literature Review

2.1. Research on Hotel Bathroom Amenities

Kim and Han (2022) examined 28 in-room amenities, indicating that most amenities performed at a level that did not exceed the perceived importance of hotel staycationers. Jeong and Kubickova (2021) suggested that lower-end hotels would improve their images by offering high-end brands of bathroom amenities (e.g., soap, lotion, shampoo, and conditioner); if they offer generic brand bathroom amenities, guests prefer packaged bottles instead of dispensers. However, dispensers are cheaper than bottles (Chen, 2015). Dev et al. (2018) obtained data from 724 guests in a hotel in the United States and reported a gap between guests' expectations of which amenities they expected to use and which they did use. The report showed that the use of dispenser soap/shampoo was overpredicted by 43% (expected use 0.42 versus actual use 0.24), that of robes overpredicted by 36% (0.42 versus 0.27), that of hair dryers overpredicted by 8% (0.66 versus 0.61), and that of packaged soap/shampoo/conditioner/lotion underpredicted by 4% (0.83 versus 0.86). Although bathroom amenities in hotels have drawn the attention of academia (Kim & Han, 2022), researchers have not yet conducted studies on how guests dispose of partially used bathroom amenities that cannot be returned after their stay.

2.2. Consumers' Values, Needs and Behaviors

Culture and values construct and affect how people make decisions and behave (Back & Lee, 2009). Confucianism is a tradition of religion, philosophy, and socioeconomic system that shapes and even monopolizes the national culture in China, Korea, and other East Asian nations (Yao & Yao, 2000). Confucian culture highly advocates thrift, modesty, and humility in one's consumption behavior (Douglas & Isherwood, 2021). Confucian philosophy has a huge influence on Asians' awareness and behavior toward sustainable development (Zhang et al., 2020). However, modernization, industrialization, and globalization have challenged Confucian values in Asia regarding individuals' social values, needs, and purchase behavior, such as products, brands, and consumption activities (Hyun, 2001). In turn, differences in value and purchase behavior in Confucian cultures among regions and demographic features in East Asia have emerged (Watchravesringkan, 2008).

Consumer buying behavior is the decision process and behavior of people involved in buying, using, disposing of goods, services, ideas, or experiences to satisfy their needs and wants, and culture is a fundamental determinant of consumer buying behavior (Kotler & Keller, 2021). Kim et al. (2002) designed a model (Figure 1) to examine the relationships among consumer values, needs, and purchase behaviors of Chinese and Korean consumers, based on the value list of Kahle (1983) and the consumer needs model by Park et al. (1986). Consumer values are categorized as having self-directed and social affiliation values. Self-directed values include having self-respect, being well respected by others, having security, indulging in fun and enjoyment in life as well as experiencing excitement, self-fulfillment, and a sense of accomplishment; these are more related to personal factors (Kahle et al.,1986; Kim et al., 2002). Social affiliation values are associated with feeling a sense of belonging and having warm interpersonal relationships. Meanwhile, consumer needs comprise of functional needs (quality seekers), social needs (socially directed), and experiential needs (sensory pleasure). Hotel consumer buying behaviors include the way guests dispose of unused bathroom amenities.

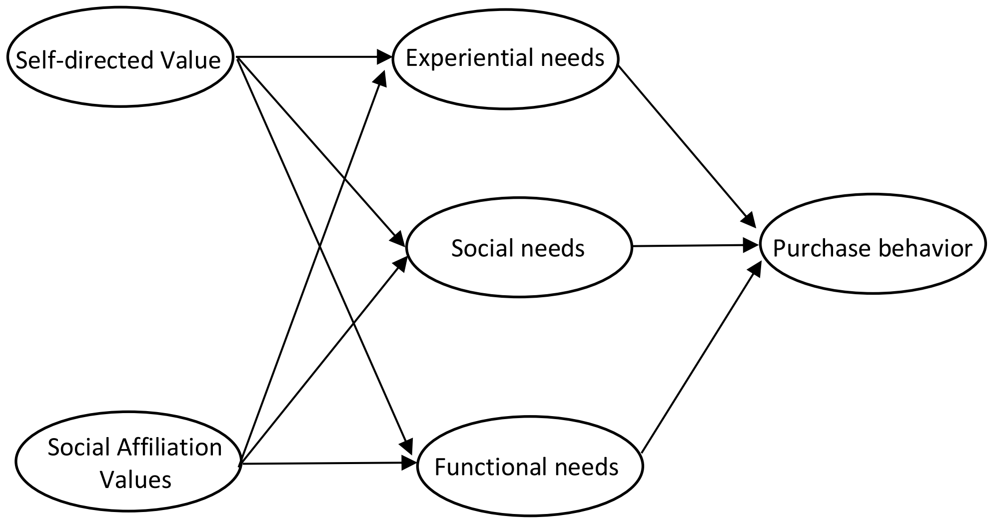

Figure 1. Model for Values, Needs and Behavior (Kim et al., 2002)

The current study adopts this conceptual framework to investigate the relationships between consumer values, needs, and the disposal of bathroom amenities among Chinese and Korean participants (as representatives of Confucian cultural circles) to help hotel practitioners cut costs while striking a balance between customer satisfaction and environmental sustainability.

3. Methodology

This study is multitasking research. Greene et al. (1989) suggested employing a mixed method with an expansion purpose, including at least one quantitative method to collect numbers and assess research outcomes and a qualitative method to collect words and assess research processes. In this study, the survey questionnaire combined quantifiable close-ended questions to measure guests' ratings of the importance of bathroom amenities and an open-ended qualitative question to collect their ideas on the disposal of partially used or unused bathroom amenities upon checkout.

3.1. Data Collection.

Mixed-methods research may use an almost infinite variety of sampling, data gathering, and analysis approach combinations (Sandelowski, 2000). For this study, any respondent who had experience staying in a hotel met the sample requirement. Therefore, the target population was large and disorderly. Convenience sampling was appropriate for collecting data for this study (Etikan et al., 2016). Data were collected in China and South Korea in December 2022. Two researchers in China sent an online questionnaire link to their friends and asked them to cascade the link among them via WeChat. Another researcher sent a questionnaire to a Korean group. The receivers were requested to rate the essentiality of bathroom amenities and answer the open-ended question, "How do they deal with partially used and unused amenities they are permitted to take home and why?" for about five minutes.

The questionnaire consisted of three sections pertinent to the study's purposes. The first section collected respondents' demographic information, such as gender, age, country, educational background, and annual income. The second section concerned respondents' ratings of the essentiality of bathroom amenities on a scale of 1 to 10 ("1" represents not essential at all, and "10" represents very essential). The third section is an open-ended question to collect guests' actions regarding the partially used and unused bathroom amenities at the end of their stay and the reasons behind the actions. All authors discussed and confirmed the content of the questionnaire in English. Native Chinese researchers translated the Chinese version and native Korean researchers translated the Korean version. All the researchers double-checked and translated the survey results into English.

3.2. Data Analysis.

Related function calculation formulas in Excel were applied to determine the respondents' demographic information and the mean value of each amenity item. According to the rule of content analysis, the answers to the third question section were categorized with similar meanings and connotations and coded in one or two words. The categories are mutually exclusive and exhaustive based on the original respondents' answers (Stemler, 2001). The coded results were compared between Chinese and Korean respondents and between different demographic groups of respondents. To determine which types of consumer needs were satisfied by the guests' behaviors and further examine the underlying cultural links, the coded data were evaluated under the framework of Kim et al. (2002).

4. Results

4.1. Profile of the respondents

Table 1. *Respondents' Demographic Characteristics*

		Total 137	Chinese 73	Korean 64
Age	18–25	52	14	38
	26–30	26	13	13
	31–40	31	26	5
	41–50	16	12	4
	51–60	10	6	4
	60 and above	2	2	0
Gender	Female	99	56	43
	Male	38	17	21
Education	Master and above	52	46	6
	Bachelor	82	24	58
	High school and below	3	3	0
Annual Income (in US$)	Below 5,000	16	16	0
	5,000–10,000	30	11	19
	10,001–15,000	28	12	16

15,001–20,000	29	13	16
20,001–25,000	4	4	0
25,001–30,000	11	8	3
Above 30,000	19	9	10

Table 1 lists the respondents' demographic characteristics. A total of 137 appropriate replies were received from 64 Koreans (46.72%) and 73 Chinese (53.28%) respondents. Out of 137, 109 respondents (79.56%) were under the age of 40 (56 Koreans and 53 Chinese), and 78 respondents (56.93% of the total participants) were younger than 30 (51 Koreans and 27 Chinese). In addition, 38 Koreans and 14 Chinese participants were between the ages of 18 and 25. Around 80% of the Korean respondents were no more than 30. Of the total respondents, 37.95% had a master's degree or above, and 59.85% had a bachelor's degree. The annual income of 16 respondents, all Chinese, was less than US$5,000. The percentages of respondents who earned between US$5,000 and US$10,000, US$10,000 to US$15,000, and US$15,000 to US$20,000 annually, respectively, were quite close at roughly 21%. Moreover, 99 respondents (72.26%) were female.

4.2. Essentiality List of Bathroom Amenities

Table 2. *Essentiality List of Bathroom Amenities*

Items	Overall Mean	Items	Koreans	Items	Chinese
Hand Sanitizer	9.01	Hand Sanitizer	9.28	Hair Dryer	9.07
Toothbrush Kits	8.73	Toothbrush Kits	9.16	Hand Sanitizer	8.77
Hand Wash	8.70	Hand Wash	8.91	Toothbrush Kits	8.66
Hair Shampoo	8.58	Hair Shampoo	8.88	Hand Wash	8.52
Shower Mat	8.37	Shower Mat	8.81	Hair Shampoo	8.33
Hair Dryer	8.25	Hair Dryer	8.61	Shower Mat	8.16
Body Wash	8.15	Body Wash	8.48	Body Wash	7.85
Bath Towel	8.05	Bath Towel	8.47	Soap	7.70
Rectangular Hand Towel	7.95	Rectangular Hand Towel	8.47	Bath Towel	7.68
Soap	7.84	Soap	8.33	Hair Conditioner	7.59
Hair Conditioner	7.71	Hair Conditioner	8.27	Combs	7.05
Mouth Wash	7.64	Mouth Wash	8.00	Mouth Wash	7.03
Body Lotion	7.45	Body Lotion	7.84	Rectangular Hand Towel	6.89
Square Hand Towel	7.31	Square Hand Towel	7.84	Square Hand Towel	6.85
Bath Robe	7.07	Bath Robe	7.31	Body Lotion	6.74
Nail Clippers/ Nail File	6.33	Nail Clippers/ Nail File	6.03	Nail Clippers/ Nail File	6.59
Combs	5.68	Combs	4.84	Bath Robe	5.84
Shower Cap	5.27	Shower Cap	4.11	Shower Cap	5.64
Razor	4.57	Razor	3.50	Razor	5.51

According to the survey findings, the top five items are hand sanitizer, toothbrush kits, handwash, hair shampoo, and shower mats. The choices of Chinese and Korean participants are ranked in the same order. The distinction is that hair dryers are ranked first by Chinese consumers but sixth by Korean consumers. The last items on the list are bathrobes, nail clippers/files, combs, shower caps, and razors. Chinese respondents preferred combs more than Koreans. According to this ranking list, bathroom amenities appear to be important for overnight stay customers; however, some guests do not care if several goods are provided in rooms, such as razors, shower caps, and combs. Korean participants scored these items lower than 5 out of 10 on the scale. They gave the items scores between 9.28 (hand sanitizer) and 3.50, while Chinese respondents gave the products a score between 9.07 (hair dryer) and 5.51 (razor) and no scores lower than 5 points. The Korean and Chinese participants appear to give similar preference rankings for bathroom amenities, although there are differences between the two groups.

4.3. Answers for Unused Bathroom Amenities

When asked what they would do with the unused bathroom amenities, 91 respondents (66.42% of the total respondents) said they would take them home (Table 3), including 37 Korean (57.81% of all Korean) and 54 Chinese (73.97% of all Chinese). There are 69 respondents to take the unused products home with reasons including "sustainability," "paid," "souvenir," and "high quality," while the other 22 respondents did not specify their reasons. In addition, 4 respondents out of 69 gave two or more reasons mentioned above. The answers of "saving resources," "for reuse," "for next trip," "prevent waste," "environmental protection," "carry home for additional use," and "for the environment" can be interpreted as sustainability reasons (Morelli, 2011). Along with the word "souvenir", phrases such as "beautiful package," "as a memory," and "collection" are sometimes included in the souvenir category. More than half of all Chinese and Korean respondents indicated a desire to take any unused amenities home with them after their trip. More Chinese than Korean participants would bring back amenities that have not been used up. There are 46 respondents (33.58% of the total participants) who would leave unused items in the hotel, but only 9 explained the reasons. One response indicated that the respondent was unwilling to pack such things on the trip. Three responses directly referenced sustainability. Another three replies referred to "bad product quality." Two respondents preferred their favored products.

Table 3. *"Take Home" for Unused-up Amenities*

		Amount	%
Choose "Take Home"	Total	91	66.42% of 137 total respondents
	Chinese	54	73.97% of 73 Chinese
	Koreans	37	57.81% of 64 Koreans
Reasons for "Take Home"			
	Sustainability		
	Total	34	37.36% of 91 "take home"
	Chinese	25	46.30% of 54 Chinese
	Koreans	9	24.32% of 37 Koreans
	High quality		
	Total	14	15.38% of 91 "take home"
	Chinese	13	24.07% of 54 Chinese
	Koreans	1	2.70% of 37 Koreans
	Souvenir		

	Total	14	15.38% of 91 "take home"
	Chinese	6	11.11% of 54 Chinese
	Koreans	8	21.62% of 37 Koreans
Paid			
	Total	11	12.09% 91 "take home"
	Chinese	3	5.56% of 54 Chinese
	Koreans	8	21.62% of 37 Koreans

4.4. Reasons to Take Amenities Home Impacted by Demographic Factors

In this survey, 34 (37.36%) out of the 91 respondents chose sustainability, including 25 Chinese and just 9 Korean participants. Only 4 of the 25 Chinese participants were aged under 25, 2 of them were aged between 26 and 30, and the rest were older than 30 (Table 4). In addition, 5 out of the 9 abovementioned Korean participants were under 25, 3 were aged between 26 and 30, and 1 was aged between 31 and 40. According to the remarks in the survey from both Chinese and Korean participants, older people are more economical and focused on saving costs, regardless of their nationalities. There was no difference in Korean responses, considering that the most significant proportion of respondents (38 Koreans, 59.38%) was under 25. The survey implies that highly educated people may be more environmentally sensitive. With a master's degree or higher, 17 respondents (32.69% of participants) claimed sustainability as their reason for bringing unused amenities home. The number of respondents with bachelor's degrees who provided the same response remained constant, but the 17 respondents made up a smaller percentage of those with bachelor's degrees—20.73% as opposed to 32.69%—than those with master's degrees. Out of 91 respondents, 14 (15.38%) claimed that products being of "high quality" was important for them to decide whether to take them. There were 13 Chinese respondents, aged between 31 and 40, 10 with master's degrees or above, and the remaining 1 was Korean, aged between 18 and 25. Of the 91 respondents, 14 (15.38%) said they would take the unused amenities home as a souvenir, including 6 Chinese — 4 aged between 31 and 40 — and 8 Koreans — 6 aged between 18 and 25. Out of 91 responders, 11 (12.09%) said they had "paid" to "take home" the products, with 3 Chinese and 8 Koreans. All 11 people were young, and 8 of them were not older than 30.

Table 4. *Reasons for "Take Home" Impacted by Demographic Factors*

	Sustainability	High quality	Souvenir	Paid
Below 5,000 US$	5	2	1	1
5,000–10,000 US$	12	1	3	1
10,001–15,000 US$	7	3	1	4
15,001–20,000 US$	6	4	5	3
20,001–25,000 US$	1	1	0	0
25,001–30,000 US$	1	2	3	0
Above 30,000 US$	2	1	1	2
Master and above	17	10	6	2
Bachelor	17	4	8	9
High school and below	0	0	0	0

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18–25	9*	4#	6##	6^
26–30	5**	4^^^	1^^^	2##
31–40	12***	6^^^	6###	3^^
41–50	6^^^	0	0	0
51–60	2^^^	0	1##	0
60 and above	0	0	0	0

*Five Koreans, four Chinese
**Three Koreans, two Chinese
***One Korean, 11 Chinese
One Korean, three Chinese
Koreans
One Korean, five Chinese
^ Five Koreans, one Chinese
^^ One Korean, two Chinese
^^^ Chinese

5. Discussion and Conclusion

5.1. Discussion and implications

According to the consumer values and consumer needs defined by Kahle et al. (1986) and Kim et al. (2002), the reasons for taking amenities home are categorized under three types of needs (Figure 2). "High quality" solves the consumers' basic requirements and is categorized under functional needs. "Sustainability" meets consumers' functional and social needs. "Paid" reflects a kind of economic relations in a society and no doubt meets consumers' social needs — which come from consumers' basic life demands — and functional needs. Souvenirs are always gifts in people's social lives — something that people buy and/or keep as a reminder of the past. Individual social and experiential requirements are pleased by the souvenirs. Consumers' various needs are satisfied, leading to the "take home" behaviors of some respondents. However, when the consumers' needs are not met — for instance, for participants who responded, "poor quality" or "use their own" — they may leave the amenities in the hotel, as evident in the three responses of "sustainability" but "leave the amenities in hotel."

Confucianism has dominated society's values through generations in China and South Korea until now (Yao &Yao, 2000). Common social affiliation values require people to treat all things well with an eco-friendly consciousness. That is why both Chinese and Koreans, more than half of the respondents, would take unused amenities home. However, people of different ages embrace a variety of self-directed values, as they have grown up in various historical and economic contexts. Korean young adults, aged 18 to 25, are more interested in practices such as reuse and recycling, social responsibilities, and eco-sustainable brands (Bernardi, 2018). In this study, 79.69% of the total Korean respondents were below 30. Only 36.99% of the Chinese respondents aged below 30. The two groups have distinct self-directed values because of the disparity in per capita income between the two nations and the older Chinese adults' not particularly rich life experiences compared to that of the younger Korean millennials. Millennials are optimistic, assertive, goal-oriented, and confident (Chen & Choi, 2008). It might be why more young Koreans opted to take the unused amenities back as souvenirs to meet their experiential needs, considered "paid" as the reason to "take home." Korean respondents are more direct than Chinese respondents when rating amenities essentiality. Additionally, the behaviors of older Chinese consumers, who have ingrained notions of thrift and frugality, are predisposed to respond favorably to a product's practical advantages and utilitarian charms (Lim & Ang, 2008). This also explains why more Chinese respondents said they would take amenities home for "sustainability" and "high quality" than did Korean respondents. Annual income did not show a significant impact on guests' behavior in disposing of unused amenities in this study. The impact factor of gender cannot be empirically validated as female respondents dominate the sample participants.

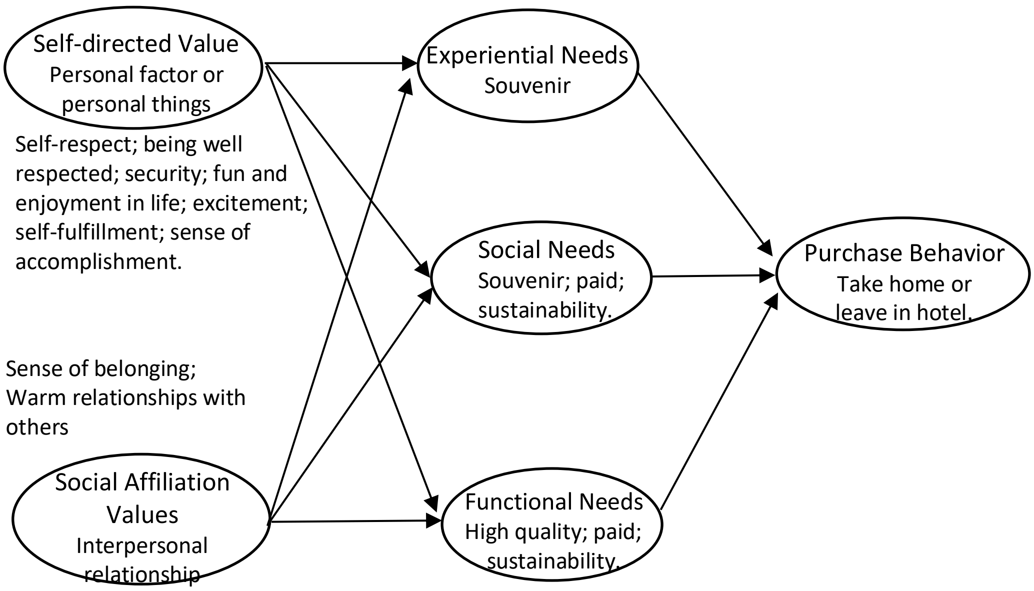

Figure 2. "Take Home" Reasons Presented by Needs Categories

For environmental friendliness and cost saving, hotels may provide bathroom amenities (e.g., lotion, shampoo, body/hand wash, etc.) in dispensers. Current research asserts that customers prefer them in small bottle packages, except for hotels that use luxury branded products (Jeong & Kubickova, 2021). It suggests that hotel practitioners to use good quality bathroom amenities in dispensers to satisfy customers. Guests would like to take unused-up amenities home if they are high quality, branded, nicely packed, and even as souvenirs. All the above behaviors indicate that hotel practitioners may consider using amenities as marketing tools. Specific plans can vary in terms of hotel locations and local cultures. Kahle and Kennedy (1988) explained that value can be a special case of need/benefit segmentation, as people often purchase a product for the benefits of value fulfillment. Utilizing demographic data, cultural norms, and information on motivations, hotel professionals can better understand consumer behavior and potentially change it accordingly. Heo and Hyun (2015) suggest that hotels allow guests to make choices to help personalize their experiences before arriving. In this scenario, the hotel may keep track of the preferences of frequent visitors to enhance customer satisfaction and service effectiveness. Hotel professionals may also optimize the storage of various bathroom amenities and boost operational efficiency to reduce waste and increase sustainability.

This research contributes to the extant literature by examining the topic within the framework of Asian culture, specifically focusing on Chinese and Korean perspectives. It identified similarities between Chinese and Korean participants in their attitudes toward handling partially used and unused hotel bathroom amenities, which are impacted by their shared Confucian cultural background. However, differences were also observed in terms of age, attributed to distinct economic development and upbringing contexts. This research suggests a relationship between Confucianism and the sustainability of the hospitality industry, highlighting the potential for leveraging cultural values to enhance customer accommodation experience. This study cues hotel practitioners to investigate their customers' behaviors toward bathroom amenities at the end of their stay. By creating a tailor-made plan for optimizing hotel operations economically, fostering sustainability, and comprehending the diverse cultural values of guests, practitioners can bolster customer satisfaction and overall experience. In addition, this research underscores the potential for employing bathroom amenities as marketing tools, as evidenced by the survey results.

5.2. Conclusion

This study shows how hotel bathroom amenities can be reduced to save costs while simultaneously creating a balance between environmental sustainability and consumer satisfaction while they are used as potential marketing tools. Despite the overall similarity in preference rankings for bathroom amenities among Korean and Chinese participants, distinction between the two cohorts were also observed. The results of how they dealt with the unused-up amenities by the two groups were discussed within the model of consumer values, needs, and behaviors. The findings indicate that hotel guests, depending on their cultural background and age, may possess different views on how they deal with bathroom amenities that are either unused or partially used. Asian Confucian theories are suggested to be further narrowed down in hotel- and tourism-related cross-cultural studies (Chon & Hao, 2020).

5.3. Limitations of this study and suggestions for future studies

The limited sample size of this study may not be broadly applicable. This study employed a questionnaire survey and mixed method to explore why guests leave hotel amenities behind versus taking them home. Most participants provided brief responses. Future studies may utilize in-person interviews to draw more insightful conclusions or employ a quantitative approach to analyze extensive data, resulting in more comprehensive and generalizable findings.

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Factors Influencing Customer Satisfaction and Continuance Intention in using Food Order and Delivery Applications: Integrating UTAUT with Task-Technology Fit and Expectancy Confirmation Model

Pelayo, Heinz D.
College of International Tourism and Hospitality Management,
Lyceum of the Philippines University Manila

Abstract:

This study explores on the factors affecting satisfaction and continuance intention in using Food Order and Delivery Applications by integrating a modified Unified Theory of Use and Acceptance of Technology model (UTAUT) with the Expectancy Confirmation, and the Task-Technology Fit models. Partial least squares structural equation modeling (PLS-SEM) utilizing WarpPLS 7.0 was employed. Findings prove that performance expectancy, effort expectancy, perceived service quality, digital trust, task technology fit, and confirmation greatly affect user satisfaction. On the other hand, social influence and satisfaction significantly affect continuance intention. This paper contributes to the literature in extending the framework of UTAUT, ECM and TTF with perceived service quality and trust as antecedents to user satisfaction and continuance intentions in relation to FODAs while providing valuable insights and practical recommendations to relevant stakeholders.

Keywords: Food Order and Delivery Applications; Technology Adoption; User Satisfaction; Continuance Intention

1. Introduction

The world has been faced with an unexpected Corona Virus Disease 2019 (COVID-19) pandemic, which changed how people go about with their everyday life. From interacting with other people, to going about with their day-to-day activities, everyone is now coming to the full realization that recent changes in everyday living has become the new normal (Bohman et al, 2021; Pišot et al, 2020). The study of Yang et al. (2020) has shown that during the pandemic the eating behavior of consumers changed in such a way that they want to eat at home and order food online to avoid infection risk than going to a food establishment. With the current advancements in mobile technology and this pandemic, it became an inflection point for insightful modifications and innovation in food order and delivery (Kim et. al, 2021; Dou et. al, 2020). These in turn helped the foodservice industry to still reach and promote to their customers so that they can access food, and them in turn continue in operating (Kumar & Shah, 2021; Li et al., 2020).

A survey conducted during the early start of the community quarantine by Rakuten Insight in the Philippines have shown that 23 percent of the respondents stated ordering food from food ordering and delivery apps (FODAs) once or twice a week as of June 2020. Aside from this, a number of FODAs have been downloaded and used as shown by trends in the use of mobile food ordering data (Similarweb, 2021) with Grab Food, Lala Food, Angkas Food, and Food Panda being the most commonly used apps (Christelke AG, 2020).

With the growing interest and use of FODAs, it would be relevant for stakeholders to understand customer's requirements and expectation on factors affecting satisfaction as well as its continuous use.

Previous studies have explored on the adoption and use intentions of FODAs in several counties such as Jordan (Alalwan, 2020), USA (Belanche et. al, 2020; Gunden et. al, 2020), India (Ray et. al, 2020), Malaysia (Mat Nayan & Hassan, 2020), and Portugal (Zhao & Bacao, 2020). This current study seeks to extend the literature of FODAs in the Philippine context. While such studies explore on different factors affecting satisfaction or continuance intention, they are also limited in the determining its effect on only these two factors. It is the intention of this study to explore on other factors by integrating a modified Unified Theory of Use and Acceptance of Technology model (UTAUT) with the Expectancy Confirmation Model (ECM), the Task-Technology Fit model, the variables trust, and service quality, and their impact on satisfaction and users' continuance usage intention.

2. Literature Review

2.1. Theoretical Background

Zhao and Bacao (2020), has classified FODAs into two categories, with the first one being foodservice enterprises such as Shakey's or McDonald's that have their own apps, and the second one which are third-party intermediary services such as Grab Food or Food Panda. This study focuses on the second type of FODAs. As more and more people are shifting towards the use of FODAs, it is important to understand the motivating factors and indicators of satisfaction and their continuous use. The UTAUT Model developed by Venkatesh et al. (2003) is often used for predicting users' behavioural intention to use new technology systems. However, this model does not integrate the measurement of satisfaction. Due to the pandemic, some users may have only started to use this technology due to the lockdown and it is imperative to know whether its use is fit for their use and whether their experience can be confirmed based on different factors. Thus, the researcher aims the integration of the Expectancy confirmation model (ECM) (Bhattacherjee, 2001) and Task-Technology fit (TTF) model (Goodhue and Thompson, 1995) into the UTAUT model. Further, this study integrates trust and service quality variables to analyze how it has affected the use or adoption of the new technology.

2.2 Performance Expectancy (PE)

Performance expectancy is defined as "the degree to which the user expects that using the system will help him or her to attain gains in job performance (Venkatesh et al., 2003)." The perception by which users find a system useful has been identified to have an impact on both satisfaction (Alalwan, 2020; Marinkovi´c et. al, 2020; Shaw & Sergueeva, 2019).) and behavioral intention (Alalwan, 2020; Chao, 2019; Tam et. al, 2019) on the use of new technological products and services. Hence:

H1: PE positively affects satisfaction towards using FODAs.
H2: PE positively affects continuance intention of using FODAs.

2.3 Effort Expectancy (EE)

Venkatesh et al. (2003), has defined effort expectancy as "the degree of ease associated with the use of the system." The difficulty and ease of use of mobile applications are often indicated by the time and effort required from users. Hence, if customers perceive using such an application will not require too much effort and complexity, they will be satisfied with their experience. This supports the proposition of previous studies where it affects user satisfaction (Jean et. al, 2018; Wibowo, 2017) and significant impact to customer's intention to further use technology (Tam et. al, 2019) Thus:

H3: EE positively affects satisfaction towards using FODAs.
H4: EE positively affects continuance intention of using FODAs.

2.4 Social Influence (SINF)
Social influence has been among the foremost imperative variables concerning customers use or dismissal of mobile applications. Venkatesh et. al (2003) has defined social influence as "the extent to which an individual perceives that important others believe he or she should apply the new system." In the Philippines where they are known for a sense of community and close family ties, the same is true where they value the opinions of society. Hariguna & Ruangkanjanases (2020) have found that the social approval that users acquire from others enhance their level of satisfaction. Moreover, its role has been reported in predicting the customer's intention to use mobile apps (Verkijika, 2018; Hsu & Lin, 2016). Hence, it is proposed:

H5: SINF positively affects satisfaction towards using FODAs.
H6: SINF positively affects continuance intention of using FODAs.

2.5. Perceived Service Quality (PSQ)
A measure of how well a service meets a customer's needs is called service quality and includes several dimensions from a customer's perspective. Dimension of service quality in relation to FODAs include: tangibles such as food quality; responsiveness such as on time delivery and online tracking, and online customer feedback; fulfilment and assurance such as timeliness of delivery, and order accuracy; financial aspect such as price and value ratio; accessibility such as round the clock availability; innovativeness such as variety of food offering, and variety of payment; and customer service such as friendliness and professional appearance (Li et. al, 2020; Rita et. al, 2019; Yeo et. al, 2017). Such factors revealed that the consumer perception plays a critical function in the decision-making process, thus it is imperative that customers' needs are taken into account and exceeded where possible since studies support that they have a moderating effect on trust (Fachmi et. al, 2020; Wu et al, 2018), affect satisfaction (Devi & Yasa, 2021; Al Mulhem & Wang, 2020) and continuance intention (Pang et. al, 2020). Thus, it is assumed that:

H7: PSQ positively affects Trust towards using FODAs.
H8: PSQ positively affects satisfaction towards using FODAs.
H9: PSQ positively affects continuance intention of using FODAs.

2.6. Digital Trust (DIGT)
Trust has been defined by McNight et. al (2009) as "the willingness to depend on the specific technology in a given situation in which negative consequences are possible." Bodo (2020) has explained that digital trust is becoming a core element in the need for better analytical tools to assess the known and unknown risks associated with digital technologies. Trust was established as a significant positive precursor of satisfaction in mobile technology adoption (Zhao & Bacao, 2020; Tecoalu et. al, 2019), and that it is also positively related to framing users' continuance intention (Jatimoyo et. al, 2021; Zhao & Bacao, 2020). Accordingly, it is proposed:

H10: Trust positively affects satisfaction towards using FODAs.
H11: Trust positively affects continuance intention of using FODAs.

2.7. Task-Technology Fit (TTF)
Goodhue and Thompson (1995) developed the task-technology fit (TTF) concept to explain the relationship between software utilization and its link with user performance. In recent years, a growing number of studies has been conducted focusing on mobile technology. Studies have identified that TTF have a significant effect on PE and EE in technology adoption (Zhao & Bacao, 2020), as well as a

significantly positive effect on satisfaction (Huy et. al, 2019; Osang, 2019) and as a significant predictor of continuance intention (Alalwan, 2020; Hsiao, 2018). Therefore, it is proposed that:

H12: TTF positively affects performance expectancy towards using FODAs.
H13: TTF positively affects effort expectancy towards using FODAs.
H14: TTF positively affects satisfaction towards using FODAs.
H15: TTF positively affects continuance intention of using FODAs.

2.8. Confirmation (CON)

Confirmation was defined by Bhattacherjee (2001) as "the degree of users' perceptions of an information system is congruent with their prior expectations and actual performances." Evidence from studies have shown that users' continuance intention is determined by their satisfaction, where satisfaction was predicted by the degree of confirmation. It was shown that there is a positive linkage of confirmation towards performance expectancy (Wang et al, 2021; Tsai et al, 2020) satisfaction and continuance intention (Chiu et al, 2021; Tam et. al, 2019). Consequently:

H16: Confirmation positively affects PE towards using FODAs.
H17: Confirmation positively affects satisfaction towards using FODAs.

2.9. Satisfaction (SAT)

Satisfaction is defined as the customer's fulfilment response based on whether a product or service feature provides a pleasurable level of consumption-related fulfilment, including levels of under- or over-fulfilment (Oliver, 2006). Based on ECM, satisfaction is directly influenced by disconfirmed beliefs and perceived performance and is indirectly influenced by both expectations and perceived performance by means of a mediational relationship (Cobos, 2017). This explains that when service performance is exceeded, users become satisfied leading to a positive action towards continuous use. Numerous studies on different mobile technologies' continuance usage intention (Alalwan, 2020; Liu et. al, 2020) support such findings. Thus:

H18: Satisfaction positively affects continuance intention of using FODAs.

3. Methodology

3.1. Research Instrument and Measurement

A questionnaire survey was used to collect data to validate the conceptual model and examine the research hypotheses. The questionnaire consists of the first part with the demographic information of respondents while the second part comprised of constructs extending the UTAUT, EC Model and TTF Model with Service Quality and Trust. The scale items were adapted based on previous research studies (Alalwan, 2020; Li & Shang, 2020; Zhao & Bacao, 2020; Rita et. al, 2019; Yeo et. al, 2017; Venkatesh et al., 2012) that used sound research design and psychometric properties. The 5-point Likert scale was used to measure items that ranges from 1 (strongly disagree) to 5 (strongly agree). Although the scale items were adapted from previous studies, the questionnaire was given to 5 experts for review.

3.2. Sampling and Data Collection

The main respondent of this research focuses on smartphone users who adopted FODAs during the COVID-19 pandemic in the Philippines while the locale was in Metro Manila, Philippines. Data was collected via an online survey administered through Google Forms. To check the sufficiency of the sample size, inverse square root and gamma-exponential methods were used. With a minimum absolute significant path coefficient of 0.133, significance level of 0.05 and power level of 0.95, the results of the sample size estimation are 345 for the inverse square root method and 331 for gamma-exponential method (Figure 2). Hence, the gathered 376 responses was sufficient.

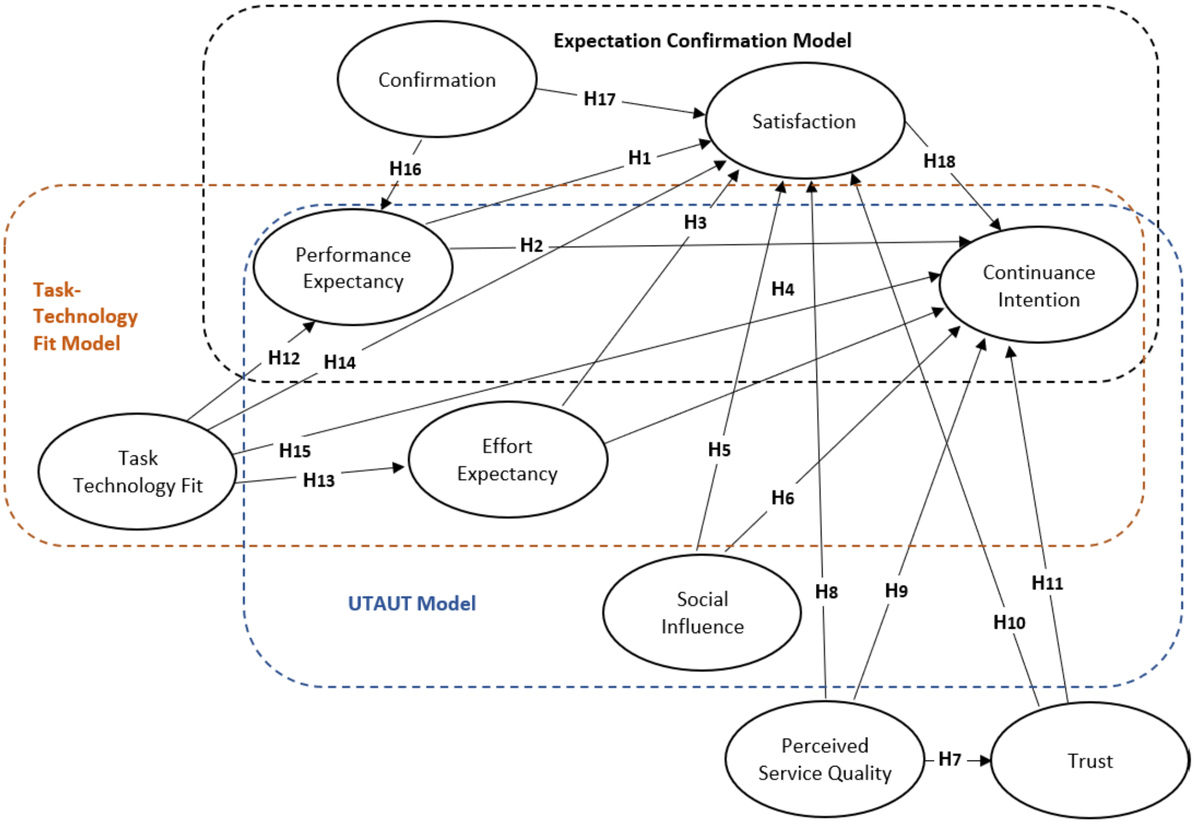

Figure 1: Research Model Integrating UTAUT, ECM and TTF with Service Quality and Trust

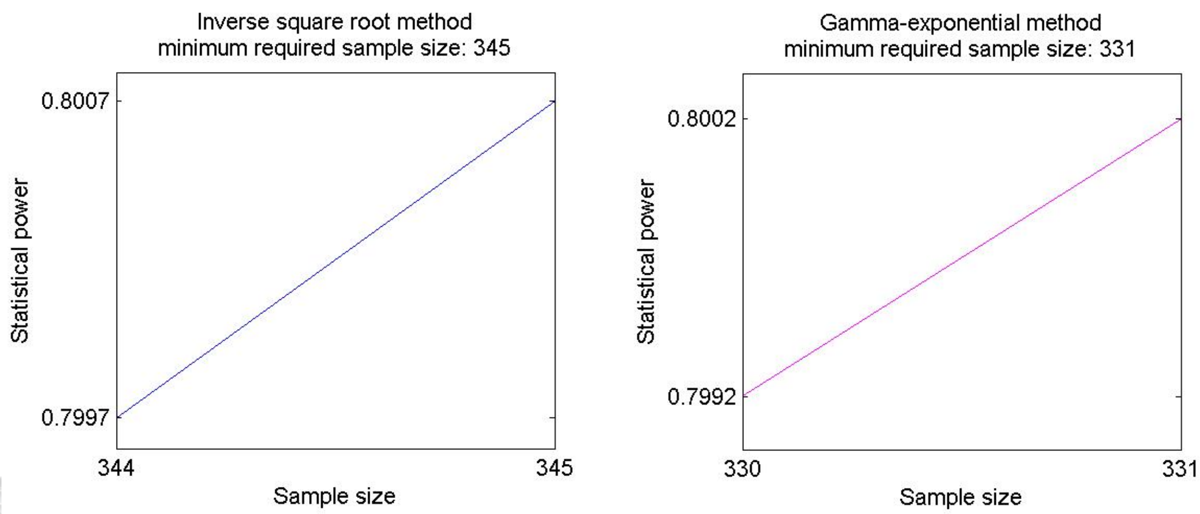

Figure 2. Sample Size Estimation

3.3. Data Analysis

A causal-predictive research design was used to evaluate the significant relationship and effect of the factors influencing customer satisfaction and continuance intention in using FODAs. As this study

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utilized a Partial Least Square Structural Equation Modelling (PLS-SEM) approach, this research design is appropriate (Chin et al., 2020). The assessment of the PLS-SEM was conducted using WarpPLS 7.0 which includes evaluations of the measurement model and the structural model.

4. Results

4.1. Profile of respondents

Respondents focused on smartphone users who adopted FODAs during the COVID-19 pandemic in the Philippines. Table 1 shows the socio demographic profile of the respondents which reveal that most of the generation cohort (Year Born) are Millennials. In terms of gender, majority are male, while in terms of civil status, majority are single. Online food deliver service experience indicates that most have used FODAs for more than 3 years. While their frequency of use indicate that a vast majority have used FODAs at least once a week.

Table 1. *Profile of the Respondents*

Characteristics	Answers	Frequency	Percentage
Generational Cohort (Year Born)	Boomers: 1946 - 1964	18	4.79%
	Gen X: 1965 - 1976	67	17.82%
	Millennials: 1977 - 1995	205	54.52%
	Gen Z: 1996 - 2015	86	22.87%
Sex	Male	198	52.66%
	Female	178	47.34%
Civil Status	Single	206	54.79%
	Married	166	44.15%
	Separated	4	1.06%
FODAs Experience	Less than 6 months	18	4.79%
	More than 6 months but less than 1 year	23	6.12%
	1 - 2 years	53	14.10%
	2 - 3 years	121	32.18%
	More than 3 years	161	42.82%
Frequency of Use	At least once every 3 days	85	22.61%
	At least once a week	121	32.18%
	At least once every 2 weeks	98	26.06%
	At least once a month	72	19.15%

4.2. Model Fit and Quality Indices

Table 2 presents the 10 global model fit quality indices used to evaluate whether the model fits with the data (Kock, 2020). All the model-fit indices of measurement model exceed the acceptance levels which demonstrates a reasonable fitness of the measurement model.

Table 2. *Model Fit and Quality Indices*

Model Fit and Quality Indices	Coefficients
Average path coefficient (APC)	*0.239, P<0.001*
Average R-squared (ARS)=	*0.440, P<0.001*
Average adjusted R-squared (AARS)	*0.436, P<0.001*
Average block VIF (AVIF)	*2.571*

acceptable if <= 5, ideally <= 3.3	
Average full collinearity VIF (AFVIF)	*2.531*
acceptable if <= 5, ideally <= 3.3	
Tenenhaus GoF (GoF)	*0.549*
small >= 0.1, medium >= 0.25, large >= 0.36	
Simpson's paradox ratio (SPR)	*0.944*
acceptable if >= 0.7, ideally = 1	
R-squared contribution ratio (RSCR)	*1.000*
acceptable if >= 0.9, ideally = 1	
Statistical suppression ratio (SSR)	*1.000*
acceptable if >= 0.7	
Nonlinear bivariate causality direction ratio (NLBCDR)	*1.000*
acceptable if >= 0.7	

4.3. Measurement Validation

Validity and reliability tests were incorporated as part of the assessment of the measurement model. To estimate the reliability of each construct, composite reliability (CR) and Cronbach's alpha (CA) were calculated. The values of CR and CA must be at least 0.70 (Kock, 2020; Lacap, 2019). The CR and CA for each variable, as shown in Table 3, were maintained having met the criteria indicating that all constructs are highly reliable.

Table 3. *Validity and Reliability of the Constructs*

Construct	Items	Factor Loading	AVE	CR	CA
Effort Expectancy	EE1	0.879	0.778	0.934	0.905
	EE2	0.902			
	EE3	0.862			
	EE4	0.885			
Performance Expectancy	PE1	0.669	0.645	0.846	0.764
	PE2	0.845			
	PE3	0.848			
	PE4	0.867			
Social Influence	SINF1	0.815	0.733	0.916	0.878
	SINF2	0.829			
	SINF3	0.901			
	SINF4	0.876			
Perceived Service Quality	PSQ1	0.739	0.555	0.897	0.866
	PSQ2	0.806			
	PSQ3	0.771			
	PSQ4	0.727			
	PSQ5	0.730			
	PSQ6	0.753			
	PSQ7	0.686			
Digital Trust	DIGT1	0.790	0.664	0.933	0.915
	DIGT2	0.841			
	DIGT3	0.793			
	DIGT4	0.841			
	DIGT5	0.850			
	DIGT6	0.827			
	DIGT7	0.757			
Task Technology Fit	TTF1	0.892	0.723	0.912	0.871

	TTF2	0.900			
	TTF3	0.826			
	TTF4	0.779			
Confirmation	CON1	0.798	0.675	0.892	0.839
	CON2	0.839			
	CON3	0.824			
	CON4	0.824			
Satisfaction	SAT1	0.865	0.760	0.940	0.921
	SAT2	0.871			
	SAT3	0.864			
	SAT4	0.883			
	SAT5	0.875			
Continuance Intention	CINT1	0.832	0.729	0.915	0.876
	CINT2	0.865			
	CINT3	0.840			
	CINT4	0.876			

Convergent and discriminant validity tests were also measured. A construct is said to be convergent valid when the factor loading of each item is at least 0.5 or higher. Likewise, discriminant validity includes the determination of average variance extracted (AVEs). The values of AVEs must be at least 0.5 or higher, and that the correlations among constructs with square roots of AVEs and their diagonal values must be larger than the values to their left in the same row (Kock, 2020). Table 4 show that the items used in the study have discriminant validity. This implies that the constructs analytically vary from one another.

Table 4. *Discriminant Validity using Fornell-Larcker Criterion*

	EE	PE	SINF	PSQ	DIGT	TTF	CON	SAT	CINT
EE	0.882								
PE	0.337	0.738							
SINF	0.214	0.602	0.856						
PSQ	0.320	0.334	0.301	0.745					
DIGT	0.349	0.571	0.443	0.642	0.815				
TTF	0.406	0.541	0.460	0.508	0.676	0.850			
CON	0.339	0.419	0.450	0.652	0.631	0.668	0.822		
SAT	0.434	0.442	0.366	0.650	0.655	0.653	0.748	0.872	
CINT	0.402	0.613	0.563	0.518	0.625	0.603	0.692	0.734	0.854

EE – Effort Expectancy; PE – Performance Expectancy; SINF – Social Influence; PSQ – Perceived Service Quality; DIGT – Digital Trust; TTF – Task-Technology Fit; CON – Confirmation; SAT – Satisfaction; CINT – Continuance Intention

4.4 Structural Equation Modelling Analysis

After successfully assessing the measurement model, the structural model was analyzed. Figure 3 and Table 5 present the PLS path model and the direct effects of each structural path. Analysis of the data shows that performance expectancy ($\beta = 0.034$, $p < 0.001$, $f^2 = 0.561$), effort expectancy ($\beta = 0.142$, $p = 0.008$, $f^2 = 0.065$), perceived service quality ($\beta = 0.180$, $p = 0.001$, $f^2 = 0.128$) digital trust ($\beta = 0.142$, $p = 0.008$, $f^2 = 0.100$), and task technology fit ($\beta = 0.133$, $p = 0.013$, $f^2 = 0.087$) with small effect sizes, and confirmation ($\beta = 0.399$, $p < 0.001$) with a medium effect size ($f^2 = 0.561$), have a positive and significant relationship on satisfaction. Therefore, H1, H3, H8, H10, H14 and H17 are all supported. On the other hand, social influence was found to be insignificantly related to satisfaction, hence, H5 is not supported. In terms of continuance intention, only social influence (β = 0.181, p = 0.001) with a small effect size (f^2 = 0.106) and satisfaction (β = 0.481, p < 0.001) with a large effect size (f^2 = 0.354) was found to have a positive and significant relationship, thus, H6 and H18 are both supported. Moreover, performance expectancy (β = 0.279, p = 0.287), effort expectancy (β = -0.001, p = 0.490), perceived service quality (β = 0.012, p = 0.421), task technology fit (β = 0.063, p = 0.146), and digital trust (β = 0.024, p = 0.342) was found to be insignificantly related to continuance intention. Thus, H2, H4, H9, H11, H15, are not supported.

In relation to confirmation (β = 0.433, p < 0.001), it was found to have a significant and positive relationship via performance expectancy with a medium effect size (f^2 = 0.187). Hence, H16 is supported. Likewise, perceived service quality has a positive and significant relationship with digital trust (β = 0.721, p < 0.001), with a large effect size (f^2 = 0.520) which supports H7. Furthermore, task technology fit has a positive and significant relationship with performance expectancy (β = 0.553, p = <0.001, f^2 = 0.305) and effort expectancy (β = 0.447, p = <0.001, f^2 = 0.200), both with a medium effect size. Therefore, both H12 and H13 are supported.

Table 5. *Results for the Hypotheses Testing*

Hypotheses	Path Coefficient	P-Value	Interpretation	Standard Error	Effect Size	Effect Size Interpretation	Decision
H1. PE → SAT	0.134	<0.001	Significant	0.06	0.016	Small	Supported
H2. PE → CINT	0.279	0.286	Not Significant	0.058	0.184	N/A	Not Supported
H3. EE → SAT	0.142	0.008	Significant	0.059	0.065	Small	Supported
H4. EE → CINT	-0.001	0.490	Not Significant	0.06	0.001	N/A	Not Supported
H5. SINF → SAT	0.074	0.108	Not Significant	0.059	0.029	N/A	Not Supported
H6. SINF → CINT	0.181	0.001	Significant	0.058	0.106	Small	Supported
H7. PSQ → DIGT	0.721	<0.001	Significant	0.053	0.52	Large	Supported
H8. PSQ → SAT	0.180	0.001	Significant	0.058	0.128	Small	Supported
H9. PSQ → CINT	0.012	0.421	Not Significant	0.06	0.007	N/A	Not Supported
H10. DIGT → SAT	0.142	0.008	Significant	0.059	0.1	Small	Supported
H11. DIGT → CINT	0.024	0.342	Not Significant	0.06	0.016	N/A	Not Supported
H12. TTF → PE	0.553	<0.001	Significant	0.055	0.305	Medium	Supported
H13. TTF → EE	0.447	<0.001	Significant	0.056	0.2	Medium	Supported
H14. TTF → SAT	0.135	0.013	Significant	0.059	0.087	Small	Supported
H15. TTF → CINT	0.063	0.146	Not Significant	0.06	0.039	N/A	Not Supported
H16. CON → PE	0.433	<0.001	Significant	0.056	0.187	Medium	Supported
H17. CON → SAT	0.399	<0.001	Significant	0.056	0.301	Medium	Supported
H18. SAT → CINT	0.481	<0.001	Significant	0.056	0.354	Large	Supported

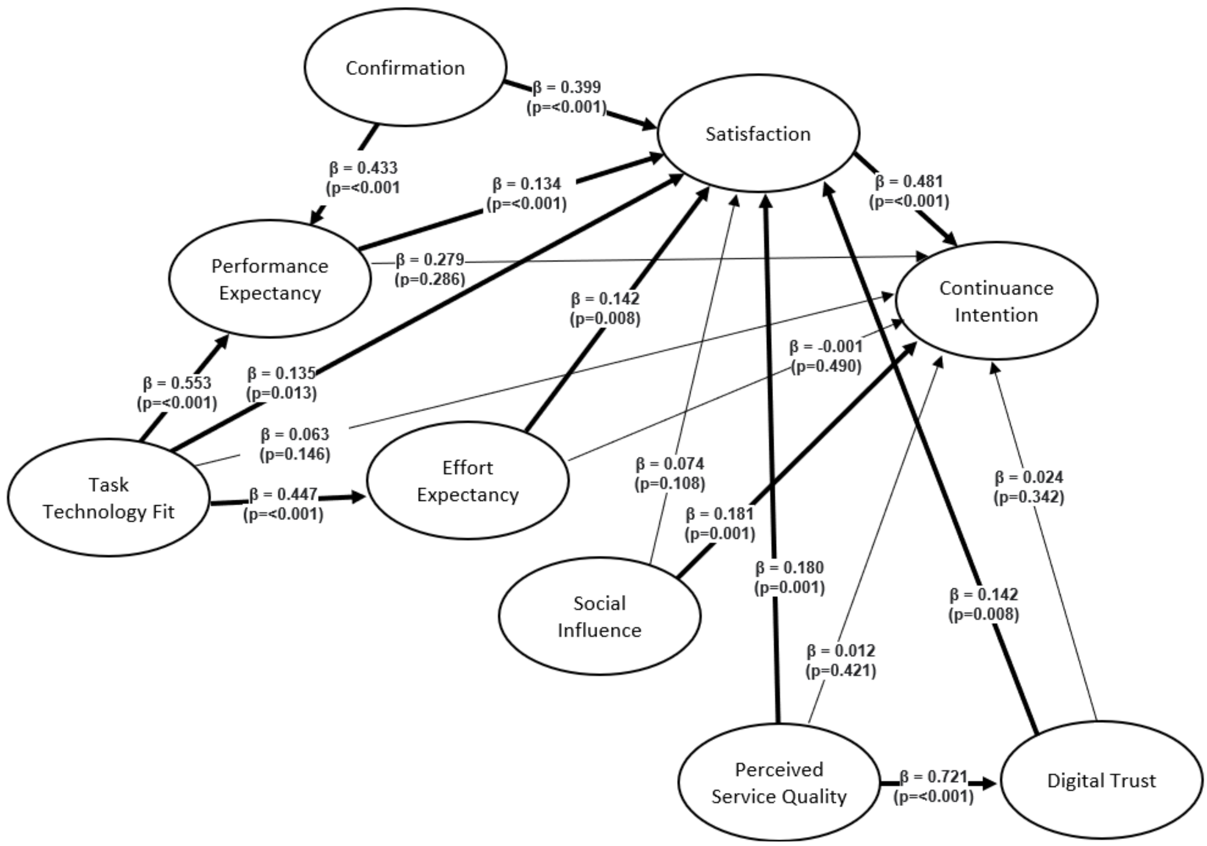
f2 is the effect sizes (Cohen, 1988) where 0.02 = small, 0.15 = medium, 0.35 = large

5. Discussion and Conclusion

5.1. Discussion and Implications

Based on the analysis of the structural equation model, six factors have been identified as significant antecedents of FODA user satisfaction. Performance expectancy which denotes useful features as a driver for user satisfaction is consistent with previous studies (Alalwan, 2020; Marinkovi´c et. al, 2020; Tam et. al, 2019) underlining the importance that consumers see value and usefulness in the use of

FODAs. Further, the effort expectancy which highlights the ease of use of technology cannot be discounted by the constant use of FODAs at the time of the pandemic which makes customers satisfied corroborates previous results (Jean et. al, 2018; Wibowo, 2017). More than anything else, assuring the efficient and consistent service quality in relation to price, freshness, delivery time, consistency, payment and menu options and staff relation underpins its importance to customer as supported by other researchers (Devi & Yasa, 2021; Al Mulhem & Wang, 2020). Furthermore, while using FODAs entails trust in the technology, results confirm that when users are assured and gain trust in the digital application, their satisfaction on mobile technology adoption also increases (Zhao & Bacao, 2020; Fachmi et. al, 2020; Tecoalu et. al, 2019). Lastly, satisfaction was predicted by the degree of confirmation as evidenced by empirical studies (Chiu et al, 2021; 2020; Tam et al, 2019).



Significant; Not significant

Figure 3. Structural Model

In relation to continuance intention, only two factors have been identified to have significant relationship which include social influence and satisfaction. Several studies on use of mobile applications have demonstrated the significant role of social influence predicting the customer's intention to use mobile apps (Verkijika, 2018; Hsu & Lin, 2016). While numerous studies have linked satisfaction in the use of different mobile technologies' continuance usage intention (Alalwan, 2020; Liu et. al, 2020; Li et. al, 2020). While these factors identified corroborate with previous studies, the factors with insignificant relationships could nevertheless be argued that the difference results from cultural factors and the pandemic factors not yet considered in previous studies. Thus, further investigation in relation to these factors may be conducted.

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As to digital trust and the incorporation of perceived service quality to the theories, the relationship of these factors has been highly established as supported by numerical data indicating a large effect. This supports the philosophy that the better the service quality provided by FODAs, the higher the quality of trust (Kungumapriya & Malarmathi, 2018; Wu et al, 2018). The importance of this result cannot be emphasized too much indicating a great theoretical contribution to the technology adoption models. Further, results of the incorporation of the task technology fit and its medium effect to both performance and effort expectancy strengthens the confidence in the validity of the proposed model. This indicates that the users of FODAs find its functions easy to use, and that it meets their requirement in ensuring the delivery of quality food even in the safety of their own homes. This supports Zhao & Bacao's study (2020) indicating that the use of FODAs is easy, useful, and compatible. Thus, strengthens the ideology that stakeholders of FODAs should focus on consumer-centered notion to develop its functions to enhance consumer's perceived ease of use and usefulness. In relation to the incorporation of the confirmation model, performance expectancy's significant relationship has been established. This corroborates with previous studies (Wang et al, 2021; Tsai et al, 2020) indicating that when expectations of users are confirmed, they affect whether users feel that FODAs are useful. These combined results contribute to an integration of the model and various theoretical implications which helped identify the factors affecting users' satisfaction and continuance usage intention of FODAs during the COVID-19 pandemic.

5.2. Conclusion

The evidence from this study implies the importance of the determination of the antecedents of FODA users' satisfaction and continuance intention during the COVID pandemic highlighting its contribution to theories in relation to technology adoption when it comes to foodservice. The identification of performance expectancy, effort expectancy, perceived service quality, digital trust, task technology fit and confirmation on how it greatly affect user satisfaction and continuance intention highlights the great theoretical contribution of an extended and integrated model used in this study. Meanwhile, the significant relationship of such variables also explains both technological and psychological factors affecting technological adoption and continuance intention. By testing these factors in the proposed model, it advances previous research models to show that these higher order constructs their interrelationship with one another. Further, by using PLS-Sem as a data analysis technique, this study contributes methodologically to the increasing number of foodservice technology-related studies that use this modeling technique. Data has shown that the model is able to provide an understanding of the dynamics between and among the constructs identified in the study thus giving a substantiated conceptualized relationship between the other latent variables as it relates to user satisfaction and continuance intention.

5.3 Limitations of this study and suggestions for future studies

While the current study contributes to technology use in Food Order and Delivery Applications in Metro Manila, Philippines, the study is not without any limitations. First, while the socio-demographic profile of the respondents was gathered, they were not used as part of the model, thus their moderating role may be explored in future research. Furthermore, the study only focused on FODA users in Metro Manila, Philippines, thus, results of the finding cannot be generalized to different cultures, regions and counties. Therefore, future research is recommended to be conducted to different regions or countries, as well as comparison across cultures. Third, the study is cross sectional and nature, thus, is a short-term reflection of users' satisfaction and continuance intention towards FODAs. Hence, a longitudinal study is recommended to discover how these customers are affected by the same factors over time.

Lastly, the current study does not distinguish the different Online Food Delivery Services applications such as Grab, Food Panda, and Lalamove. Consequently, the research model extended to distinguish the different FODAs, thus owners of businesses, service providers and other stakeholders can use the results to integrate into the improvement of their business model.

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Assessing the factors that impede the lodging establishments for dot accreditation in Tablas Island, Romblon: Basis for a proposed intervention plan

Vicente, Khrisna
College of Business and Accountancy
Romblon State University

Abstract:

DOT is a tourism government agency that ensures certification for the standards and safety of the tourism stakeholders in the country. However, the agency addresses the high number of non-DOT accredited tourism enterprises in the country. As of 2023, DOT data, Romblon province got the lowest number of lodging establishments with DOT certification in the region. Thus, this study determined the factors impeding lodging establishments for DOT accreditation in the province. The respondents perceived that the DOT accreditation could provide them eligibility but not to standards, assistance, and endorsement. Moreover, the result shows that assistance, requirements, and technology were the determining factors of the lodging establishments for DOT accreditation.

Keywords: Department of Tourism, Lodging Establishments, DOT-Accreditation

1. Introduction

With the public and private sectors' support, assistance, and collaboration, the economic activity generates foreign currency and local employment and spreads tourism's advantages to a broader population segment. The DOT ensures that foreign and domestic tourists have a safe, convenient, and entertaining time while visiting the country.

As part of this, the DOT accredits primary and secondary tourism enterprises—a certification issued by the agency to tourism enterprises that officially recognizes compliance with minimum standards. Primary tourism enterprises refer to travel and tour services; land, sea and air transport services exclusively for tourist use; accommodation establishments; convention and exhibition organizers; tourism estate management services; and such other enterprises as may be identified by the Secretary, after due consultation with concerned sectors (R.A. 9593 S.2-O).

The DOT is enhancing and standardizing the quality of services by tourism establishments. Through accreditation, it can assist the DOT in monitoring each travel and tourist establishment's compliance with industry standards. Aside from it, the consumers are secure from unreliable or even fly-by-night enterprises and substandard service (Ylagan, 2019). Increasing the quality of tourism by harmonizing the field's classification standards is one of the top priorities in field tourism. (Foris, 2014).

Moreover, the DOT provides standardization, assistance, eligibility, and endorsement to all accredited tourism enterprises. These benefits are advantageous not only to tourism enterprises but also to developing tourism in the country.

Romblon province belongs to MIMAROPA Region (formerly known as Region IV-B). This province is known as the Marble Capital of the Philippines. Romblon is becoming known as the following must-

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see tourism destination in the country because of its attractive natural resources. Moreover, according to DOT Regional Director Zeny Pallugna, the agency will help the improvement of the infrastructures in the province, including ports and highways. The DOT is also promoting the cruise and diving industry in Romblon. DOT RD Pallugna encourages tourism enterprises, especially hotel owners, to have DOT accreditation (Fos, 2023).

Based on the records of DOT on accredited tourism enterprises in 2023 in the MIMAROPA Region, Romblon got the lowest number of accredited tourism enterprises in the entire region. There are only six accredited lodging establishments in the province. Furthermore, more than 60 lodging establishments on Tablas Island were operating, and only two got DOT certification. Tablas Island is the largest island in Romblon province, comprising nine municipalities. Most accessible seaports and even the only airport are located on this island.

Despite the benefits of DOT certification, most of the lodging establishments in the province seemingly have yet to be interested in DOT accreditation. Thus, this study intended to determine the factors that impede them from DOT accreditation. The results and findings of this study can determine the gap between the lodging establishments and the DOT agency.

2. Literature Review

Department of Tourism- Accreditation

Republic Act 9593, or the Tourism Act of 2009, declares a national policy for tourism as an engine of investment, employment, growth, and national development. The Department of Tourism implements these policies effectively and efficiently. Rioga, M., & Manalo, J. V. (2022) found that the new guests exceeded their expectations on selected DOT accredited ecotourism destinations in Western Visayas and will recommend it. Moreover, RA 9593 S.14 states that the agency shall develop and enforce a comprehensive mandatory accreditation system for primary enterprises, including lodging accommodations. Section 39-Accreditation states that the primary tourism enterprises shall be periodically required to obtain accreditation from the DOT to ensure the quality of their facilities and standard of services based on international perspectives.

Along with DOT, the LGUs shall ensure strict compliance of tourism enterprises with these standards. Moreover, the Department shall act on complaints regarding accredited tourism enterprises. The Department may impose fines or downgrade, suspend or revoke accreditation if proven violations.

The DOT is responsible for ensuring quality and standards in the tourism industry in the country. Thus, hoteliers shall concentrate on customer satisfaction through strategies such as good customer relationship management and improvement of the quality of their services (Dominici, Gandolfo & Rosa; Guzzo, 2010). Along with DOT accreditation, the agency also ensures the quality of the facilities of lodging establishments. The hotel features most powerfully influence customer satisfaction (Radojevic, Stanisic, & Stanic, 2017). Also, understanding employee work behavior is crucial for hospitality firms as staff retention continues to be one of the industry's most difficult problems (Ibrahim,2020). Paditt (2022) found out that managers of the Department of Tourism accredited hotels in Baguio City are very satisfied with their jobs.

Role of DOT in Promoting Tourism through DOT Accreditation and its Challenges

The DOT has a system for enhancing the value of accreditation among tourism enterprises by assisting with training and promotions. Also, accredited enterprises shall give due preference to other accredited enterprises. Government agencies and DOT play a vital role in boosting competitiveness in the accommodation sector (Lacap, 2014). Along with the benefits of DOT certification, the agency extends training assistance to tourism enterprises. The hotel's management team should train its staff in reliability, responsiveness, empathy, attitude, and assurance to increase guest satisfaction scores.

Nevertheless, those in the hospitality sector should dedicate time to training their staff to decrease turnover costs and motivate their employees (Myo, Yan & Khalifa, Gamal & Aye; Thin, 2019). Conversely, in the study of Marasigan & Borbon (2021), most of the resorts in Batangas are not DOT accredited. Still, resorts are highly competitive concerning Physiography and climate, hospitality-mindedness, security and safety, awareness and image, and cost-benefit analysis.

The DOT urged the League of Municipalities of the Philippines, the League of Cities in the Philippines, and the Philippine Councilors League to support the DOT accreditation process. They initiate that tourism enterprises shall secure accreditation from the DOT before issuing business permits—almost 50 percent of tourism enterprises in the country with no DOT certification. The DOT accreditation can ensure the safety and convenience of both local and foreign tourists (Arnaldo, 2017). Marasigan & Borbon (2021) discovered that most resorts in Batangas province are not DOT accredited, with an estimated 10,000 to 20,000 guest arrivals per year and operating for 5-10 years.

Cruz (2022) found out that The DOT's expansion of the scope of accredited establishments, the imposition of new requirements, inconsistent enforcement, the high cost of compliance, the DOT's inability to protect accredited primary tourism establishments from unfair competition, and the private sector's inventiveness in getting around accreditation were all cited as significant obstacles to the mandatory accreditation system's implementation.

Furthermore, a requirement for government cooperation and participation can increase tourism enterprises' CSR involvement. The task of ensuring that more environmentally friendly kinds of tourism will be promoted and assuring investors and other participants in the tourist industry that government will support and encourage sustainable tourism management and development must be taken on by governments (Manente, M., Minghetti, V., Mingotto, E., 2015). The challenge of government involvement in tourism development is determining the appropriate level of involvement to successfully regulate the activities of individuals and businesses (Bull, 1995; Croes, 2011; Michael, 2001; Croes & Kubickova, 2016). Government involvement is a prerequisite to achieving successful destination growth by creating a setting capable of competing (Kubickova, 2016).

3. Methodology

This study utilized mixed-method research. The quantitative part determines the respondents' perceptions of how DOT certification can benefit them. This study was limited to the following variables: standards, assistance, eligibility, and endorsement. These pertain to the services and benefits of DOT certification. Then the qualitative part was conducted through one-on-one interviews with selected respondents to validate and have in-depth discussions about the result of the quantitative part. This study is limited to lodging establishments in Tablas Island, Romblon. The researchers used a self-administered instrument based on the related literature and studies. Then it was validated by the local tourism officers in Tablas Island and tested its reliability, resulting in α=.920. The researchers

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distributed the survey instrument to all lodging establishments on Tablas Island. However, only 33 or 64% of the total population was retrieved. For the qualitative part, 14 respondents were interviewed and grouped into two; 4 were from non-renewed DOT-accredited lodging establishments, and ten lodging establishments with no experience of DOT accreditation.

4. Results And Discussions

DOT accreditation is a certification given to a tourism enterprise that formally acknowledges it as having complied with the basic standards for operating tourism facilities and services, particularly in local areas of the Philippines (DOT, 2022). The table below shows the results that hinder the respondents from DOT accreditation regarding Standards. Most respondents perceived that the DOT would not increase possible income or profit, even passing the accreditation with the highest mean of 2.85 (Agree). Respondents disagreed that the Department of Tourism standards would not improve safety and avoid unexpected accidents in lodging establishments operations, with the lowest mean of 2.33.

Table 1. Factors that Hinders Lodging Establishment for DOT Accreditation in terms of Standard

STANDARDS	Mean	VI
Department of Tourism will not help standardize a global service in a required setting.	2.58	A
Department of Tourism standards will not improve sustainable tourism that fully considers its current and future economic, social, and environmental impacts, addressing visitors' needs, industry, environment, and host communities.	2.58	A
Department of Tourism standards will not improve safety and avoid unexpected accidents in lodging establishments' operations.	2.33	D
Department of Tourism standards will not meet the expectations of satisfaction of customers.	2.42	D
Department of Tourism standards will not improve professionalism in tourism activities.	2.61	A
Department of Tourism standards will not increase possible income or profit.	2.85	A
The standards set by the Department of Tourism are not attainable.	2.58	A
Department of Tourism standards will not help to create lodging establishments' consistency and quality.	2.48	D
Department of Tourism will need to provide precise standard information.	2.64	A
Department of Tourism Standards meant not to improve professionalism in tourism activities.	2.39	D
Department of Tourism needs to improve lodging establishments' performance.	2.58	A
Department of Tourism standards needs to meet the customer's needs.	2.67	A
Verbal Interpretation: 1.00-1.50 Strongly Disagree (SDA) 1.51-2.50 Disagree (D) 2.51-3.50 Agree (A) 3.51-4.00 Strongly Agree (SA)	**2.56**	**A**

It reveals that the respondents perceived that the DOT could improve the safety of the guests and can prevent accidents in the lodging establishments by following the standards set by the agency. On the other hand, despite this result, the respondents agreed that the accreditation does not help increase their profits. Which supported by the interviewed respondents who had been DOT accredited before that even having the seal of DOT did not increase the sales and profit of their business. It became one of the other reasons for some establishments needing to renew their accreditation.

Furthermore, the overall mean for Standard got 2.56 (Agree). The respondents perceived that DOT standards could be helpful in other ways. Moreover, based on the interviewed establishments with no accredited experience, they are willing to apply for DOT accreditation; however, some need supports with the requirements and documents.

Table 2 reveals that most respondents perceived that the DOT lacks encouragement for lodging establishments to be accredited, with the highest mean of 2.97 (Agree). This result was supported by the respondents, who were non-renewed DOT accredited and had never been accredited by lodging establishments. They stated that they received less encouragement from the agency to apply for accreditation. Meanwhile, respondents disagreed that the DOT does not provide online registration, with the lowest mean of 2.33. The respondents also support that the agency provides online registration on its website. However, the respondents also emphasized that although there is an online application for accreditation, they have experienced some system glitches. Some of the respondents even experienced trying to apply online. However, they failed to access the website and even went to the local tourism office to ask for assistance. It became successful registration. However, they have yet to receive a response has been from it.

Table 2. Factors that Hinders Lodging Establishment for DOT Accreditation in terms of assistance

ASSISTANCE	Mean	VI
Department of Tourism will provide only a limited amount of information about the process and importance of accreditation.	2.88	A
Department of Tourism will help lodging establishments to meet its standards.	2.70	A
Department of Tourism needs more encouragement for lodging establishments to be accredited.	2.97	A
The Department of Tourism will not provide online registration.	2.33	D
Department of Tourism will not give prompt assistance to its applicants.	2.79	A
The Department of Tourism will need clear instructions for assistance.	2.94	A
Department of Tourism will not provide a friendly service.	2.67	A
The Department of Tourism will not provide real-time updates on an online application.	2.73	A
The Department of Tourism will wait to answer concerns/inquiries promptly.	2.61	A
Department of Tourism will not provide a step-by-step process for accreditation.	2.61	A
Department of Tourism will not make accreditation more accessible through online registration.	2.58	A
Department of Tourism will not promote accreditation to lodging establishments.	2.61	A
The Department of Tourism will not coordinate hotels for easier Department of Tourism accreditation.	2.85	A
Department of Tourism will not implement the rules to promote accreditation.	2.82	A
	2.72	**A**

The overall perception about assistance got M=2.71 (Agree), indicating that the respondents perceived that the Department of Tourism lacks assistance. Although each municipality has local tourism offices, some tourism officers have two job designations. Thus, it became challenging for the local tourism officer to extend its full assistance. Also, based on the former PTO, some owners/managers have concerns about DOT assistance when it comes to applying for accreditation, even before the availability of an online application. Some cannot contact the regional DOT office for inquiries, and some emphasize that the office is too far since it is in Makati.

Moreover, table 3 shows the factors that hinder lodging establishments from DOT accreditation regarding eligibility. Most respondents perceived that the DOT-accredited lodging establishment differs from the guest's choice for accommodation, with the highest mean of 2.85 (Agree). This result supports by the interviewed non-renewed DOT-accredited lodging establishments that need to recognize the difference between being accredited and not, as they still receive guests. Thus, both groups (non-renewed DOT accredited and never accredited) stated that they still received guests.

On the other hand, the respondents perceive that the DOT is an effective and efficient tool for socio-economic development. Based on Republic Act No. 9593, or the Tourism act of 2009, states that the DOT shall be an engine to generate investment, foreign exchange, and employment and to continue to mold an enhanced sense of national pride for all Filipinos. Ensure the development of Philippine tourism for and by the Filipino people, conserve and promote their heritage, national identity, and sense of unity.

According to the Philippine Statistical Authority, the number of people employed in the tourism sector reached 4.90 million in 2021, up from 4.68 million the year before by 4.6 percent. It contributed 11.1 percent to the overall employment of the country. With a 38.3 percent employment share, the passenger transportation sector led all other tourism-related activities. With 28.9 percent and 16.3 percent of the total, lodging, food, and miscellaneous came in second and third, respectively.

Table 3. Factors that hinder Lodging Establishment from DOT Accreditation in terms of eligibility

ELIGIBILITY	Mean	VI
The Department of Tourism will not promote and recognize tourism as an effective and efficient tool for the socio-economic development of the Philippines.	1.97	
Department of Tourism accredited lodging establishments are different from the guest's choice for accommodation.	2.85	A
Department of Tourism-accredited lodging establishments is not selected to accommodate very important person, guests, and customers.	2.55	A
The Department of Tourism will not prioritize accredited hotels for Department of Tourism training programs.	2.61	A
Department of Tourism accredited lodging establishment's personnel and staffs are not eligible to promote in higher international hotels.	2.67	A
Accredited lodging establishments by DOT are not recommended to provide services.	2.45	D
Department of Tourism-accredited hotels is not eligible to operate events.	2.33	D
	2.49	**D**

The overall perception about eligibility got M= 2.49 (Disagree), which indicates that although the respondents perceived no difference in the guest's choice, they still concurred that the accredited establishments are eligible for the DOT's benefits and incentives.

Results show in table 4 that most respondents perceived that the DOT would not endorse COMELEC for exemption of lodging establishments from liquor ban with the highest mean of 2.85 (Agree). It supports the recent COMELEC announcement in the May 2022 elections that owners of hotels, resorts, and restaurants should secure a permit from the provincial election supervisor. Liquor ban violators shall face imprisonment of not less than one year but no more than six years without probation under COMELEC Resolution 10746.

Despite the strong marketing campaign of DOT, the respondents perceived that even if DOT accredits them, they will not be endorsed to embassies and travel trade (M=2.64), and they will not receive any recommendations coming from the DOT (M=2.64). Contrastingly, based on the interviews of non-renewed DOT-accredited lodging establishments, some respondents implicated that there were instances when the DOT brought tourists to their lodging establishments. It became one of the factors that they are willing to reapply for accreditation. Furthermore, the overall perceptions about endorsement got M=2.74 (Agree). Lodging establishments perceived that DOT does not help them in terms of endorsement.

Most respondents agreed negatively on all the factors except Eligibility under DOT. Therefore, the respondents perceived that the DOT could be more helpful regarding standards, assistance, and endorsement.

Moreover, this study interviewed respondents to determine the reasons that hinder them from applying for DOT accreditation. The researchers grouped the respondents into two; lodging establishments that still need to renew their DOT accreditation and lodging establishments that never-been accredited lodging establishments.

Table 4. Factors that hinder Lodging Establishment from DOT Accreditation in terms of endorsement

ENDORSEMENT	**Mean**	**VI**
The Department of Tourism will not endorse lodging establishments for the exemption of lodging establishments from the liquor ban.	2.85	A
Department of Tourism will not offer an endorsement to embassies and travel trade.	2.64	A
The Department of Tourism will not provide leadership, direction, and substance to the overall operations of the Department. It formulates policies, plans, programs, rules, and regulations; reviews and evaluates the performance of the Tourism Master Plan and advises the President on all matters affecting the country's tourism program.	2.76	A
Department of Tourism will not offer hotel endorsement to international and domestic airports.	2.73	A
Department of Tourism will not endorse accredited hotels to land transportation, franchising, and regulatory board.	2.76	A
Department of Tourism will not devise integrated marketing and promotional activities such as information dissemination, public relations, special events, and related tourism programs.	2.70	A
The Internal Services Sector will not ensure the smooth and legal functioning of the operations of the Department through the provision of effective and efficient advice and services in the areas of personnel management, human resources development, general services administration, computerization and information technology services, budgetary, financial and management services, and including investigatory and advisory services.	2.82	A
Department of Tourism will not offer lodging establishments for recommendations to local and international tourists.	2.64	A
Department of Tourism will only spread the benefits of tourism to a wider population segment with the private and public sectors' support, assistance, and cooperation.	2.76	A
Department of Tourism will not promote communication to accredited lodging establishments for marketing.	2.79	A
	2.74	**A**

Based on the interviewed respondents, two (2) managers and two (2) owners show that all non-renewed accredited lodging establishments lack thneed movements that needed accreditation, and most experienced a lack of assistance and did not apply for accreditation because of the pandemic. Meanwhile, one answered that they needed approval from the owner, one of them did not find accreditation essential for their establishment, and one needed a better internet connection when trying to reapply for accreditation.

Table 5. Reasons for non-renewed DOT-accredited lodging establishments in reapplying for DOT Accreditation

REASONS	L1	L2	L3	L4	RANK
Lack of Requirements	/	/	/	/	1
Lack of Assistance	/	/		/	2.5
Poor Internet Connection	/				4.5
Pandemic		/	/	/	2.5
Not essential			/		4.5
No approval from the owners		/			4.5

Table 6 presents the responses of four (4) managers and six (6) owners, indicating that most of the interviewed respondents needed more requirements, we're unable to receive enough assistance, and experienced slow processing of documents when to DOT accreditation. It is supported by the overall perception of the respondents in terms of Assistance that DOT lacks assistance.

Table 6. Reasons for never-been accredited lodging establishments to apply for DOT Accreditation

REASONS	N1	N2	N3	N4	N5	N6	N7	N8	N9	N10
Lack of Requirements		/		/	/	/	/		/	
Lack of Assistance	/	/			/		/	/		/
Unaware of Requirements			/							
Unaware of Benefits			/							/
Unable to contact DOT				/						
The office is too Far.							/	/		
No follow-ups					/				/	
Slow Process				/	/			/	/	
Poor Internet Connection					/		/			
System Glitch									/	
Pandemic								/		/
Not essential						/				
Not Helpful	/									
No approval from the owners										/
Too many Documents		/								
Confusing Process		/								
Expensive		/				/				
The owner is too old.					/			/		

**N = Never been accredited lodging establishments*

Furthermore, some of the interviewed respondents stated that they were unaware of the benefits they may receive following the accreditation, some never received follow-ups about their application from

DOT, and some found it very confusing and too many documents to process. Some need to be made aware of the requirements and believe it is optional and helpful.

Table 7 shows the summary of reasons for lodging establishments in applying for DOT accreditation. Although some results indicate that some of the respondents applied for accreditation, they have yet to receive responses or follow-ups with it. It can also impact they are not applying next time.

The researchers grouped the data based on the reasons/problems encountered by the respondents into assistance, requirements, technology, and others. It shows that both groups have the same reasons no assistance, lack of requirements, poor internet connection, pandemic, not essential, and no approval from the owners.

Surprisingly, despite the benefits of DOT for accreditation, results showed that it became optional for lodging establishments to undergo DOT accreditation and have the certification. One of the respondents emphasized that even without the accreditation and certification from the DOT, they can still operate.

Table 7. Summary of Reasons for Lodging Establishments in applying for DOT Accreditation

FACTORS	**Non-Renewed Accredited**	**Never been Accredited**
ASSISTANCE	Lack of Assistance	Lack of Assistance
	Unaware of Requirements	
	Unaware of Benefits	
	Unable to contact DOT	
	The office is too Far.	
	No follow-ups	
	Slow Process	
REQUIREMENTS	Lack of Requirements	Lack of Requirements
	Too many Documents	
	Confusing Process	
TECHNOLOGY	Poor Internet Connection	Poor Internet Connection
	System Glitch	
OTHERS	Pandemic	Pandemic
	Not Helpful	
	Not essential	Not essential
	Expensive	
	The owner is too old.	
	No approval from the owners	No approval from the owners

5. CONCLUSIONS AND RECOMMENDATIONS

The Department of Tourism plays an important role in the tourism industry in our country. It is responsible for planning, implementing, and regulatory agency in developing and promoting domestic and international tourism in the country. Aside from this, the DOT also promotes and markets its accredited tourism enterprises. Moreover, the accreditation set by DOT on quality and standards is based on global market perspectives. Thus, it became one of the challenges of DOT and the provincial tourism office with the number of lodging establishments interested in having DOT certification.

It shows that even though the DOT provides online registration for accreditation, the respondents are experiencing a system glitch and need help to proceed with the online application. Thus, the DOT can extend its assistance through registration kiosks, or they can often visit Tablas Island for accreditation. The DOT may have an orientation periodically about the benefits and eligibility of being DOT accredited. Since the local tourism officers are not directly related to the agency of DOT, the province may consider having a regular employee in Tablas Island working in the DOT to attend to all concerns and assist. Lastly, DOT accreditation is very important to assure quality in the tourism enterprises in our country. Thus, the Tourism Province may propose an ordinance encouraging establishments to undergo DOT.

Based on the results and findings in this study, the researchers proposed an intervention plan that can address the factors of the owners/managers when it comes to applying for DOT accreditation.

Furthermore, the DOT MIMAROPA may encourage local tourism officers to participate in the strategic management planning to encourage primary establishments to be accredited by the agency. It can also discuss the best practices of other regional provinces when it comes to increasing the number of accredited lodging establishments.

FACTORS	REASONS	PROPOSED INTERVENTION STRATEGY
ASSISTANCE	LACK OF ASSISTANCE	The DOT MIMAROPA may assign a help desk or satellite office for the province of Romblon. If not applicable, it may provide a virtual help desk for inquiries about the accreditation.
	UNAWARE OF REQUIREMENTS	The DOT MIMAROPA may conduct orientation about the requirements needed for accreditation and the benefits of being accredited.
	UNAWARE OF BENEFITS	
	UNABLE TO CONTACT DOT	The DOT MIMAROPA may provide a mobile number besides the landline number on their website. They can use social media as a mode of communication as well (i.e., A.I. in responding to FAQs for their application)
	THE OFFICE IS TOO FAR	The DOT MIMAROPA may assign a help desk officer related to the accreditation process or may have an accreditation caravan in the province.
	NO FOLLOW-UPS	The DOT MIMAROPA may improve their engagement on their online platforms for easier assistance.
	SLOW PROCESS	The DOT MIMAROPA may improve its services on its accreditation process by upgrading its system.
	Lack of Requirements	The DOT MIMAROPA may assess the common lacking requirements of the

Requirements		applicant for DOT accreditation and may consider strategizing.
	Too Many Documents	The DOT MIMAROPA may simplify other documents needed for accreditation or may have assistance from the local tourism offices to process documents.
	Confusing Process	The DOT MIMAROPA may consider creating simplified and concise information about the process. Also, the DOT may consider using information materials for the accreditation process.
Technology	Poor Internet Connection	The DOT MIMAROPA may consider providing a DOT techno-hub in different local government units with high-speed internet connection.
	System Glitch	DOT MIMAROPA may consider reviewing the respondents' concerns about a system glitch. The agency may consider system updates if it is necessary.

Since this study is only limited to determining factors of non-accredited lodging establishments for DOT accreditation, researchers suggest having further research on DOT-accredited primary tourism enterprises in the province. To determine the in-depth analysis of being DOT accredited. Also, determining the LGUs' plan and strategies on DOT accreditation for tourism enterprises and stakeholders' satisfaction can be beneficial in developing tourism in the province.

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Online Learning Challenges and Effects on Mental Health of the Hospitality Management Students at Romblon State University

Mapalad, Gina
College of Business and Accountancy
Romblon State University

Dalisay, Joanne
College of Business and Accountancy
Romblon State University

Adriguez, Ruel Virgil
Romblon Campus
Romblon State University

Abstract:

In the Philippines, the sudden halt in education and transition to online classes during the Covid-19 pandemic brought mental health concerns that were not well-documented, particularly those experienced by college students. This research supplies data on online learning affecting the mental health of Hospitality Management students at Romblon State University. The response of 3-5 hours spent on online class activities per week demonstrates the respondents' lack of engagement. The challenges encountered include distracting surroundings at home, lack of an interactive online teaching method, procrastination, increased workload, depression, and anxiety. The perceived stress scale shows that HM students were stressed sometimes.

Keywords: Hospitality Management students, Mental health, Online learning, Romblon

1. Introduction

The abrupt adjustment to e-learning caused by the Covid-19 pandemic was not as smooth sailing as many have expected. Along with the transition came various problems including lack of internet connectivity, loss of social interaction, computer vision syndrome, shortage of educational materials, and the uncertainty and inexperience of operating online educational platforms such as Google Meet, Google Classroom, Moodle, Zoom, and others (Roach, 2022). Evidence suggests that these have generally increased levels of stress and depression among students. In the Philippines, especially among tertiary-level students, these health issues have not been thoroughly documented. This study provides information that is pertinent to those teaching, working in, and studying hospitality management. It examined, in particular, the challenges and effects of online learning on the mental health of students majoring in Hospitality Management at Romblon State University.

2. Literature Review

2.1. Effects of online classes

The Kentucky Counseling Center (2021) wrote about the many impacts of online learning on students' mental health. Some of them include a lack of social engagement leading to feelings of loneliness, lack of motivation, and isolation. Also mentioned was the term "Zoom fatigue," which was just recently used during the COVID era to describe sensations of exhaustion following protracted Zoom classes or video conference conversations. The article also discussed how challenging it is to focus on online classrooms and clarified how online education has an effect on the mental health of parents, teachers, and even students.

2.2. Stressors

Son et al. (2020) also discovered a number of stressors that raised students' levels of stress, anxiety, and depressed thoughts. This included diminished social connections owing to physical distance and greater worries about academic achievement. It also included trouble concentrating and disturbances to sleep patterns.

2.3. Online learning challenges

Moreover, the results of the study by Barrot et al. (2021) showed that students faced a variety of types and degrees of online learning problems. Their home learning setting presented the biggest problem, whereas technical literacy and competency posed the least amount of difficulty. The epidemic was also shown to have made the students' problems worse, particularly in terms of the standard of their education, their mental health, their financial situation, their social interactions, and their mobility.

2.4. Research Framework

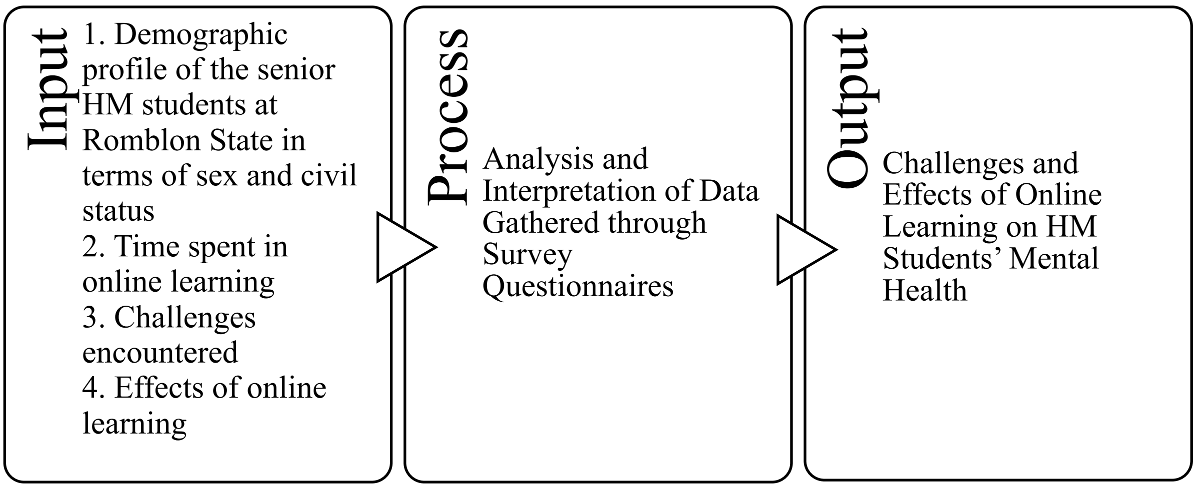

Fig. 1. Research Paradigm

Figure 1 shows how the research will take place through the **Input-Process-Output (IPO) Model.** The input includes the demographic profile of the students, the time they spend in their online classes, the challenges encountered in online learning, and the perceived effects on their mental health. The processing step analyzes and interprets the data gathered from the survey made. Then the result of this process produces the output which shows the challenges and effects of online learning on HM students' mental health.

3. Methodology

3.1. Measurement

The descriptive-quantitative research was employed in the study and the purposive sampling technique in determining the respondents, the 34 fourth-year students who have experienced the online learning method and were currently enrolled in the Hospitality Management Program at Romblon State

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University. A modified survey was created based on research literature and studies acquired. It was verified by two skilled experts from outside the country, a psychologist and a psychiatrist. After conducting a reliability pre-test, the findings revealed that 47 items had a Cronbach's Alpha score of.922. This demonstrates the device's high level of dependability. The researchers then carried out the online Google survey with a letter of informed consent, confidentiality, and privacy of the information. The weighted mean was used in data analysis to capture the difficulties encountered and the impact of online learning on students' mental health.

4. Results

4.1. Profile of the respondents

Figure 1

Respondents' Sex

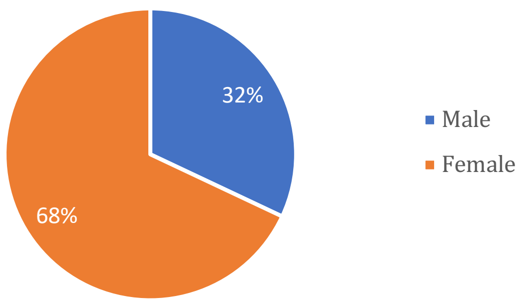
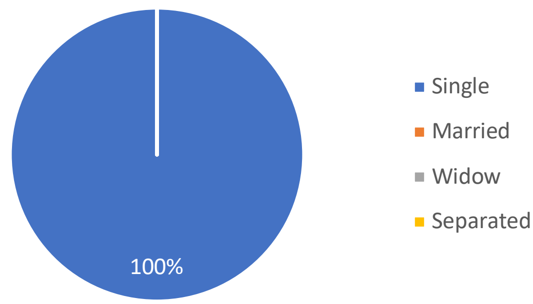


Figure 2

Respondents' Civil Status

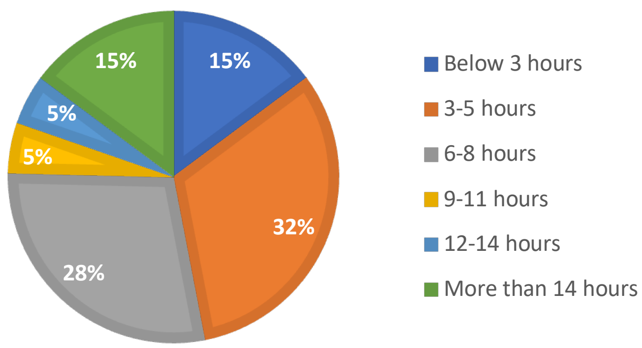


In Figures 1 and 2, there were more respondent females (68%) than males (32%), and all were single (100%).

4.2. Time spent in online learning

Figure 3

Hours spent on asynchronous activities



In Figure 3, the majority of the respondents, or 32% answered with 3-5 hours spent on online learning per week, followed by 28% for 6-8 hours, then there were 15% who answered below 3 and more than 14 hours, while only 4.9% respondents spent 9-11 and 12-14 hours of online learning per week.

4.3. Challenges of Online Learning on Student's Mental Health

Table 1. Difficulty in Concentration

Indicators	WM	MI
1. I'm having difficulty concentrating since I'm home. As I'm around all of my family, it's really hard to focus on what I need to do.	2.78	A
2. I just want to lay in my bed. Now no one is keeping me accountable. If I'm on my phone, I'm not paying attention to any of these lectures.	2.36	DA
3. My desk is right next to my bed so I could just go take a nap or watch Netflix or be on social media such as Twitter, Instagram, Facebook, YouTube, etc. the whole time.	2.46	DA
4. I cannot focus on class when it's online. Through the classes, I don't think there's a lot of instruction to make students engaged.	2.74	A
5. Now I'm stuck only doing everything on a computer. So, I'm pretty much on the computer all day and can divert my focus to playing online games.	2.17	DA
Total	2.50	DA

Weighted Mean (WM)		*Mean Interpretation (MI)*	
3.51 - 4.50	-	*Strongly agree*	*(SA)*
2.51 - 3.50	-	*Agree*	*(A)*
1.51 - 2.50	-	*Disagree*	*(DA)*
1.00 - 1.50	-	*Strongly disagree*	*(SD)*

In Table 1, the total weighted mean of 2.50, verbally interpreted as Disagree, shows that respondents were not distracted by social media, the internet, and online games, but mostly they encountered difficulty concentrating at home and focusing on class when online.

Table 2. Sleeping Habits

Indicators	WM	MI
1. I'll be up until dawn, and sleep through the day. Now that most of my classes are online, I sleep through them and watch the lectures later.	2.25	DA
2. I now have an irregular sleeping pattern. I stay up really late and then I wake up very early or sometimes I go to sleep early. I wake up really late.	2.73	A
3. I'm sleeping a lot more now. I'm living at home. I don't have to do anything. I just have more time to sleep.	2.47	DA
4. Now I wake up constantly. I have a hard time staying asleep and going/staying asleep.	2.67	A
Total	2.53	A

Weighted Mean (WM)		Mean Interpretation (MI)	
3.51 - 4.50	-	*Strongly agree*	*(SA)*
2.51 - 3.50	-	*Agree*	*(A)*
1.51 - 2.50	-	*Disagree*	*(DA)*
1.00 - 1.50	-	*Strongly disagree*	*(SD)*

As revealed in Table 2, the total weighted mean of 2.53, verbally interpreted as Agree, means that respondents experienced an irregular sleeping pattern and it shows that they did not sleep all the time.

Table 3. Social Relation/Social Isolation

Indicators	WM	MI
1. With the asynchronous method, there is significant social isolation from peers and from those whom I want to hang out with.	3.01	A
2. I don't see my friends that much and no face-to-face interaction but only through text.	3.04	A
3. I also like meeting new people and friends. The asynchronous learning method lessens my chance to do that.	3.27	A
Total	3.11	A

Weighted Mean (WM)		Mean Interpretation (MI)	
3.51 - 4.50	-	*Strongly agree*	*(SA)*
2.51 - 3.50	-	*Agree*	*(A)*
1.51 - 2.50	-	*Disagree*	*(DA)*
1.00 - 1.50	-	*Strongly disagree*	*(SD)*

As shown in Table 3, with all responses and a total weighted mean of 3.11, verbally interpreted as Agree, indicates a sense of social isolation felt among our respondents.

Table 4. Academic Performance

Indicators	WM	MI
1. Meeting my module deadlines is difficult because it's hard comprehending the instructions compared to a face-to-face meeting.	3.04	A
2. I think my internship is going to be shortened. I need to get more work experience before graduation.	3.17	A
3. I feel like I started procrastinating. I was trying to avoid this situation, but still delaying the work which stresses me more academically.	3.15	A
Total	3.12	A

Weighted Mean (WM)		Mean Interpretation (MI)	
3.51 - 4.50	-	*Strongly agree*	*(SA)*
2.51 - 3.50	-	*Agree*	*(A)*
1.51 - 2.50	-	*Disagree*	*(DA)*
1.00 - 1.50	-	*Strongly disagree*	*(SD)*

In Table 4, the total weighted mean of 3.12, verbally interpreted as Agree, shows a negative effect of online learning on the student's perception of their academic performance caused by learning struggles, anxieties, and procrastination.

Table 5. Eating Patterns

Indicators	WM	MI
1. I've been munching a lot of snacks recently since I'm at home.	3.14	A
2. I'm home all the time. Sometimes I eat once or twice a day. Sometimes I don't eat at all. It's something I haven't done before.	2.57	A
3. I'm having trouble eating. I just don't eat when I'm anxious. So, I've had no appetite.	2.49	DA
4. I eat so much now just out of boredom because there's nothing to do really.	2.83	A
Total	2.76	A

Weighted Mean (WM)		*Mean Interpretation (MI)*	
3.51 - 4.50	-	*Strongly agree*	*(SA)*
2.51 - 3.50	-	*Agree*	*(A)*
1.51 - 2.50	-	*Disagree*	*(DA)*
1.00 - 1.50	-	*Strongly disagree*	*(SD)*

As shown in Table 5, the total weighted mean of 2.76, verbally interpreted as Agree, shows a new and inconsistent eating pattern among the respondents.

Table 6. Changes in the Living Environment

Indicators	WM	MI
1. Things are different at home. I am studying now in my bedroom rather than in the library or on campus.	3.54	SA
2. By living with family, I don't have any privacy. I don't feel very focused because I am distracted.	2.37	DA
3. I live in the boarding house so there's basically no one around me. It makes me unhappy.	2.02	DA
4. Now I'm at home. I'm literally sitting on the same seat for five or six hours a day.	2.80	A
Total	2.69	A

Weighted Mean (WM)		*Mean Interpretation (MI)*	
3.51 - 4.50	-	*Strongly agree*	*(SA)*
2.51 - 3.50	-	*Agree*	*(A)*
1.51 - 2.50	-	*Disagree*	*(DA)*
1.00 - 1.50	-	*Strongly disagree*	*(SD)*

As revealed in Table 6, the total weighted mean of 2.69, verbally interpreted as Agree, indicates that respondents lived at home and studied in a more solitary atmosphere.

Table 7. Financial Difficulties

Indicators	WM	MI
1. Not all the time do I have enough money to load.	3.47	A
2. I don't know until when are we going to afford to budget our money instead of buying essentials.	3.38	A
Total	3.43	A

Weighted Mean (WM)		*Mean Interpretation (MI)*	
3.51 - 4.50	-	*Strongly agree*	*(SA)*
2.51 - 3.50	-	*Agree*	*(A)*
1.51 - 2.50	-	*Disagree*	*(DA)*
1.00 - 1.50	-	*Strongly disagree*	*(SD)*

In Table 7, all responses and a total weighted mean of 3.43, verbally interpreted as Agree, indicates a financial crisis encountered by our respondents while studying in online mode.

Table 8. Class Workload

Indicators	WM	MI
1. [Professors] require us to go to a Zoom class. Some of them record those Zoom meetings and then you can watch them on your own time. It doubles the time I have to dedicate each week to that class.	2.83	A
2. Four or five out of my six professors have given me more work than they would have had if it were face-to-face.	2.83	A
Total	2.82	A

Weighted Mean (WM)		*Mean Interpretation (MI)*	
3.51 - 4.50	-	*Strongly agree*	*(SA)*
2.51 - 3.50	-	*Agree*	*(A)*
1.51 - 2.50	-	*Disagree*	*(DA)*
1.00 - 1.50	-	*Strongly disagree*	*(SD)*

As revealed in Table 8, the total weighted mean of 2.82, verbally interpreted as Agree, expressed the students' concern about workloads.

Table 9. Depressive Thoughts

Indicators	WM	MI
1. I feel like I need to go out but there is nowhere to go.	3.31	A
2. I am suffering from chronic depression which has become worse through online learning.	2.30	DA
3. Online education can become a routine, it makes me down. I feel hopeless about not being able to enjoy my normal day-to-day activities.	2.74	A
4. A lot of extra-curricular activities that I wanted to participate in have all been canceled. And now it feels like the skills I have are useless.	2.68	A

5. I'm overwhelmed with all the class subject requirements, which makes me go crazy.	2.88	A
Total	2.78	A

Weighted Mean (WM)		*Mean Interpretation (MI)*	
3.51 - 4.50	-	*Strongly agree*	*(SA)*
2.51 - 3.50	-	*Agree*	*(A)*
1.51 - 2.50	-	*Disagree*	*(DA)*
1.00 - 1.50	-	*Strongly disagree*	*(SD)*

As revealed in Table 9, the total weighted mean of 2.78, verbally interpreted as Agree, shows that students have had depressive thoughts.

Table 10. Suicidal Thoughts

Indicators	WM	MI
1. [Suicidal thoughts] go hand in hand with depressive thoughts. I am just tired of existing because I feel worthless.	2.27	DA
2. It just has to do with depressive thoughts and just overthinking. I have a lot of time to think about things that happened in the past. But there's no fixing it.	2.62	A
3. It comes up daily. Sometimes as a joke, I want to die. But it's something that I know I have no intention to ever act on and never would like. It's just become incorporated in my life purposely or unconsciously when I do something especially related to academics.	2.44	DA
4. I have some problems with my family. And now I'm stuck at home with them. I guess it's more often than normal.	2.12	DA
5. I feel afraid, and I often think that the worst part is more fear of what is to come and what will be the outcome.	2.93	A
Total	2.48	DA

Weighted Mean (WM)		*Mean Interpretation (MI)*	
3.51 - 4.50	-	*Strongly agree*	*(SA)*
2.51 - 3.50	-	*Agree*	*(A)*
1.51 - 2.50	-	*Disagree*	*(DA)*
1.00 - 1.50	-	*Strongly disagree*	*(SD)*

As revealed in Table 10, the total weighted mean of 2.48, verbally interpreted as Disagree, shows that the respondents felt anxious, afraid, and they were overthinking but did not reach the point of thinking about suicide.

4.4. Effects of online learning on student's mental health

Table 11. Perceived Stress Scale

Indicators	WM	MI

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1.	In the last month, how often have you been upset because of something that happened unexpectedly?	3.44	O
2.	In the last month, how often have you felt that you were unable to control the important things in your life?	3.27	S
3.	In the last month, how often have you felt nervous and stressed?	3.70	O
4.	In the last month, how often have you felt confident about your ability to handle your problems?	3.26	S
5.	In the last month, how often have you felt that you have been making the right decisions?	3.27	S
6.	In the last month, how often have you found that you could not cope with all the school works that you had to do?	3.15	S
7.	In the last month, how often have you been able to control the negative emotions in your life?	3.19	S
8.	In the last month, how often have you felt that you were in control of situations?	2.99	S
9.	In the last month, how often have you been angered because of situations that were outside of your control?	3.26	S
10.	In the last month, how often have you felt difficulties were piling up so high that you could not overcome them?	3.23	S
Total		3.28	S

Weighted Mean (WM)		*Mean Interpretation (MI)*	
1 – 5.00	-	*Always*	*(A)*
3.41 – 4.20	-	*Often*	*(O)*
2.61 – 3.40	-	*Sometimes*	*(S)*
1.81 – 2.60	-	*Rarely*	*(R)*
1 – 1.80	-	*Never*	*(N)*

Table 11 shows the effects of online learning on students' mental health. It has a total weighted mean of 3.28 which implies a general result that respondents are "Sometimes" feeling stressed.

5. Discussion and Conclusion

5.1. Discussion and implications

The respondents were 4th-year Hospitality Management students, mostly female, given that women make up the majority of HM students, and all were single. Most of them spent 3-5 hours on online learning per week. The National Board of Professional Teaching Standard recommends 3-4 hours that grade 9-12 students should plan on spending number of hours learning online. The number of online learning hours increases as students progress to higher grades and engage with more complex learning material (EduWW, 2022). So, the fact that many of these HM students spend between 3-5 hours each week on online learning and few spend longer time demonstrates a lack of engagement. According to the article by Morin, A. (2020), there are five reasons students are not engaging in distance learning: 1) Students' life circumstances have changed; 2) Students are dealing with stress and trauma; 3) The content is not accessible; 4) Students need more structure and support; and 5) The teacher's expectation for engagement has not changed.

On the challenges of online learning in terms of difficulty in concentration, our respondents had trouble focusing at home rather than being overly distracted by social media, the internet, or online gaming. This is consistent with the study of Barrot, Llenares, and del Rosario (2021) whose findings revealed that the greatest online learning challenge of college students was connected to their learning environment at home; and aligns with Son et al.'s (2020), who claimed that students are interrupted by their families and household chores. Further, when a student cannot concentrate in class while online, it may be due to the online teaching approach that does not provide an interactive learning environment. In the study by Libre (2021), it mentioned that active learning activities were reported by many instructors as difficult to implement in an online environment. In addition, a lack of student-student or student-faculty interactions, particularly in online classes, may prevent students from remaining engaged and motivated throughout the semester.

In terms of sleeping habits, the respondents had erratic sleeping patterns. New research from Simon Fraser University reveals that students who learn remotely develop a night owl personality rather than sleeping more, assuming that young adults would sleep more if they had the time. And in spite of having any early classes, the research suggests that students slept less soundly, less at night, and more during the day than they did in previous semesters (Shaw, 2021).

A sense of social isolation was also present among the respondents. In Nunez' (2021) study, it mentioned that students feel isolated in the distance or online learning process since they study alone, with maybe little to no assistance or support from peers or even the school, and with less feedback. It is said that online learning provides convenience and flexibility, however, the trade-off results in a loss of connection and engagement.

In terms of academic performance, the findings in this study implicate an effect of online learning on the student's perception of their academic performance. One is academic procrastination, which typically happens when one activity is unduly postponed and people experience really intense agitation when they start thinking about it, this is one of the reasons linked to academic failure, according to a study by Zarrin et al. (2020). Procrastination by students typically results in late assignment submission, worry, a rush to finish exam preparation, and social anxiety. They are fully aware of the consequences of this delay, and this occurrence may make their performance less satisfying. Thus, students must possess good digital skills in order to execute academic work and successfully complete learning activities, claim Kim et al. (2019).

An inconsistent eating pattern was also revealed among the respondents which showed similar results to the study by Pung (2021) stating that more than half of the respondents skipped meals; breakfast was the most skipped meal; the majority of the respondents snacked between meals; and biscuits, bread, and fruits were the most common snack foods.

Most respondents were living and studying at home during the time of the pandemic when the online mode of learning was being implemented. Although the online method can allow students to work independently of time and place (Van der Keylen et al., 2020), not all learners are equipped with the appropriate strategies to benefit from this potential advantage (Hartnett, 2015). Learning at home, especially in an online platform, requires more self-study skills to stay on track, including enough motivation and will to follow learning goals.

On the financial aspect, a sense of anxiety, burden, and difficulty to have money for the load was manifested by the respondents. According to Barrot et al.'s (2021) study, COVID-19 worsened some students' financial problems due to their parents' unemployment and the high cost of Internet data, adversely affecting their ability to learn online.

The respondents also expressed concern about increased workloads, which are supported by numerous student reports (Aristovnik et al., 2020), including recorded lectures or student presentations, as well as more online forum discussions, both of which are essential components of the idea of online settings (Fabriz et al., 2021).

The study's findings reveal too that respondents' depressive thoughts are likely to happen. Depression is defined as frequent feelings of unhappiness, hopelessness, and often a loss of motivation or interest in actions that an individual previously enjoyed (Torres, 2020). In the study by Mohammed et al. (2022), depression affects a much higher percentage of undergraduate students than the 23% of college students in the United States who are thought to be affected by it. Also, depression rates among college students are at an all-time high, probably as a result of the psychological stress brought on by the COVID-19 pandemic.

Finally, regarding the challenges of online learning on students' mental health, our HM respondents disagreed on having suicidal thoughts. Although other studies would show that online learning has led, among undergraduate students, to anxiety and depression which could get worse, the respondents only admitted having fear and being an overthinker. Rehman (2016) in a related study, identified the causes of anxiety among Indian higher education students and results show that personal, family, institutional, social, and political factors are considered to be potential threats to students' serious academic anxiety.

The effects of online learning on students' mental health using the perceived stress scale revealed that the students sometimes felt worried and overwhelmed or underwent increased stress, anxiety, fatigue, and burnout. Overall, the result disclosed that respondents, based on the total mean, felt stressed "Sometimes".

Online learning has become increasingly popular over the past few years, and the COVID-19 pandemic has only accelerated this trend. However, this shift to online learning has brought with it a number of challenges, particularly for students who are now learning in a completely new environment. One of the biggest challenges of online learning is its impact on the mental health of students. Some of the academic implications of online learning challenges include reduced engagement among students as they may not feel as connected to their peers and instructors; limited interaction with faculty as they may not be able to receive the same level of support as they would in a traditional classroom setting; limited access to resources such as textbooks and other materials which can hinder their ability to learn effectively; and technical difficulties, particularly for students who may not be as comfortable using technology.

The effects of online learning on the mental health of students can also be significant. Some of the industry implications of this include reduced productivity as students who are struggling with mental health issues may not be able to complete assignments or meet deadlines; higher dropout rates as students who are struggling with mental health issues may also be more likely to drop out of online courses; institutions may also see reduced student retention rates due to the impact of mental health issues on student success; and increased demand for mental health support services from students who are struggling with online learning.

5.2. Conclusion

Based on the results and discussion of the study, the **4th-year Hospitality Management students** of Romblon State University, all single and mostly female respondents, who spent about 3-5 hours in online classes or activities per week show that they lack engagement in online learning. They encountered many challenges which included finding their surroundings at home distracting, a lack of an interactive learning environment in the online method of teaching, becoming night owls, a loss of connection and engagement, academic procrastination, irregular eating patterns, learning at home solitarily, lack of funding for their online classes, increased workload, depression, and anxiety. All these significantly affected their mental health resulting in being stressed "sometimes".

To address these challenges, institutions should prioritize providing adequate support services for students, including mental health resources and technical support. Additionally, faculty should strive to create a supportive and engaging online learning environment to help students feel connected and motivated.

5.3. Limitations of this study and suggestions for future studies

This research was able to determine the challenges and effects of online learning on the mental health of the Hospitality Management students at Romblon State University, but it had certain limitations. It was only conducted on the 4th-year students. By including students in lower grades who have also taken online courses or by expanding the study's learning environment to other programs or colleges, future research may boost the sample size. Also, course materials for higher education via online platforms vary, so it is probable that the results cannot be used in other contexts. In addition, depending on the degree, some practical disciplines might have been harder to adapt to online education than others. For future studies, it is suggested to dig further into the viewpoints and experiences of teachers in order to get a fuller picture of the issue and find certain teacher-related variables that can affect students' online learning experiences.

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The Impact of Brand Equity and Loyalty on Brand Choice Intention – the Case of Far East Hospitality Management in Singapore

Wun, Zhong Hun
Hospitality Business Program
Business, Communication, and Design Cluster
Singapore Institute of Technology

K, Dinessh Raaj
Hospitality Business Program
Business, Communication, and Design Cluster
Singapore Institute of Technology

Tan, Kelly
Hospitality Business Program
Business, Communication, and Design Cluster
Singapore Institute of Technology

Liau, Hui Xuan
Hospitality Business Program
Business, Communication, and Design Cluster
Singapore Institute of Technology

Lim, Jaycee
Hospitality Business Program
Business, Communication, and Design Cluster
Singapore Institute of Technology

Kim, Sungsoo
Hospitality Business Program
Business, Communication, and Design Cluster
Singapore Institute of Technology

Abstract:

Previous research on the effects of brand equity and loyalty on customers' brand choice intention focused primarily on limited research settings, such as ethnic restaurants and chain hotels. Little research has been conducted into the hotel management company contemplating brand expansion into a new market. This study examines the effect of brand equity and loyalty on customers' brand choice intention in Far East hospitality management, focusing on brand expansion into Vietnam, which operates eight hotel brands in Singapore, Malaysia, Indonesia, and Australia. In order to allocate limited resources to implement strategies (e.g., market development) to invest substantial financial resources into a new destination, each identified variable must be carefully considered. In addition, this study can help identify any potential gaps in brand equity and loyalty that influence the brand choice intention of prospective customers.

Keywords: Brand Choice Intention; Brand Equity; Brand Loyalty; Far East Hospitality Management, Singapore

1. Introduction

The current hospitality industry is highly competitive, and consumers have many brands to choose from, with goods having attained "commodity" status (Mattila, 2006). It would be essential for brands to discover ways to stand out from their competitors (Choi & Chu, 2001). This has drawn considerable attention to branding in the industry, where branding has been widely employed as a strategy to create new products and expand brands to new domestic and global markets (Jiang, Dev, & Rao, 2002; Kotler, Bowen, & Makens, 2006). Given the sheer amount of resources needed to create a solid brand (Aaker, 1991) and the constant introduction of new hotel brands (Boyd, 2007), measuring what a brand can add to the business portfolio is an essential management practice.

In the hospitality literature, Liu et al. (2015) pointed out that a brand reflects how customers perceive a hotel chain; thus, the positive or negative attitudes or opinions that customers cultivate over time influence their hotel booking choices. In other words, brand equity, defined as the added value a brand provides to a product or service (Farquhar, 1989), can be derived from a brand's past experiences and future expectations (Keller, 2003). Xu and Chan (2010) also discovered that brand equity is impacted by several factors, including brand image, brand awareness, perceived value, and brand loyalty. Conversely, a positive brand image, which consists of attributes that customers connect with, fosters a positive attitude toward the brand and further increases customer loyalty. As Takumi (2020) contends, consumers who value the brand image are more loyal to the brand. Moreover, Keller and Lehmann (2003) found that the frequency and recency of brand exposure positively affect brand awareness and image, influencing brand choice intention.

However, previous research (Hsu et al., 2012; Lu et al., 2015; Oh & Hsu, 2014; Phung et al., 2019; Takumi, 2022; Trang et al., 2019; Xu & Chan, 2010) on the effects of brand equity and loyalty on customers' brand choice intention focused primarily on limited research settings, such as ethnic restaurants and chain-hotels. There has been little research into the hotel management company contemplating brand expansion into a new market. This study aims to examine the effect of brand equity and loyalty on customers' brand choice intention in the context of Far East hospitality management, focusing on the brand expansion into Vietnam, which operates eight hotel brands, including Oasia and Village hotel, in Singapore, Malaysia, Indonesia, and Australia. Before the COVID-19 epidemic, Vietnam's tourism industry was thriving, with a record 18 million foreign arrivals in 2019, a 16.2% increase over the previous year (Saigoneer, 2019). Vietnam has recently become an increasingly popular travel destination for international visitors because of its rich cultural heritage, breathtaking natural beauty, and reasonable prices, making it a promising location for hotel expansion.

2. Literature Review

2.1. Brand Equity

Based on existing literature on brand equity, various definitions of brand equity exist. Although there is no universally accepted definition, there is agreement that brand equity refers to the added value the brand provides to the product or service (Farquhar, 1989). Hence, brand equity links the past experiences of the hotel brand and future expectations (Keller, 2003). A hotel's brand equity is deemed high when most guests positively perceive and understand the hotel brand. A brand represents how customers perceive a hotel chain. The brand equity of a hotel chain comprises the positive or negative attitudes and opinions that customers develop and use to make booking decisions. For example, a positive experience enhances brand equity, whereas a negative experience detracts from brand equity.

To build an opinion of a brand, a guest need not necessarily have stayed at the hotel. Brand equity among non-users is created through exposure to media messages or word-of-mouth (Prasad & Dev, 2000). It was also believed that brand image, brand awareness, perceived value, and brand loyalty are common sources of brand equity (Bailey & Ball, 2006; Xu & Chan, 2010).

2.1.1. Brand image

A brand image is essential to brand equity (Jiang et al., 2014). Although there is no standard view about brand image, Kotler and Armstrong (1996) defined it as a set of beliefs about a particular brand. Keller (1993) also explained that brand image is often conceptualized as perceptions based on consumers' memories of brand associations. On the other hand, brand equity is the identification of the positive and distinctive associations a consumer has with a particular brand. Brand associations are the informational nodes in the consumer's memory that are linked to the brand node and contain the meaning of the brands for them (Li B et al., 2010). When evaluating alternative brands, these beliefs are crucial in the consumer's decision-making process (Chang et al., 2009) Therefore, most research examining brand association focuses primarily on the brand image (Kim & Kim, 2004; Sun & Ghiselli, 2010). For example, consumers form an image and perception of a brand through interactions with a hotel's services by experiencing the value provided (Takumi, 2020). According to Zhang (2015), brand image is the primary driver of brand equity, which refers to the consumer's perception and feeling about a particular brand. It does influence the consumer's behaviors. Romaniuk and Sharp (2003) argued that brand image is derived from various sources, including consumer experience, marketing communications, and services. According to Takumi (2020), consumers who value the meaning of a brand are more loyal to that brand.

Moreover, Biel (1992) mentioned that an effective way to describe brand image is through a set of attributes and associations that the consumers connect with the hotel brand name, where a positive brand image results in a favorable attitude towards the brand and increase customer loyalty (Martenson, 2007). Customers will not be satisfied and will not return to the hotel if the brand's image is tarnished or diminished (Ishaq et al., 2014). Every guest's choice is influenced by their desire to discover something unique about their stay. Exterior settings, the interior design of rooms or restaurants, and employee uniforms are the main channels for conveying the brand's unique value in the hotel business. Indirect or direct perceptions of consumers' encounters should enhance the brand association, thereby significantly contributing to creating a unique brand image in customers' minds (Lu et al., 2015).

2.1.2. Brand awareness

One of the most crucial marketing strategies is brand awareness. It reflects the popularity of a brand and its products or services among consumers. A corporation can stand out from rivals and gain the trust and loyalty of customers by developing strong brand awareness allows a business to distinguish itself from competitors and gain the trust and loyalty of customers. According to Keller (1993), brand awareness is a fundamental element of brand equity. Moreover, he defined brand awareness as the degree to which prospective customers recognize and connect a brand to a particular product category. Several researchers have looked into how brand awareness affects consumer behaviors. Brand awareness positively influences brand associations, perceived quality, and brand loyalty, according to Aaker (1991). Consumer purchase decisions are also influenced by brand awareness, and consumers are more inclined to consider and buy brands with high brand awareness (Keller & Lehmann, 2003). Brand awareness can also affect consumers' willingness to purchase a product at a higher price, and consumers are more likely to pay a premium for a well-known brand than a lesser-known one (Erdem & Swait, 1998). Moreover, brand awareness can be influenced by several variables. The most crucial element is an advertisement. Advertising can raise brand recognition by introducing the brand and its goods or services to consumers. Romaniuk and Sharp (2003) also noted that advertising is the most effective strategy for increasing brand recognition. Brand awareness, a key element of brand equity, significantly influences consumer behaviors. It has been demonstrated that brand awareness positively impacts brand loyalty and purchasing decisions. Exposure to the brand and advertising are two factors that affect brand awareness. By investing in advertising and raising brand exposure, businesses can leverage brand awareness to distinguish themself from rivals and cultivate customer loyalty and trust.

2.1.3. Perceived value

Prior research (McDougall & Levesque, 2000; Zeithaml, 1988) reveals a lack of consensus on definitions of perceived value. According to Zeithaml (1998), value is the consumer's overall assessment of a product's utility based on their perceptions of what is provided and received. In contrast to Monroe (1990), value is the exchange between the benefits or qualities consumers obtain from a product and the perceived sacrifices associated with its cost. Value for money is a simple way of expressing perceived values, which can be subjectively connected to the outcomes of cost-benefit analysis (Tam, 2004). The common thread throughout these definitions is that they all define customer value as an appraisal of what consumers offer relative to what they receive in light of their evaluation. In addition, decision-making and purchasing behaviors are significantly influenced by customers' perceived value (Kuo, Wu, & Deng, 2009; Reid, Pullins, & Plank, 2002). Accordingly, it is one of the factors contributing to a business's success (Anderson, Fornell, & Lehmann, 1994; Pizam & Ellis, 1999). This is further supported by Parasuraman (1997), who asserted that perceived value is one of the most crucial factors in attaining a competitive advantage in a company.

Many scales for measuring perceived value have been developed and could be used in a variety of settings, including the hotel industry (Chitty, Ward, & Chua, 2007; Cronin, Brady, & Hult, 2000). For instance, value, quality obtained from the price paid (e.g., low price), and consumer demand are among Zeithaml's (1988) four dimensions of value. The third dimension is connected to the references the customer receives and the price they spend. Before Zeithaml's (1988) research, the perceived value was considered a unidimensional notion, but each individual has a unique perception of what is valuable. In this case, the perceived value would be measured across multi-dimensions (Petrick & Backman, 2002; Sweeney & Soutar, 2001; Zeithaml, 1988). Sweeney and Soutar (2001) also proposed three dimensions: emotional value, social value (i.e., enhancement of social self-concept), and functional value (price/value for money; performance/quality). Petrick and Backman (2002) improved the perceived value scale with the SERV-PERVAL measure. Their scale is composed of five factors: reputation, quality, price (both monetary and non-monetary), and emotional response.

2.2. Brand Loyalty

Brand loyalty is a customer's attachment to the brand. According to Kandampully and Suhartanoto (2000), a loyal customer repurchases the same product or service from the same provider regardless of location, is willing to recommend the brand to others, and has a positive attitude toward the brand. It has also been proven that a slight increase in customer loyalty can substantially increase hotels' profitability (Bowen et al., 1998), retaining existing customers rather than constantly obtaining new ones (Ndubisi, 2007). In the hotel industry, the importance of brand loyalty has been widely recognized for decades (Rather et al., 2019). The frequency of use, such as the number of nights spent with the hotel brand, the number of flights taken, and the dollar amount spent, tracked by the brand's loyalty program, is referred to as loyalty in the hospitality sector (McCall et al., 2010). Brand loyalty comprises two dimensions: behavioral customer loyalty and attitudinal customer loyalty (Rather et al., 2019). The

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behavioral aspect of loyalty is defined by purchases measured over time. For instance, when customers are pleased with the overall service quality, there is a strong correlation between customer trust and behavioral loyalty (Liu et al., 2020).

Attitudinal loyalty has been defined in terms of repeating purchase intention (McCall et al., 1996), advocacy to others, referring to the intention by word of mouth, willingness to recommend a service provider (Zeithaml et al., 1996), and reluctance to switch to an alternative service (Crosby et al., 1983). If a hotel's guests have a high level of attitudinal loyalty, the likelihood of a switch is low. When a visitor is satisfied with the perceived value of a hotel's overall service, it results in high attitudinal loyalty (Brighton et al., 2021). In addition, brand loyalty allows businesses to maintain higher profits while reducing the regularity with which they employ promotions to generate repurchases (Fitzgibbon et al., 2005). It has been shown that it would reduce price sensitivity, so repurchase incentives are unnecessary (Chaudhuri et al.,2001). In the case of full-service hotels, visitors are more likely to develop brand loyalty, non-price value attributes, and emotional attachments to their preferred brands. On the other hand, the commitment of limited-service visitors is contingent on value. Building brand loyalty has thus been the ultimate goal of companies, including the lodging industry (Trang et al., 2019).

2.3. Brand Choice Intention

Hsu et al. (2012) conceptualized brand choice intention as customers' desire to choose the same brand even when competing brands are available in the marketplace. They discovered that brand choice intention is influenced by brand loyalty, which is further impacted by factors such as brand awareness, perceived quality, brand image, management trust, and brand reliability. However, according to Lee et al. (2007), neither management trust nor brand reliability has a positive relationship with brand choice intention in hotels in China. Similarly, Oh and Hsu (2014) found that brand choice intention was highly linked to brand loyalty among cross-cultural visitors from all over the world. For instance, the effect of brand loyalty on brand choice intention is more substantial among Mandarin-speaking participants than among English-speaking participants. Phung et al. (2019), who replicated the research on ethnic restaurants in Vietnam, concur with the findings of Lu et al. (2015), who investigated how brand loyalty would positively impact brand choice intention for ethnic restaurants among US residents.

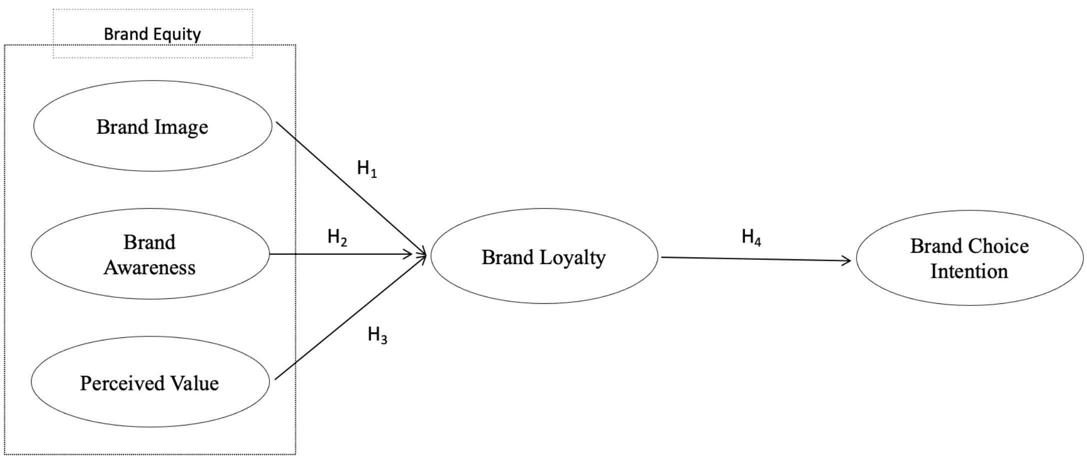

Figure 1: The Proposed Model

Therefore, based on the literature discussed, the following hypotheses are suggested in order to test the model in the context of Far East Hospitality Management (see Figure 1):

H1: Brand image will have a positive impact on brand loyalty.
H2: Brand awareness will have a positive impact on brand loyalty.
H3: Perceived value will have a positive impact on brand loyalty.
H4: Brand loyalty will positively influence brand choice intention.

3. Methodology

3.1. Data Collection

The samples will be collected from social media platforms (e.g., LinkedIn) in order to include various prospective tourists who are more likely to visit Vietnam in the future. Due to its ability to divide the participants into subgroups based on nationality, age, and income, stratified sampling will be utilized for an online self-administered survey. The survey will be conducted for approximately one month, beginning in the first week of May. Participants will be required to meet the criteria that they have traveled to Vietnam at least once within the previous year. At least 200 samples will be targeted for this study in order to analyze the proposed model.

3.2. Measurement

The factors in the proposed model (see Figure 1) are defined and measured through extensive literature reviews of overarching brand literature. This study will measure brand equity using brand image, brand awareness, and perceived value. Specifically, brand image will be operationalized as four items (Chang et al., 2009; Jiang et al., 2014; Kim & Kim, 2004; Sun & Ghiselli, 2010; Takumi, 2020; Zhang, 2015) using a five-point Likert scale, anchored at 1="strong disagree" and 5="strongly agree." Similarly, brand awareness and perceived value will be measured by three items obtained from previous research (Kim & Kim, 2004; Sweeney & Soutar, 2001). More importantly, brand loyalty and choice intention will be measured with four items on a five-point Likert scale based on Hsu et al. (2011) and Kim & Kim's (2004) research, respectively.

3.3. Data Analysis

Statistical analyses will be obtained using descriptive and inferential statistics. Before testing the proposed model, exploratory factor analysis (EFA) will determine the initial number of variables (i.e., brand equity; brand loyalty). The principal component analysis will be used as the extraction technique, and varimax rotation with Kaiser normalization will be utilized to rotate the factors. Cronbach's alpha will be determined to assess the measure's reliability in sustaining internal consistency.

In EFA, any items with low factor loading scores (less than .5) will be eliminated through scale purification. The proposed model will be tested using Smart PLS based on partial structural equations. Theoretically, the objective of PLS is to derive predictive values for latent factors while minimizing the variance of all variables. As Roldan and Sanchez-Franco (2012) suggest, a parametric procedure employing Smart PLS will be utilized to test all hypotheses in the model.

4. Discussion and Conclusion

This study seeks to investigate the effect of brand equity and loyalty on customers' brand choice intention in the context of Far East hospitality management (FEHM). FEHM is Singapore's largest private real estate developer, engaging in various real estate-related activities, including construction, leasing, investing, and property management. FEHM has amassed a portfolio of residential and commercial properties, including hotels. They operate eight hotel brands, such as Oasia and Village Hotel; it has a diverse portfolio of Singapore and international properties.

As Liu and Chou (2016) contended, it is essential to determine the most significant and critical factor when seeking to understand the issues confronting brand expansions with limited resources. In order to allocate limited resources to implement strategies (e.g., market development) and invest substantial financial resources into a new destination, each identified variable must be carefully considered. In addition, this study could identify any potential shortfalls in brand equity and loyalty on potential customers' brand choice intention, according to Ishaq et al.'s study (2014).

FEHM can utilize the findings of this study in its future global expansion strategies. Mahajan et al.(1994) suggest that assessing the importance of brand expansion is one of the critical components in acquisition decisions. The following steps must be taken: (1) assess potential acquisition candidates; (2) identify various attributes, including brand equity attributes, that may be deemed significant by a decision maker(s) in determining the desirability of acquisition candidates; and (3) evaluate the influence of brand equity on acquisition decisions. Dev et al. (2007) concluded that the variables mentioned in a comparable study help hotels recommend various entry modes based on the firm's competitive advantage and the strength of its management and organization.

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Effectiveness of Food Safety Training by Joji Ilagan International Schools' Community Extension Program For Small Eateries in Barangay Malvar, Davao City: A One-Group Pre-Post Study

Dr. Edwin A. Acain
College of Business and Tourism
Joji Ilagan International Schools

Dr. Victoria O. Ligan
Research and Development Institute
Joji Ilagan International Schools

Abstract:

Food safety is one of the significant threats to global health, as foodborne illnesses result in economic and social problems. However, food safety enthusiasts rarely train and investigate small eateries in communities regarding food safety. So, as a school that trains culinary, entrepreneurship, hospitality, and tourism students, Joji Ilagan International Schools feels obligated to share with the community its expertise in food safety training through its community extension program. Then, conducted a one-group pre-post study to report the results. The study assumed that training could significantly affect or impact how small eateries operate on food safety vis-à-vis environment sanitation, food preservation, equipment sterilization, and worker personal hygiene practices. The data analysis used arithmetic mean, standard deviation, and t-test. The mean score before the training was high but became very high after the training. Also, the difference before and after the seminar was statistically significant. The study concludes that food safety training is decisive in the food industry, especially small eateries. The result insinuates the significant role of community extension programs in helping communities attain business operating standards, especially on food safety, as in this study. Moreover, this study opens a new research agenda around the food business.

Keywords: food safety, community extension program, pre-post study, small eateries, Joji Ilagan International Schools, General Malvar, Davao City

1. Introduction

Food safety is one of the top threats to global health in 2019. Foodborne disease outbreaks cause approximately 76 million illnesses, 325,000 hospitalizations, and 5000 deaths yearly (Olalekan, 2019). Noticeably, 20 to 40% of such illness is associated with ingesting contaminated food, which could have been prevented by water, sanitation, and hygiene (WASH) (Ngure et al., 2014; Pickering et al., 2019). The problem is more noticeable in developing countries due to prevailing poor food handling and sanitation practices, weak food regulatory systems and inadequate food safety laws, lack of safer equipment, and lack of education of food handlers (Amaami et al., 2017; Lounsbury & Mitchell, 2009; Mwove et al., 2020; Satriani et al., 2022**;** Tiu et al., 2021).

Although there have been several studies on food safety, there was no study on the effectiveness of food safety training in small eateries, particularly in General Malvar, Davao City. Therefore, this study is relevant and timely to prevent possible outbreaks of foodborne diseases. Moreover, this study challenges the academe in performing its corporate social responsibility through its community

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extension programs and services. Without the involvement of the academe in educating the owners of small eateries regarding food safety, WASH-related health problems may explode in the communities, creating economic and social problems.

This study used the pre-post-study method to determine the significance of food safety training for small eatery owners in General Malvar, Davao City. Specifically, this study wanted to achieve the following objectives:

1. To assess the food safety practices of small eateries in Barangay General Malvar, Davao City, regarding environment sanitation, food preservation, equipment sterilization/disinfection, and worker hygiene before and after the food safety training.

2. To determine the significance of the difference in the food safety practices of small eateries in Barangay General Malvar before and after the training.

Hypothesis: There is no significant difference in the food safety practices of small eateries in Barangay General Malvar in Davao City before and after the training.

2. Literature Review

2.1. Food Safety Practices

Food safety is essential to sustaining life and promoting overall well-being. It also plays a vital role in the image and reputation of an establishment. In addition, implementing excellent food safety practices ensures customer safety, which can result in a profitable and sustainable food business enterprise. Worldwide, food safety has been the government's top priority because of the repercussions that foodborne diseases could bring. For example, when the government put legislation and measures on food safety practices in Dublin, Ireland, they noticed fewer hospitalizations between 2014 and 2015. However, despite these measures, hospitalization increased in 2016 caused of Salmonella-contaminated foods consumption (Ehuwa, Jaiswal, & Jaiswal, 2021). In the United States, foodborne diseases caused approximately 9.4 million illnesses yearly from 2009 to 2015 (Dewey-Mattia et al., 2018). They attributed the outbreaks of foodborne illnesses to a deficiency in personal hygiene and improper food handling by people responsible for the food service industry (Angelo et al., 2017). The 2003-2017 National Foodborne Disease Outbreak Surveillance System in China recorded 19,517 outbreaks, resulting in 235,754 107,470 hospitalizations and 1,457 deaths (Li et al., 2020), not only in these countries where foodborne diseases are happening but worldwide. Some reports have suggested that over 97 percent of foodborne illness outbreaks were due to the behaviors and errors of food handlers (Assefa et al., 2015).

Studies on food safety started decades ago. A search on the internet about food safety yielded more than a billion results, implying the magnitude of this issue on health care systems. Researchers widely investigate this issue, hoping to solve the problems of foodborne disease outbreaks. However, even with such enormous volumes of articles and studies, this problem seems perennial because food handlers do not follow the established safety protocols (Griffith, 2010; Seaman & Eves, 2006). At present, there have been additions to food safety practices. For instance, besides using safe drinking water and proper sanitation and hygiene in preparing food (WASH) (Nadimpalli & Pickering, 2020; Satriani et al., 2022; Weber et al., 2018), the Food and Drug Administration (FDA) and various state agencies now implement the principles of HACCP—Hazard Analysis and Critical Control Points (HACCP)—in food safety (Pierson, 2012).

2.2.Food Safety Training

Food safety training is essential for food handlers to protect customers from poisoning. Food safety training aims to introduce food handlers to quality control to accomplish food and nutrition security because, despite advances in regulations on food safety, foodborne diseases continue to erupt. A key challenge to scaling up global food safety is leveraging existing capacity and research by working toward evidence-based decisions. The food industry welcomes education and training to elaborate on control measures, including good hygiene practices, implementing certified food safety management systems, and setting appropriate criteria. In addition, some specific and culturally appropriate eating habits contribute to food safety problems in some countries (Enke et al., 2007; Uyttendaele, De Boeck, & Jacxsens, 2016; Wallace, Sperber, & Mortimore, 2018).

Trainers in food safety have used different designs and models to impact their audience toward a sustainable, safe food system. For example, some use the analyze, design, develop, implement, and evaluate (ADDIE) instructional design framework (Cotter, Yamamoto, & Stevenson, 2022), machine learning (Deng, Cao, & Horn, 2021), and the Hazard Analysis and Critical Control Points (HACCP) principles (Cronk, 1994; Pierson, 2012). This study used the one-group pre-post-study design to determine the effectiveness of the food safety training given to small eatery owners in Barangay General Malvar, Davao City.

2.3. Conceptual Framework

This study found its anchor in behaviorist, planned behavior, and adult learning theories. Behavioral learning is a training theory based on the knowledge people learn through environmental interactions, which are observable behaviors and events. This theory assumes that learners react and respond based on the stimuli. Therefore, positive reinforcement (conditioning) is vital in this training theory to acquire new behaviors (Clark, 2018; Malone, 2014).

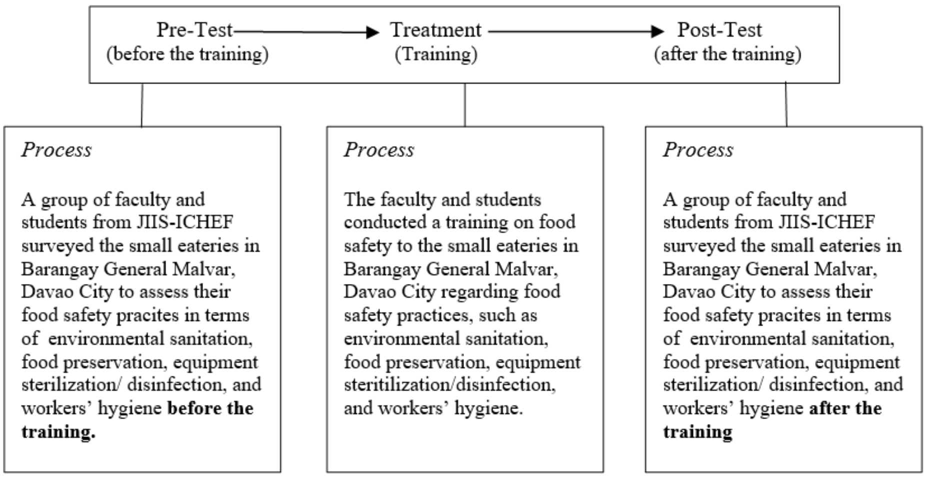

***Figure 1.** Conceptual Framework of the Study*

Congruent to behaviorism is the Theory of Planned Behavior (TBP), a psychological theory that links beliefs to behavior, with three core components: attitude, subjective norms, and perceived behavioral control. Icek Ajzen developed it to improve the Theory of Reasoned Action (TRA) (Ajzen, 1991). TBP applies to studies of beliefs, attitudes, behavioral intentions, and behaviors in various human domains like behavioral intentions (Ajzen, 2020; Conner, 2020), healthcare (Francis et al., 2004; Kortteisto et al., 2010; Shmueli, 2021) and sustainability (Johnstone & Lindh, 2018; Lavuri, 2022). The Theory of Planned Behavior states that individuals act rationally based on attitudes, norms, and control, but external factors can also influence their decision-making (Ajzen, 1991; 2005; 2020). For example, the desired behavior is the hygienic practices of small eateries, while the subjective norms are others' expectations regarding food quality. Perceived behavioral control is how able food handlers are to perform a specific behavior in their setting, and intention is more predictive of behavior than attitudes alone (Ajzen, 2005).

Moreover, adult learning theory states that adults are highly self-directed and motivated to learn because they focus on achieving goals. Because of a goal, they want to know relevant information as a practical way to achieve it. Adults look for help and mentorship and are open to modern ways of learning. Their maturity and task-orientedness are deep, so they prefer to learn hands-on and work independently to learn new skills and advance their career (Bouchrika, 2021; Merriam & Bierema, 2013). Below is an illustration of the conceptual framework of the study. It shows a one-group pre-test (before training), the treatment, which is the training given to small eatery workers, and the post-test (after the training). The processes are the procedures performed in the gathering of data.

3. Methodology

Behavioral researchers most often utilize a one-group pre-test–post-test design to determine the effect of a treatment or intervention on a given sample. Two features characterize this research design. The first feature is using a single group of participants. This feature denotes that all participants are part of a single condition (meaning they are given the same training as in this study). Linear ordering is the second feature, requiring assessment of the food safety practices of small eateries before and after the training.

To realize the research objectives, the Institute of International Culinary and Hospitality Entrepreneurship (ICHEF) faculty and students of Joji Ilagan International Schools surveyed 50 small eateries in Barangay Malvar, Davao City, for food safety. They used survey questionnaires, observation, and casual interviews to gather data on pre-training and post-training assessments. The data analysis used the arithmetic mean, standard deviation, and t-test. The *arithmetic mean* measured the level of food safety practices of small eateries, while the *standard deviation* shows the dispersion of the data from the mean. The *t-test* determined the significance of the difference between the pre-training and post-training results.

4. Results

41. Before the Training

Table 1 exhibits the mean scores of the food safety practices of the small eateries in General Malvar, Davao City. The high mean score of 3.76 indicates that small eateries frequently practice food safety. In addition, the standard deviation of 0.57 signifies that the data have clustered around the mean, indicating that the scores in the survey were more or less the same. Table 1 shows that environmental sanitation has a mean score of 3.46 and an SD of 0.77. For food preservation, the mean score is 4.16, and the SD is 0.55. The equipment sterilization/disinfection practice has a mean score of 3.75, with a 0.35 standard deviation. Finally, the worker's hygiene practice has a mean score of 3.68 and an SD of

0.62. All indicators have high mean scores, suggesting that small eateries frequently practice food safety.

Table 1. The Level of Food Safety Practices Before the Training

Indicator	Mean	SD	Description
Environment Sanitation Practices	3.46	0.77	High
Food Preservation Practices	4.16	0.55	High
Equipment Sterilization/Disinfection Practices	3.75	0.35	High
Worker Hygiene Practices	3.68	0.62	High
Overall	**3.76**	**0.57**	**High**

4.2 After the Training

Table 2 presents the results of the data analysis after the food safety training. The very high mean score in each indicator resulted in a high score of 4.52 (SD=0.68) overall. The result means that small eateries have significantly learned from the training and have applied their learning afterward. In addition, the evaluators have rated all food safety indicators with very high ratings. Impressively, worker hygiene practices got a 4.71 (SD=0.71) rating after the training compared with 3.68 (SD=0.62) before the training. The difference is 1.03. The results showed a remarkable improvement in the food safety practices of small eateries, as far as the indicators of this study are concerned.

Table 2. The Level of Food Safety Practices After the Training

Indicator	Mean	SD	Description
Environment Sanitation Practices	4.55	0.72	Very High
Food Preservation Practices	4.42	0.56	Very High
Equipment Sterilization/Disinfection Practices	4.39	0.58	Very High
Worker Hygiene Practices	4.71	0.75	Very High
Overall	**4.52**	**0.68**	**Very High**

4.3. Before and After the Training

Table 3 displays the result of the t-test. In the table are the sample size (n), the mean score before and after the training, the t-value results, the degrees of freedom (df), and the value of significance in a two-tailed test ($p \leq 0.05$). Data show that all indicators have significant results, rejecting the null hypothesis in the study. Therefore, the result denotes a significant impact of the food safety training given by JIIS-ICHEF faculty and students to small eateries in Barangay General Malvar, Davao City.

Table 3. The significant difference in the level of Food Safety Practices of Small Eateries Before and After the Training

Variable	***n***	**Mean**		**t-value**	***df***	***p*-value**
		Before the Training	**After the Training**			**Sig.(2-tailed)**
Environment Sanitation Practices	50	3.46	4.55	-8.317	49	0.000
Food Preservation Practices	50	4.16	4.42	-3.168	49	0.001
Equipment Sterilization/ Disinfection Practices	50	3.75	4.39	-4.076	49	0.000
Workers' Hygiene Practices	50	3.67	4.71	-6.645	49	0.000
Overall	**50**	**3.76**	**4.52**	**-7.436**	**49**	**0.000**

5. Discussion and Conclusion

5.1. Discussion and implications

Food safety training is imperative for achieving the well-being of consumers. In addition, food safety is a concern for food establishments, restaurants, and small eateries (Al-Kandari, Al-Aberdeen, & Sidhu, 2019; Mohammadi-Nasrabadi, Salmani, & Esfarjani, 2021). A one-group pre-test-post-test method on food safety training in restaurants yielded significant results. Although, the usual variables examined were knowledge of food safety and hygiene of food handlers (Wahdan et al., 2019; Young et al., 2020).

Other investigations found that institutional food handlers in hotels and other sophisticated restaurants have better food safety practices than small eateries, implying a danger of a bigger chance of getting foodborne diseases from small eateries (Fraser & Miller, 2014; Smith, Sirsat, & Neal, 2014).

5.2. Conclusion

This study concludes that food safety training is the best method of helping small eateries practice food safety. This investigation and those other studies on the same topic and method revealed the significance of training toward achieving food safety. However, there is still a need to identify other variables of food safety for integration into the training.

Furthermore, the researchers conclude that academic institutions can help the community improve how they do things for the welfare and safety of the public. Notably, the community extension program of the Joji Ilagan Foundation has fulfilled its corporate social responsibility by training workers of small eateries in its neighboring community. Finally, this study opens a new research agenda around the food business.

5.3. Limitations of this study and suggestions for future studies

The limitation of the one-group pre-test-post-test design is that it lacks a comparison or control group. Therefore, the researchers suggest a quasi-experimental pre-test and post-test design with control and treatment groups for future studies to validate the results of this study.

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Readiness of the Philippines in the Implementation of ASEAN Mutual Recognition Arrangements on Tourism Professional's Common ASEAN Tourism Curriculum

Aragon, Lilibeth C.
Lyceum of the Philippines University- Manila

Aquino, Ma. Christina G.
Lyceum of the Philippines University- Manila

Abstract:

This study determines the readiness of the Philippines specifically the trainers, training facilities, curriculum and instruction in implementing the ASEAN Mutual Recognition Arrangement on Tourism Professionals using the Common ASEAN Tourism Curriculum (CATC) standards across various recognized educational institutions of the Department of Education (DepEd), Technical Education and Skills Development Authority (TESDA) and Commission on Higher Education (CHED). The top three schools with the highest enrollment offering Tourism and Hospitality programs in the three main islands of the Philippines was purposively selected where site visit evaluation, interview and focus group discussions were conducted. Findings of this study reveals that there are implementation issues and gaps and that there are sectors where readiness is not fully visible. Recommendations aimed to facilitate readiness in the implementation of ASEAN Mutual Recognition Arrangements on Tourism Professionals using the Common ASEAN Tourism Curriculum as applied in various educational and relevant agencies were provided using the findings of this study.

Keywords: *Readiness, ASEAN Mutual Recognition Arrangements on Tourism Professionals, Common ASEAN Tourism Curriculum, tourism education, hospitality education*

1. Introduction

In 2002, the ASEAN Tourism Agreement pledged to improve tourism education, curricula, and skills through the development of competency standards and certification procedures, paving the way for mutual recognition of skills and qualifications throughout the ASEAN region.

The ASEAN Mutual Recognition Arrangement for Tourism Professionals is one of several initiatives aimed at facilitating job mobility for qualified tourism workers throughout the region. The recognition of skills and qualifications of ASEAN tourism professionals is central to this agreement aimed at making ASEAN a high-quality tourism destination. The purpose of this MRA is to promote the mobility of tourism professionals within ASEAN using competency-based tourism qualifications while also improving the quality of services provided by tourism professionals. (ASEAN MRA TP Handbook, 2018)

Tourism is one of the economic drivers in the Philippines, directly and indirectly creating jobs and revenues in various primary and secondary tourism sectors. In 2019, tourism's contribution to the Philippine economy was estimated at PHP 2.4 trillion or USD 49.6 billion, which is equivalent to 12.7% of the country's Gross Domestic Product. The tourism industry provided jobs to over 5.7 million Filipinos representing 12.7% of total employment in the country. (Philippine Tourism Satellite

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Account, 2019)

The country's tourism workforce's competitiveness is heavily reliant on training institutions' ability to deliver competency-based instruction and assessment processes. According to Volo and Iwashita (2016), "Tourism education has a significant impact on employability and the quality of education, and it can contribute to student's success in obtaining employment in the tourism industry." Okumus and Roper (2017) agreed, stating that "education and training in the tourism and hospitality industry are fundamental in creating a qualified workforce that can meet industry demands."

According to Fonacier and Perez (2020), aligning the Philippine tourism curriculum with the CATC can ensure that program graduates are better prepared to meet the ASEAN tourism industry's demands and expectations. They further stated that "the Philippines must prepare its tourism workforce for regional mobility, and this can only be achieved if the Common ASEAN Tourism Curriculum is implemented effectively in its tourism education programs. Failure to meet the standards set will result in the Philippines lagging behind its ASEAN neighbors in human capital development, which can have adverse economic and social implications" (p. 524).

Tullao and Rivera (2008) define the Philippine education sector as having three main modes: basic, higher, and technical education. The basic 12-year education provides "required teaching abilities in communication, digitization, and literacy," while technical education provides "functional skills and life-long learning," and higher education "is geared toward professional growth, higher level of inquiry, and social outcomes" (p. 24).

A synergized approach is vital in the achievement of the goals of integrating the Common ASEAN Tourism Curricula in the processes and system of implementing bodies. Flores and Sardillo (2020) stressed that "the successful implementation of the ASEAN MRA for Tourism Professionals requires the collaboration of implementing agencies, including education and training institutions, professional associations, and regulatory bodies. Coordination among these agencies is critical to ensure that the MRA's objectives are met and that the skills and competencies of tourism professionals in the region are aligned with international standards" (p. 86).

In effect, education institutions must continue to align their program of studies with the Common ASEAN Tourism Curriculum. As Aquino, Yap, Tuazon, and David (2017) emphasized, "Education institutions in the Philippines must continuously align their curricula with the ASEAN MRA for Tourism Professionals, as the standardization of requirements for workers in the industry continues. It is important for these institutions to ensure that their graduates are competent and possess the necessary skills for the various roles in the industry" (p. 98).

The Stakeholders Theory and Institutional Theory were explored in this study in the context of the ASEAN MRA. By analyzing the interests and power dynamics among stakeholders, insights were gained into the challenges and opportunities for implementing the ASEAN MRAs and identifying strategies to align the interests of different stakeholders for mutual benefit. In the Institutional Theory pressures include regional norms and standards for education and training, legal and regulatory frameworks, and political and economic factors. Through these, factors that facilitate or hinder the implementation of the ASEAN MRAs, and identify strategies to overcome institutional barriers and promote institutional change were founded.

In the Philippines, there has been very little research on the country's readiness to implement the ASEAN MRA for Tourism Professionals, specifically using the Common ASEAN Tourism Curriculum. This gap makes it difficult to comprehend the unique challenges and opportunities that arise in the tourism industry, which may impede the country's ability to produce competent and skilled tourism professionals. Furthermore, this can limit the country's ability to propose appropriate strategies and actions aimed at mitigating negative economic and social consequences.

The objectives of this study are:

- To evaluate DepEd, TESDA, and CHED's awareness, qualifications for faculty, training materials, facilities, assessment, curriculum, and instruction based on the requirements of the Common ASEAN Tourism Curriculum;
- To identify the issues in challenges in implementing the ASEAN Mutual Recognition Arrangements Common ASEAN Tourism Curriculum in the Philippines;
- To propose recommendations to identified agencies that will improve readiness and compliance of the Philippines in the ASEAN Mutual Recognition Arrangements for Tourism Professionals.

2. Literature Review

2.1 Background of the ASEAN Mutual Recognition Arrangement on Tourism Professionals in the Philippines

The various agencies involved in the implementation of the ASEAN MRA on Tourism Professionals in the Philippines are the Department of Tourism (DOT) as the National Tourism Organization; the Technical Education Skills Development Authority (TESDA) as the Tourism Professional Certification Board; the Tourism Industry Board Foundation, Inc. (TIBFI) as the National Tourism Professional Board (NTPB). Collectively, these agencies work together in synergy to ensure that the ASEAN Tourism Mutual Recognition Arrangement for Tourism Professionals is strengthened and integrated with the Philippine educational system.

Figure 1: General Mandates of Agencies adapted from Convergence Memorandum of Agreement Signed on November 2020

Tullao and Rivera (2008) described the Philippine education sector as consisting of three main levels: basic, technical, and higher education. Basic education includes 12 years of schooling focused on learning communication, digitization, and literacy. Technical education provides functional skills and life-long learning, while higher education is geared towards professional growth and a higher level of inquiry. Thus, these education sectors are part of the Convergence team.

2.2 Function of MRA's to Improve the Quality of ASEAN Professionals

According to Hamanaka and Jusoh (2016), Mutual Recognition Arrangements (MRAs) are the foundation of an ASEAN skilled labor movement, allowing workers' expertise, skills, and knowledge to be recognized across the region by permitting them to work outside their home country. MRAs are designed to improve the services sector and allow professionals and skilled workers to move freely within the ASEAN Member States (p. 43).

2.3 Intergovernmental Collaboration in the Implementation of ASEAN MRA for TP

(Hontanosas & Mapano, 2018) state that inter-agency coordination is crucial in the development and implementation of the ASEAN MRA for tourism professionals in the Philippines. (Wong, Mistilis, & Dwyer, 2011a) supported this statement by pointing out that a collaborative effort among DepEd, TESDA, and CHED is an ideal first step in implementing the ASEAN MRA for TP using educational hierarchies, and that failure to do so could result in gaps in training, certification, and recognition, as well as a decrease in the competitiveness of the Filipino tourism and hospitality workforce.

(Fukunaga, 2015) highlighted though that policy discussions about ASEAN MRA's are often dominated by professional associations and regulatory bodies, which can result in a protectionist mindset driven by fear of competition from foreign professionals.

2.4 The Common ASEAN Tourism Curriculum

The CATC "provides a platform to align the competencies and qualifications required by the industry with education and training programs in tourism" (Aquino et al., 2017, p. 98). It supports and contributes to the establishment of an ASEAN-wide tourism education and training system that offers flexibility and choice for career development, allowing tourism professionals to build on existing qualifications and accumulate skills and knowledge. The CATC is based on a vocational training model that emphasizes qualifications over courses tailored to different work environments and focuses on relevant skills for local needs (ASEAN MRA TP, Handbook 2nd ed., 2018).

2.5 Training Facilities and Other Resources

According to the ASEAN Mutual Recognition Arrangement for Tourism Professionals (MRA-TP) Handbook (2nd ed., 2018), the implementation of the Common ASEAN Tourism Curriculum requires adequate training facilities and resources to ensure that students are trained in an environment that closely resembles industry best practices. This was supported by Hickman and Irwin (2013) who stated that this requires facilities that have been meticulously planned with significant input from tourism training professionals, and which are then professionally maintained and regularly updated and/or extended to keep up with the advancements and expansion of the tourism industry.

2.6 Readiness of other ASEAN Members States

According to Hefner's (2015) study, Chiang Mai is not yet ready for the implementation of MRA-TP. The management is more likely to employ ASEAN nationals due to the pervasive poor English language abilities and weak training cultures in the Chiang Mai tourism industry. The lack of awareness of ASEAN and MRA-TP hinders the implementation, and Hefner suggests that Chiang Mai needs to start preparations as soon as possible.

(Ang, Chua, & Lee, 2019) examined the current state of readiness of Singapore in implementing the MRA-TP and highlighted the need for greater awareness and understanding of the MRA-TP among industry stakeholders and the general public, as well as the need for stronger collaboration between government agencies, educational institutions, and industry partners.

The Philippines is making efforts to prepare for the full implementation of the MRA-TP through the development of the Common Competency Standards (Aquino et al., 2017), with this, the country can become an active player in the MRA-TP once the necessary policies and programs are in place, such as institutionalizing partnerships and collaborations with industry players, government agencies, and academic institutions (Bayot & Panopio, 2020).

3. Methodology

3.1. Measurement

A qualitative descriptive research design was used in this study to collect primary data while obtaining multiple definitions of a similar concept from various respondents and perspectives.

Based on the purpose and objectives of this research, a systematic literature review and consultation with stakeholders was conducted under the primary approach framework of Hossain and Chan (2015).

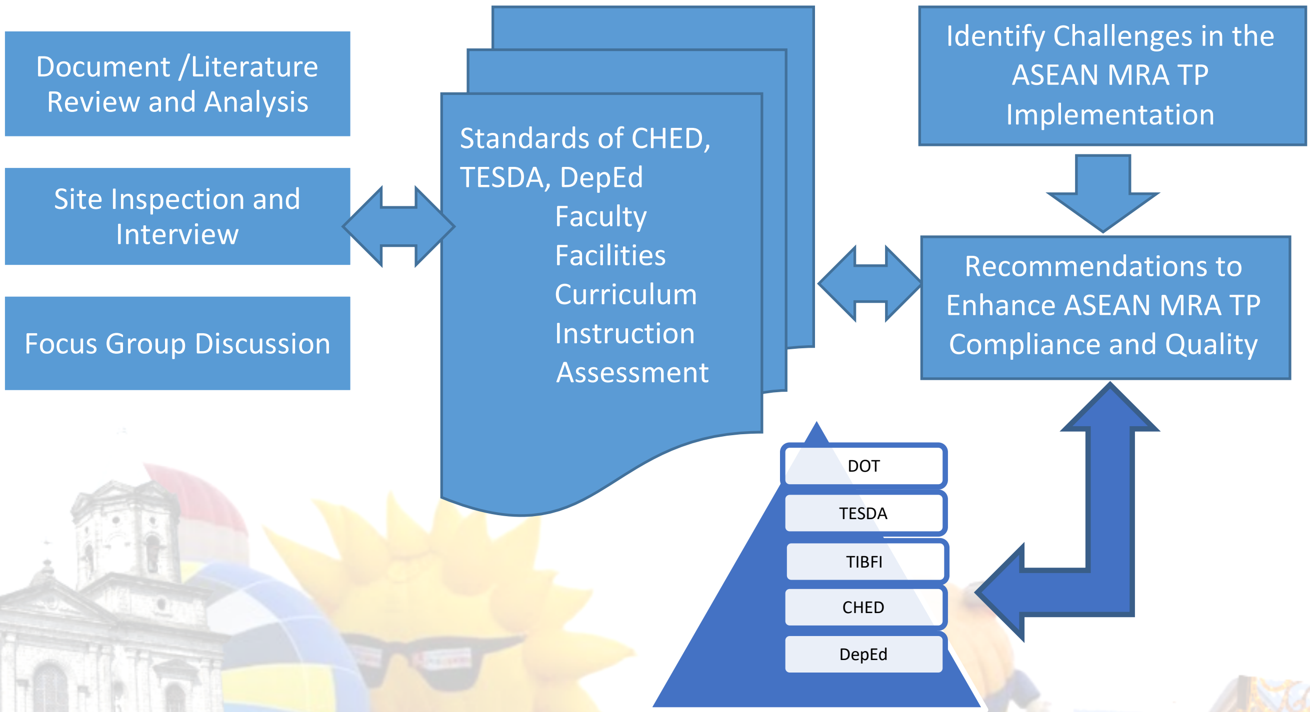

Figure 2. Methodological Framework

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An interview was conducted with participants from DepED, TESDA, CHED, TIBFI, academic institution administrators, students, trainers, trainees, and industry/government representatives to strengthen data collection and eliminate biases.

The focus group discussion (FGD) was held in Luzon, Visayas, and Mindanao not only to collect input from various perspectives of the various stakeholders involved in the research process but also to validate and extend the findings obtained in the evaluation and analysis of the document/literature. A total of 12 site visits were done at DepEd, TESDA, and CHED at each of the major island regions of Luzon, Visayas, and Mindanao. During the site visits, the researcher conducted a visual inspection of the facilities. A total of 48 administrators and faculty members were interviewed.

The researchers organized the data into manageable segments that involved coding and categorizing to identify key themes and patterns. Thematic analysis is a qualitative research method that is widely used across many epistemologies; it is a method of analyzing, organizing, describing, and reporting themes discovered in a data set (Braun &Clarke, 2006). Furthermore, thematic analysis is a useful method for examining different research participants' perspectives, highlighting similarities and differences, and generating unexpected insights (King, 2004)

Once the data is organized, a visual matrix was created to see how themes and patterns are different or related. This step involves interpreting the data and verifying the conclusions drawn by checking the findings. Finally, recommendations were drawn considering the gathered literature review and other sourced documents.

Guide Questions for Validation Workshop and FGD

Discussion Area/s	**Guide Questions**
Awareness of ASEAN MRA for Tourism Professionals and Common ASEAN Tourism Curriculum	• Are you aware of the ASEAN MRA for TP and CATC? • Was there any training or workshop on ASEAN MRA where you or your institution have participated?
Curriculum and ASEAN Competencies	• Have you integrated the ASEAN competencies into the development of your curriculum? • If yes, how?
Instructional Materials/Textbooks	• What type of materials/textbooks is used for instructional purposes? • Have you tried using the ASEAN Toolbox in your respective institutions
Faculty/Trainers	• Is it necessary for teachers/trainers to have a National Certification to make them eligible to handle a subject? • Are the teachers aware of how to use the ASEAN toolbox? • Do all teachers/trainers have the necessary industry experience to handle a specific skills-based subject? • Does your institution provide for development programs to update and strengthen industry updates of our faculty /trainers?
Facilities and other resources	• How do you evaluate the completeness, and the quality of your existing facilities, tools, and equipment needed to deliver instruction?

This study addressed ethical issues by instituting various measures, including the use of an introductory letter that sought the participants' consent and voluntary participation. Before the ocular inspection and photo documentation of their facilities, the school's management was asked for permission to interview faculty and administrators. All participants signed a data privacy waiver and confidentiality agreement in compliance with the Data Privacy Act.

4. Results

The interview, focus group discussions, site visits, and documents were all analyzed. The findings were used to explain current readiness challenges in curriculum, program offerings, instructional design, faculty and trainer awareness, faculty qualifications and industry experiences, use of resource materials, and other areas.

4.1. Profile of respondents

Table 1: Regions with the highest enrolments in various educational agencies in the Philippines

Educational Agency	Luzon	Visayas	Mindanao
DepEd	Region IV-A - CALABARZON	Region VI – Central Visayas	Region XI - Davao
TESDA	NCR	Region VII – Central Visayas	Region XI- Davao
CHED	NCR	Region VII – Central Visayas	Region XI- Davao

Table 2: Interview and focus group discussion sites in Luzon, Visayas, and Mindanao

Area	Venue	Number of participants	Sector
Luzon	LPU Manila	20	CHED, DepEd, TESDA Faculty/Administrators
Visayas	Magsaysay Center For Hospitality & Culinary Arts Inc.	14	CHED, DepEd, TESDA Faculty/Administrators
Mindanao	LPU Davao	14	CHED, DepEd, TESDA Faculty/Administrators, TESDA Regional Office Representative

4.2. Awareness of ASEAN MRA for Tourism Professionals and Common ASEAN Tourism Curriculum

Because they participated in various conferences, awareness campaigns, and toolbox immersion seminars, participants in HEIs and TESDA are aware of the ASEAN MRA for TP and CATC. They did, however, state that "*after attending the training workshop, we were unable to apply and disseminate it to our colleagues.*" Another participant agreed, saying, "*We have heard about ASEAN, but we are not fully aware of the extent to which it would affect instructional delivery.*" The majority of DepEd participants are unaware of the ASEAN MRA.

4.3 Curriculum Alignment and Integration of ASEAN Competencies

The majority of participants agreed on one point: the ASEAN MRA on TP and CATC is not explicitly mentioned in their curriculum. Furthermore, they are unaware of how integration will be accomplished in their program of studies. One participant stated that "*Perhaps our administrators are aware, but they didn't manage to notify or cascade it to us.*"

The participants confirm that they meet the minimum standards outlined in the DepEd Curriculum Guides, TESDA Training Regulations, and the CHED CMO and that the majority of them have gone above and beyond. Although the majority of participants claimed that their respective curricula were compliant with the ASEAN MRA, there was no documented evidence that curriculum mapping was done. It is unclear how the participants describe the integration process.

4.4 Qualifications and Industry Experience of Faculty and Trainers

The teachers' license is a critical requirement for DepEd schools. TESDA schools require all trainers to have a National Certification as well as a Teachers Methodology certification. One school administrator from CHED stated that "*we put more value on academic credentials and experience, but it is an advantage if the teachers will also have National Certificates in their specific fields".*

According to a DepED faculty member, "National Certification for DepEd faculty members is not mandatory." TESDA trainers and assessors, unlike DepEd teachers, must be certified. In the case of CHED participants, not all faculty members are required to have TESDA National Certification, though it is preferred by university and college administrators.

According to the findings of this study, industry experience is not consistently required across educational sectors. Participants were also concerned about assessors who lacked the required industry experience and qualifications. According to one university participant, *"It appears that some assessors do not have enough industry exposure and that they interpret academic teaching/training as industry experience."* A university administrator agreed, saying, *"Assessors should only be limited to assessing in qualifications where they have relevant industry experience where they have proven expertise."* It is on this premise that tourism trainers are required to have a great depth of rich tourism industry experience coupled with the ability to deliver quality competency-based training and deliver industry-ready graduates. The tourism industry needs competent professionals who can step into jobs and meet or exceed the expectations of guests, customers, and passengers. Such people will have been prepared by suitable tourism trainers (Hickman & Irwin, 2013)

With these findings, an industry immersion program is necessary to update the teachers on the changing landscape of tourism enterprises. According to Bautista (2019), "Industry immersion is an essential component of teacher education in the 21st century and can improve the relevance and quality of teacher education programs." (p. 2),

4.5 Use of ASEAN Toolbox as an Instructional Material

The use of learning materials from the ASEAN MRA Toolbox was limited across learning institutions.

Most participants from various sectors are not aware of the ASEAN Toolbox and how to utilize it. A participant from DepEd mentioned that "We *didn't know these kinds of materials existed and we are happy that we can use them, especially the Trainers Guide and Assessors Manual*".

A TESDA trainer explained, *"The toolbox is not being used because we have our own developed Competency-Based Learning Material (CBLM) based on the Training Regulations (TR)"*. Further, a participant from CHED school expressed that *"There are too many documents and the downloading period takes time and that competencies are not sorted according to subjects. This will require the teachers to open each module to visualize the contents if it's relevant or not"*.

4.6 Assessment as Requirement in Training and Academic Institutions

Assessment, which is a major component of ASEAN MRA for Tourism Professionals, is not a mandatory requirement for the different levels of academic sectors. A DepEd representative mentioned, "*We highly recommend assessment of our students in coordination with our partner assessment centers though it is not a requirement". Similarly, a TESDA assessor said, "For TESDA schools, assessment is mandatory*". A Department Head for a university noted that *"Not all CHED schools are recognized assessment centers, thus, we send our students to partner Assessment Centers so that they can take the assessment. Assessment is not required for all tertiary schools*".

In terms of affirming graduate competencies, a participant from a university stressed that:
"Aside from the Diploma of our graduates, we realized that it is also important to give them relevant documents to affirm competencies that they earned in the university. Thus, we require our students to take the National Certification exams for our various qualifications. We have successfully integrated them into our program of studies and our graduates can testify that it gave them an advantage especially if they plan to work overseas".

4.7 Adequacy of Facilities and Other Resources
Based on the result of the facilities visit conducted, most DepEd schools use their existing facilities in their home economics departments. However, not all DepEd school facilities are audited for TESDA compliance. Observations revealed that some tools and equipment are lacking or do not match those found in commercial enterprises.

Because TESDA schools also serve as assessment centers, compliance with TESDA requirements for such facilities is even more important. Participants, however, reported that some facilities do not meet industry standards. According to one TESDA assessor, "*while there are tools and facilities found in assessment centers, some are no longer compliant with industry requirements. Most equipment found are used in households instead of institutional*".

Some CHED schools go above and beyond what the CHED Memorandum Order (CMO) requires in terms of equipment and tools, particularly if they are recognized assessment centers. However, one participant from a public institution reacted, saying, "*Not all public schools have funding to purchase quality tools and equipment comparable to what's being used in the industry, so we must remain flexible and make do with what we have.*"

Interview Results

Interview/Discussion Areas	**Administrators**		**Faculty Members**	
Awareness of ASEAN MRA for Tourism Professionals and Common ASEAN Tourism Curriculum	DepEd	Aware but needs more training, especially in the provincial areas	DepEd	Limited participation in training and workshops
	TESDA		TESDA	
	CHED	High level of awareness but have challenges cascading to peers	CHED	Participated in training and workshops
Curriculum and ASEAN Competencies	DepEd	Not yet fully integrated	DepEd	Limited knowledge of how integration was done in their program of studies
	TESDA		TESDA	
	CHED		CHED	

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Instructional Materials/Textbooks	DepEd	Utilize own textbook; barely use ASEAN Toolbox	DepEd	Limited awareness of how to utilize the ASEAN Toolbox
	TESDA	Utilize own competency-based materials; Limited use of ASEAN Toolbox	TESDA	Utilizing parts of the toolbox but not its full contents
	CHED	Limited use of ASEAN Toolbox due to the volume of contents	CHED	
Faculty/Trainers	DepEd	Hiring faculty with academic qualifications	DepEd	Not all teachers have their National Certifications
	TESDA	Not all faculty have related industry experience	TESDA	Trainers are required to have National Certifications
	CHED	National Certifications are not a requirement for hiring	CHED	Teachers are acknowledging the importance of National Certifications
Facilities and other resources	DepEd	Laboratories and tools need upgrading especially for public schools Funding is an issue for compliance	DepEd	Use creativity in teaching skills in the absence of tools and equipment
	TESDA	Laboratories and tools need upgrading	TESDA	Laboratories and tools need upgrading
	CHED	Compliant with the requirements for facilities and other resources needed	CHED	Facilities can still be improved especially for public universities

As indicated in the interview results, the implementation of the ASEAN MRA for tourism professionals faces several difficulties, disparities in education and training, lack of awareness and understanding, resource shortages, and regulatory differences. To overcome these obstacles, it is necessary to follow a common curriculum and competency standards, raise awareness and understanding, harmonize regulatory frameworks and practices, and have enough funding and human resources.

5. Discussion and Conclusion

5.1. Discussion and Implications

The findings of this study provide a clearer picture of the Philippines' readiness to implement ASEAN Mutual Recognition Arrangements on Tourism Professionals' Common ASEAN Tourism Curriculum.

Though the DOT implemented several training programs to increase awareness of the ASEAN MRA for TP's CATC, it is clear that dissemination was limited to those who attended the training or workshop. As a result, increased awareness training for all educational sectors in the Philippines is considered necessary. A mechanism for cascading learning must be implemented, as well as periodic monitoring to assess how learnings from seminars and training were communicated and integrated into various educational systems.

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Due to the mobility restrictions caused by the pandemic, it is recommended that the virtual ASEAN Awareness and Toolbox Immersion Workshop be continued because it has a greater reach across various regions of the Philippines. A greater emphasis on how to access and use the ASEAN Toolbox can be achieved by providing tutorials and publishing FAQs with answers.

There is little to no evidence demonstrating how educational institutions mapped their competencies concerning the CATC. These institutions should take the initiative to conduct Curriculum Mapping to identify the gaps. According to Lertputtarak et al. (2018), "curriculum mapping is an important process for ensuring that the Common ASEAN Tourism Curriculum (CATC) is aligned with the curricula of institutions in Thailand and the mapping exercise has identified several areas that can be enhanced to better align with the needs of the tourism industry and the demands of the global marketplace" (p. 147).

A progressive curriculum for DepEd, TESDA, and CHED may be piloted in several schools to evaluate whether outcomes are met based on set competencies required in the ASEAN MRA for TP to ensure coherence of competencies in the tourism sector.

Training facilities and other resources are insufficient to meet the needs of tourism businesses. As a result, this limitation has an impact on the effectiveness of teaching and learning.

All of these issues must be addressed because it has serious implication for the quality of the tourism workforce in the Philippines. It will also have an impact on the competitiveness of the Philippine tourism industry in the ASEAN region

5.2. Conclusion/Recommendations

Readiness in some aspects of the ASEAN Mutual Recognition Arrangements for Tourism Professionals Common ASEAN Tourism Curriculum is not evident in some areas of educational sectors in the Philippines.

To ensure that all sectors of the Philippines are ready to comply with the ASEAN Mutual Recognition Arrangement for Tourism Professionals, the awareness campaign for the ASEAN Mutual Recognition Arrangement for Tourism Professionals must be strengthened. "The ASEAN MRAs provide a platform for enhancing the competitiveness of professionals and skilled workers in the region, yet low levels of awareness and understanding of the agreements among stakeholders pose significant challenges to their effective implementation" (Cruz & Mariano, 2019, p. 33).

This study identified issues with some training and educational institutions' conformity with the ASEAN Tourism Curriculum, qualifications of teachers/trainers, facilities and other resources, and the certification/assessment procedure. It also emphasized the difficulty in finding industry-experienced teachers to provide students with competency-based training.

It is recommended that educational and training institutions use the available toolboxes to standardize resources used in instruction and training across the country. A retooling and upskilling program among the pool of trainers and assessors is necessary to frame a standardized and efficient procedure for identifying and addressing the skill gaps of professionals.

Continuous interactions with various stakeholders, as initiated by the convergence team, are required to assess ASEAN MRA compliance and its long-term implications for Philippine human capital development. With these interventions, gaps will be addressed to ensure that the tourism workforce of the future can meet the needs of ASEAN and the global community.

The following recommendations are directed to the following agencies to address issues and concerns that surfaced as a result of the findings of this study:

Technical Education Skills Development Authority (TESDA)

Implement an objective audit system to check all training and assessment centers and ensure compliance with standard operating procedures and completeness of standard tools and equipment per qualifications.

A thorough review of the qualifications of assessors must be conducted focusing on industry experience. The Training Regulations must also be updated and reviewed regularly putting into consideration the changing landscape of the tourism industry, aligning them with ASEAN MRA on TP assessment, and contextualizing the assessment to the enterprise type. The adoption progress of the competency standards should be monitored regularly, as well as the involvement of third-party certification, and the goal be adjusted accordingly. (Hidayat, Nila Krisnawati, 2011) Finally, engage more industry practitioners for the review of the higher level of qualifications as there is a limited number of assessors in the NCIII and IV.

Commission on Higher Education (CHED)

Review qualifications of faculty members handling subjects with defined qualifications and invest in immersion programs to update teachers on changing industry standards. There is a need to support the National Assessment and certification of faculty members and students.

While private institutions go beyond what is required by CHED CMO in the area of facilities, other public institutions would need funding to support the enhancement of facilities and the acquisition of tools and equipment. It would also be helpful if the Centers of Excellence (COEs) for Tourism and Hospitality Education in various regions will be mobilized so that other schools can "consult" and "benchmark" their programs with these COEs.

Department of Education (DepEd)

Review qualifications of teachers handling specific Tech-Vocational subjects to ensure delivery of instructions is by what is being required in the industry. It is necessary to provide intervention programs for teachers with limited experience to handle subjects in the Tourism sector. This could be in the form of an intensified immersion program in partnership with the industry. Improvement of facilities should be undertaken to conform with industry standards

Department of Tourism (DOT)

Awareness campaign projects must improve documentation of how they promoted awareness, with whom, and in what contexts. The measure should be driven to target groups with the least information on ASEAN MRA TP, CATC, and the use of toolboxes. Identify indicators to measure awareness campaign success for monitoring purposes.

"Mobilizing national trainers can contribute to building capacity and awareness among stakeholders on the benefits and challenges of MRAs. In addition, these trainers can play a crucial role in monitoring and evaluating the implementation of MRAs in the region" (Navarro & Cueto, 2017, p. 373). An incentives scheme to tourism enterprises that extends support in the form of technical expertise to TESDA, DepED, and CHED may also be provided.

Tourism Industry Board Foundation Inc. (TIBFI)
Support the academia by providing training programs and technical expertise that will strengthen the capability and capacity of faculty members by initiating industry immersion programs. Industry practitioners must level up standards of service in the various types of enterprises by supporting the certifications of professionals and tourism workers.

5.3. Limitations of this study and suggestions for future studies
Acknowledging the limitations of this study, the following interventions may be done in future research:

- A follow-up study be done on a regional and provincial basis to get a good representation of the Readiness of the Philippines on the implementation of the ASEAN MRA on TP's CATC using quantitative approach. With this, there would be national initiative among the various educational agencies to strengthen and create a seamless and progressive tourism and hospitality programs across the country that is responsive to the ASEAN standard because if not done, this can negatively impact the quality of the Philippine tourism workforce.

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Nostalgia of Residents in Traditional Village: A Case Study on Xixinan Ancient Village

Jiang, Haolin
Landscape Architecture
Beijing Forestry University

Cai Jun
Landscape Architecture
Beijing Forestry University

Lin Shiyu
Landscape Architecture
Beijing Forestry University

Abstract:

In order to comprehensively investigate the emotions that local inhabitants generate in the vernacular spaces of traditional villages, this paper selects the Huizhou traditional village, Xixinan Ancient Village, as the site for empirical investigation. The findings indicate that residents' nostalgia emotions comprise survival dependence, emotional attachment, temporal attitudes, developmental anxiety, and nostalgia for the local community. Moreover, the five types of elements of residents' nostalgia perception are human living environment, rural culture, agricultural production, rural society, and personal nostalgia, and the nostalgic memory sites of the inhabitants are mainly concentrated in the interior of the villages.

Keywords: Nostalgia, The traditional village, Memory, Vernacular

1. Introduction

From literature that celebrates the return to one's roots, to the pervasive appeal of nostalgic aesthetics, the present zeitgeist is characterized by a prevailing and potent sense of nostalgia. The scope of nostalgia has expanded beyond personal affection for one's hometown to encompass a collective nostalgia. The countryside has emerged as a quintessential emblem of China's earthbound identity, and traditional villages, located at the intersection of tradition and rural life, have come under the spotlight. Although the burgeoning tourism industry has created new opportunities for traditional villages, it has also resulted in a crisis of destruction. As a spiritual sanctuary that nurtures homesickness, how can traditional villages maintain their significance amidst development, provide solace to contemporary individuals, and preserve local memories for future generations?

The rapid transformation of China's society over the past few decades has brought about radical changes to traditional communities. Between 1999 and 2019, the urban population consistently increased while the rural population continued to decline (see Figure 1-1). From 2000 to 2015, China's urbanization rate skyrocketed from 36.22% to 56.10%, marking the country's transition to an urban society. The rapid economic progress, globalization, urban sprawl, rural revitalization, and modernization of rural landscapes have resulted in the disappearance of numerous traditional villages in China. In 2000, there were approximately 3.6 million traditional villages with significant cultural landscapes, but by 2010, that number had dwindled to 2.7 million (Yan et al., 2018: 1356). Traditional

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villages, which embody an invaluable cultural legacy, face numerous challenges as they grapple with the impacts of urbanization and modernization.

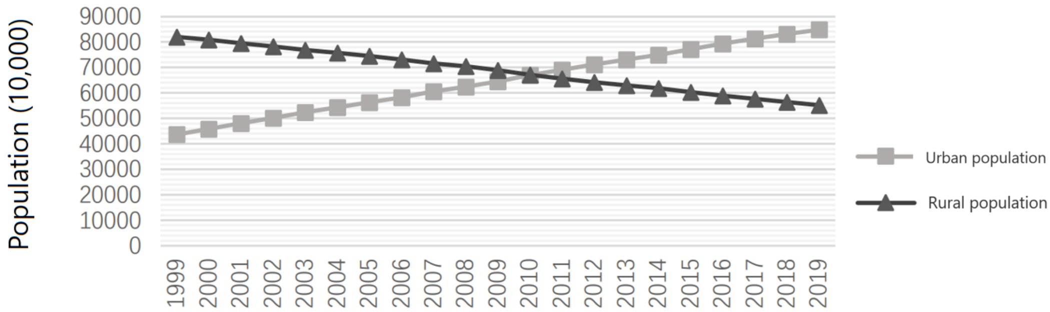

Figure 1-1 Changes in urban and rural population from 1999 to 2019
(Data source: Compiled by the author from data on the website of the National Statistics Office)

China's rural tourism industry is experiencing a remarkable surge, owing to the combined development of urban and rural areas, as well as the promotion of new rural construction. The market for leisure agriculture and rural tourism is expanding at a rapid pace, due to people's increasing desire for a tranquil rural existence and a reconnection with nature. Urbanisation and modernisation have resulted in a faster pace of life, a surge in population, and the emergence of urban-related health issues. As a result, a pervasive sense of nostalgia is taking hold, and the unhurried lifestyle of the countryside, the proximity to nature, and the establishment of peaceful human relations are viewed as a veritable paradise.

The disorganisation, alienation, falsehood, instability and inauthenticity brought about by modernisation have plunged the world into a collective nostalgia, and the stable, continuous traditional life represented by the vernacular society has become a refuge from modernity. The development concept of "retaining nostalgia" is a corrective to the homogenisation of urban and rural areas, using the landscape pattern as the basic framework, in the face of the "lack of place" caused by the rapid expansion of modern towns and cities. In the discourse of "retaining nostalgia", the vernacular remains of traditional villages become the best carrier of nostalgia, providing a buffer zone for people living in them to cope with the impact of modernity, and a spiritual home for people living outside them to rest on their ideals. This paper is dedicated to exploring the research path of nostalgia in traditional villages, attempting to construct an explanatory framework of modern nostalgia based on previous studies, so as to find directions for the development of traditional villages in the context of modern tourism and nostalgia conservation.

2. Literature Review

2.1. Nostalgia and Nostalgia

The term "nostalgia," defined as "the sadness of deeply missing one's hometown" (Chinese Academy of Social Sciences, 2016), is a universal human emotion and a recurring theme in both Chinese and Western literary traditions. As Wang (2016) notes, nostalgia is a special sensory structure in Chinese culture that embodies an idyllic sense and a yearning for a lost and beautiful past. This emotional core is rooted in a deep attachment to one's "home" or place, especially for those who have lived in their hometown for generations and feel like "insiders" of the place (Zhang, 2015).

However, the increased mobility of the population and the impact of globalization have eroded this traditional sense of connection to place, leaving many people feeling like wanderers who have lost their spiritual home. Consequently, nostalgia has expanded from a traditional emotional concept to a modern nostalgia that encompasses vernacular nostalgia. In China, this nostalgia is driven by rapid economic development and the problems of rural development brought about by the urban-rural dichotomy, leading to a stronger spatial and temporal orientation towards tradition and the countryside (Zhao, 2004) .

In Western studies, nostalgia is often considered equivalent to "homesickness" and derived from the Greek roots "nóstos (return)" and "álgos (pain)," which can also be translated as homesickness (Davis, 1979). In earlier studies, homesickness was viewed as a pathology suffered by military conscripts, whereas nostalgia was seen as an individual's longing for the past directed towards events, people, or places (Li and Guan, 2018). This distinction has become more pronounced in the context of modernity, where nostalgia has become a popular and widespread psychological phenomenon studied in the fields of sociology, anthropology, and marketing. In the context of modernity, nostalgia has become a popular and widespread psychological phenomenon that has been widely explored in the fields of sociology, anthropology, and marketing.

2.2. Categories and levels of nostalgia

Foreign studies typically categorize nostalgia based on the type of memory involved. For instance, Stern (1992) has classified nostalgia into personal and historical nostalgia from a cultural perspective. Personal nostalgia involves the ideal recreation of one's past memories, which can be subjective and reconstructed, leading to difficulties in ensuring their authenticity. Historical nostalgia, on the other hand, pertains to people's desire to escape from their present lives and return to the past, believing that it was better than the present. However, this value judgment is subjective and may involve a time that the individual has never experienced.

Holak and Havlena (1998) propose four types of nostalgia based on the relationship between personal experience and society. These types include personal, interpersonal, cultural, and virtual nostalgia. Interpersonal nostalgia is an individual experience based on indirect interpersonal interaction, while cultural nostalgia is derived from direct individual experience but reflects the connection between the individual and other members of society. Virtual nostalgia, on the other hand, is an indirect collective experience that stems from subjective impressions of books or images on an individual's consciousness.

Svetlana Boym (2010) discusses personal, exilic, and imaginary homeland through three sections, including "Suspicion of the Mind," "The City and Reinvented Traditions," and "Exiles and Imagined Homelands." She covers various types of nostalgia, such as personal, exile, national, historical, and literary nostalgia. Lu (2008) argues that Western scholars' research on Western consumers' nostalgia mainly focuses on personal and social nostalgia, while Chinese consumers' nostalgia is a unique combination of both.

In China, literary nostalgia criticism has become a research hotspot since the 1990s, covering vernacular nostalgia, urban nostalgic emotions, and nostalgic consumption (Zhou and Ruyan, 2018). Dou et al. (2015) further subdivided nostalgia into four major categories, which are exotic, rural, homeland, and historical nostalgia. Domestic studies, however, tend to distinguish nostalgia at different levels, which are distinct yet related to each other. For example, nostalgia for friends, relatives, and compatriots is a small nostalgia based on blood relations, while nostalgia for the hometown, mountains and rivers, and old landscape constitutes a big nostalgia based on geography. The attachment to history and culture is a deep emotion for the foundation of one's life, which is cultural nostalgia. Similarly to Zhu, Lu (2016) distinguishes between different spatial intentions of nostalgia by "big and small nostalgia." The stories of "home" and "township" construct the "small nostalgia," while the stories of "nation" and "country" constitute the "big nostalgia."

2.3. Constituents of nostalgia

The deconstruction of nostalgia is a critical approach to understanding this complex emotion. Dou et al. (2015) assert that nostalgia should be viewed through four dimensions: geographical, historical, cultural, and psychological. Meanwhile, Ning and Li (2015) have categorized nostalgia perception into three dimensions, namely nostalgia viewing, nostalgia perception, and nostalgia attachment, with a focus on tourist perception. Li (2015) proposes that nostalgia involves hometown geography, childhood history, public life, and emotional memory. Li (2017) identifies emotions, activities, people, time, and carrier space as the elements that constitute nostalgia. Xu (2018) argues that local perception, functional perception, authentic perception, and emotional perception are the components of nostalgia. Furthermore, Fang and Dai (2019) extracted three dimensions of nostalgia perception from online texts: local perception, authenticity perception, and emotional perception, with the first two being the core constituents of nostalgia in rural tourism. Time, space, and emotion are the essential core elements of nostalgia, with the individual level mainly emphasizing emotional attachment and the group level having cultural significance. The pyramid structure illustrates the three levels of society, some individuals, and some people, with a decreasing scale.

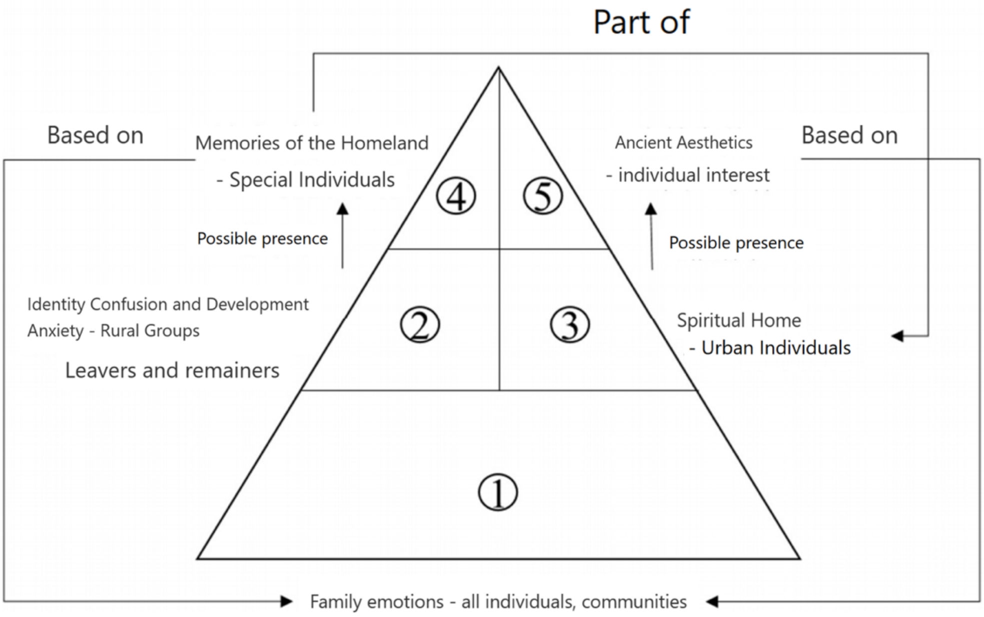

Figure 2-1 Pyramid model of modern nostalgia

3. Methodology

3.1. Study Area

Traditional villages represent the embodiment of vernacular heritage and are thus considered to be ideal locales for conducting nostalgia research. This particular study is focused on exploring the concept of modern nostalgia, and as such, it is imperative to select a traditional village that boasts a rich array of vernacular relics and a strong cultural identity. Among the numerous traditional villages situated in China, those belonging to the Huizhou region are widely regarded as being among the most complete and culturally representative. In fact, the Huizhou traditional villages are often referred to as a "specimen" for the study of traditional Chinese culture, thanks to their remarkable characteristic of remaining untouched for centuries on end (Zhuo, 2016).

The development of these traditional villages is rooted in the Chinese cultural tradition and clan-based social structure. This framework allows for the inheritance of a rich Chinese cultural heritage, while also being adapted to the specific local environment, thereby offering a unique blend of regional and cultural characteristics that aligns perfectly with the focus of this research. After carefully screening several villages in southern Anhui, Xixinan was ultimately selected as the case study site for this research, owing to its relatively low level of tourism development and exceptional preservation of rural vibrancy.

Xixinan, an ancient village located at the southern foot of Mount Huangshan, at the upper reaches of the Xin'an River and on the banks of the Fengle River, was once the most prosperous town in ancient Huizhou, earning the distinction of being known as the "richest town in Sheyi". Since 1988, it has belonged to Huizhou District, Huangshan City, and serves as the seat of Xixinan Township. The village is also known by the names Fengxi, Fengnan, and Xixinan, which alludes to its location on the southern bank of the Fengle River. With a history that spans over 1200 years, Xixinan represents an exceptional case study site that is perfectly suited for exploring the essential core elements of nostalgia.

3.1. Semi-structured interviews

This study utilized semi-structured interviews, which are a commonly used method for qualitative research data collection. These interviews provide a broad outline of topics to be discussed, and the interviewer is free to deviate from the outline and use open-ended questions to elicit detailed responses from the interviewee. This approach is also referred to as "focused interviewing," as it allows the interviewer to delve deeper into the interviewee's experiences and perspectives. To gain insights into the residents' nostalgic places in the village, the interviewers asked questions such as "where do you find value?" and "which places are important to you?" This approach was taken because people's memories are often associated with specific objects, locations, and events, and these cues can help trigger recollections. The frequency of these places was then calculated as a percentage of the total interview data. To ensure accuracy, the interview transcripts were transcribed using Xunfei Listening software, developed by KDDI, and then corrected and edited in Word documents. Additionally, spatial data was collected and recorded in ArcMap 10.2 for management and analysis. The interviews were conducted over a period of six months, from April to October 2019, resulting in 32 valid resident interviews.

3.3. Meaning coding

In this paper, the data were subjected to qualitative analysis using a combined meaning coding research method. According to Chen (2000) definition, qualitative research is a process that employs the researcher as the research instrument and utilizes various data collection techniques in naturalistic settings to conduct a holistic inquiry into social phenomena. It primarily uses inductive data analysis and formulates theories to gain an interpretive understanding of the behavior and meaning constructs of the research subject through interaction with them. Qualitative research is often conducted based on sources such as texts, and coding and categorization have been well-established methods of textual analysis in social science research. Coding involves associating a text fragment with key words (one or more) to identify a point of view, while categorization allows for a more systematic conceptualization of these points of view, thereby facilitating integration with quantitative research. Coding methods have played a crucial role in the rooting theory research, conducted by Glaser and

Strauss, as an important means of analyzing qualitative material in depth and completing the conceptualization and theoretical extraction of the material (Sven Brinkmann, 2013: 215-218).

Based on this, this study employed the hierarchical coding method of rooting theory to process and analyze the residents' interview data, enabling to explore research questions, such as the dimensions of residents' nostalgia and the elements of nostalgia perception. The collected interview data were transcribed and imported into NVivo11 in Word document format for text analysis and graded coding.

4. Results

4.1. Elements of nostalgia perception

After a meticulous analysis and synthesis of the categories resulting from the open coding process, the primary categories were ultimately extracted and organized into a hierarchical structure with three levels of tree nodes in Nvivo. The main category was designated as the primary node, while the concept categories that arose from the open coding were assigned as the secondary node, and the primary concept was labelled as the tertiary node.

To refine the results of the open coding process, further main axis coding was implemented, resulting in the formation of three primary categories. These categories are as follows: vernacular memory, perception of vernacular change, and nostalgia emotion.

Within the vernacular memory category, six conceptual categories related to memory were identified, including autobiographical memory, social memory, village environment memory, cultural memory, family memory, and historical memory (as depicted in Figure 4-1). The perception of vernacular change category encompassed three categories related to change: socio-cultural change, village change, and tourism impact (as depicted in Figure 4-2). Lastly, the nostalgia emotion category contained five categories that expressed emotional attitudes, namely survival dependency, emotional attachment, period mentality, development anxiety, and nostalgia for the local community (as depicted in Figure 4-3).

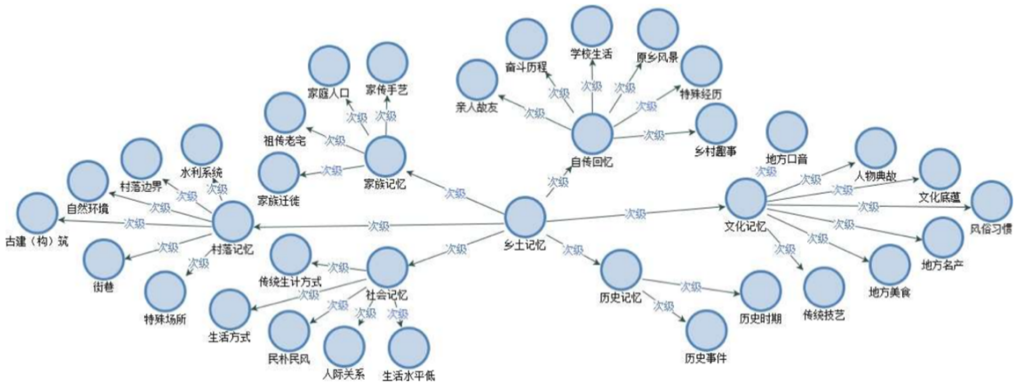

Figure 4-1 Coding structure diagram of local memory category

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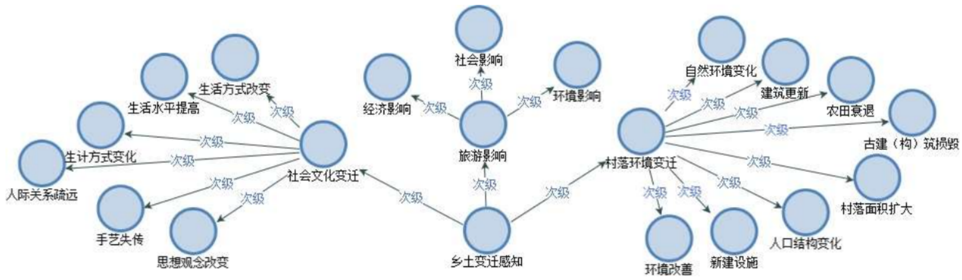

Figure 4-2 Coding structure diagram of local changes perception category

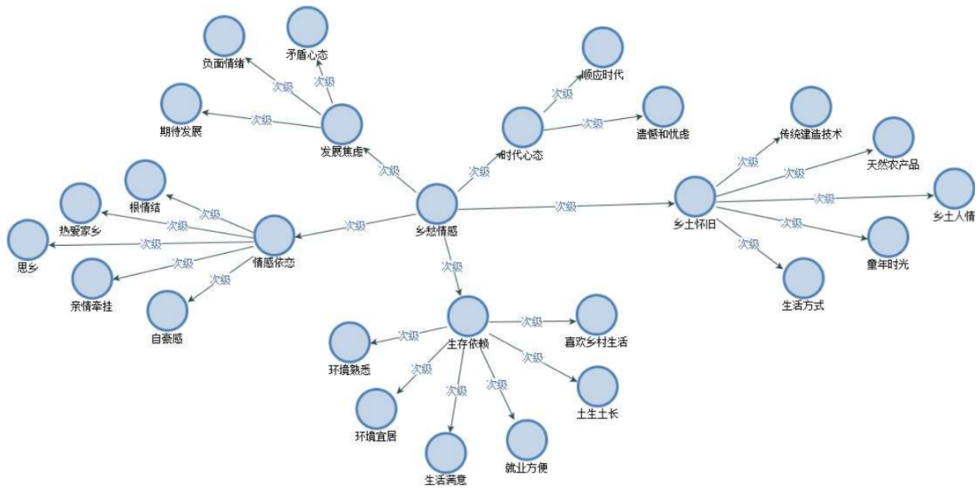

Figure 4-3 Coding structure diagram of nostalgic emotion

To investigate the specific factors that trigger residents' nostalgia perceptions, a matrix query function was employed in NVivo. The query was conducted to search for cross-coding between the secondary nodes under "nostalgic emotions" (including survival dependence, emotional attachment, period mentality, development anxiety, and nostalgia for the local area) and the tertiary nodes under "local memory," "local change perception," and "nostalgia for the local area." This cross-coding of nodes was conducted between "nostalgia emotion" and "nostalgic memory" and "nostalgic change perception."

The results of the cross-coding were then analyzed, and codes were interpreted based on the cause analysis. A table was drawn up to collate the results (refer to Table 4-1). Based on the attributes of the concepts listed in Table 4-1, the factors that trigger nostalgia perceptions were classified into five categories: elements of the human environment, elements of rural culture, elements of agricultural production, elements of rural society, and elements of personal nostalgia.

Table 4-1 Cross-coding analysis between nostalgic emotion and nostalgic perception elements

Nostalgia Emotion	**Elements of nostalgia perception**		**Number of codes**	**Code explanation**
	Category	**Concept**		
Survival Dependence	Cultural Memory	Cultural heritage	1	The location of the ancient village ensures the sustainability of the village
	Social and cultural changes	Livelihood changes	3	Diversification of livelihoods promotes people's local employment
	Social and cultural changes	Mindset change	2	A change in mindset makes people love country life more

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Emotion Attachment	Village Environment Memory	Traditional water system	1	Residents have no worries about water and drought due to the sophisticated design of the ancient aqueduct
	Social Memory	Interpersonal affinity	1	Residents love their hometown because of the close relationships in the village
	Cultural Memory	Cultural heritage	1	Residents take pride in the local culture highlighted by Hui-style architecture
	Tourism Impact	Environmental impact	1	Improved environmental quality promotes a love of home
	Tourism Impact	Social Impact	1	Tourism promotes local employment and allows children to spend time with their parents
Developmental Anxiety	Village Environment Memory	Ancient buildings (structures)	1	The ambivalence of demolishing old houses
	Village Environment Memory	Specific places	1	Discontent of elementary school being sold
	Family Memories	Ancestral Old House	1	The ambivalence of wanting to keep the old house but not having the money to build a new one
	Environmental changes in the village	Farmland decline	1	Expecting development due to abandonment of farmland
	Environmental changes in the village	Demographic Changes	1	Discontent due to the increase of foreigners
	Tourism Impact	Environmental impact	3	Conversion of traditional buildings into hotels leads to discontent
Times Mindset	Cultural Memory	Local Accent	2	Worried that the dialect will disappear
	Historical Memory	Historical Period	3	Hopelessness and regret about the impact of a specific history
	Historical Memory	Historical Events	2	Feel helpless about the historical events that have already happened
	Social and cultural changes	Mindset change	1	Improving traditional customs and actively adapting to the times
	Environmental changes in the village	Damage to ancient buildings (structures)	4	Helplessness and regret over the destruction of ancient buildings
Rustic Nostalgia	Autobiographical Memories	Interesting Stories from the Countryside	5	Nostalgia for childhood fun
	Autobiographical Memories	School Life	1	Nostalgia for school life
	Autobiographical Memories	Family and Friends	1	Nostalgia for old friends
	Village Environment Memory	Traditional water system	1	Nostalgia for traditional building drainage system construction techniques
	Cultural Memory	Traditional skills	1	
	Cultural Memory	Customs and Traditions	1	
	Social and cultural changes	Lifestyle Changes	3	Nostalgia for the lively country life of the past
	Social and cultural changes	Alienation of interpersonal relationships	4	
	Social and cultural changes	Mindset change	2	Nostalgia for the "face-to-face" vernacular society
	Environmental changes in the village	Demographic Changes	1	Nostalgia due to population decline

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4.2. Nostalgic memory sites

The findings (as displayed in Table 4-2) reveal that a total of 18 nostalgic memory sites were identified, with most of them situated in the interior of the village. Furthermore, the majority of these sites were observed to occur less than 10% of the time, totaling 11 sites in all.

Of the remaining sites, two were noted to have frequencies above 30% and below 40% and were located in the core area of the village, namely the Old House Pavilion, which has been designated as a National Cultural Heritage Site, and the Old Street situated in the middle of the village. Meanwhile, the other two sites, with frequencies above 50%, were the old house and primary school within the village, and the site of the Simu Ancestral Hall and the Nanmu Hall, which has since been repurposed as the Wang Shan Commune.

Table 4-2 Residents' nostalgic memory place

Space Distribution	Memory Place	Frequency	Percentage	Memory content	Emotional attitude
Outside the village	Middle School (Grand Shrine)	1	3%	Architectural grandeur, damage	Regret
	Snow Fishing Garden	1	3%	Newly built hotel, garden owner Wang Daokun	Pride
	Maplewood	2	6%	Good scenery and tourist development area	Presentation
Riverside	Fengle River	4	13%	Playfulness	Happy, nostalgic
	Slate Bridge	4	13%	New bridge built after old bridge was washed away by flood	Support
	Yao's Old House	1	3%	Ancestors participated in the construction	Pride
	Old Laurel Tree	1	3%	Home under the old laurel tree	intimate
	Rifle Lane	1	3%	Tourism development sites	Presentation
	Cinemas	2	6%	Watching movies secretly while herding cattle	Pleasant, nostalgic
	Supply and marketing cooperatives	2	6%	Former gathering place	Reminiscence
	Ancient Ginkgo	2	6%	Fatty lives under a ginkgo tree	intimate
	Village Boundaries	2	6%	The fields outside the village were destroyed by the war.	No choice
Village Interior	Orchard	3	9%	One of the Eight Views of Xixi South	Pride, regret
	Traditional water system	7	22%	Good water quality, convenience, change	Pride, Loss
	Old House Pavilion	10	31%	Out name, ancient architecture	Passion, pride
	Old Street	12	38%	Busy, many stores	Pride
	Old House	17	53%	Emblematic architecture, comfortable	Resentment, regret
	Elementary School, Simu Shrine, Nanmu Hall	19	59%	Fire in the Upper School, Nanmu Hall	Pride, regret

5. Discussion and Conclusion

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. Discussion and implications

This study demonstrates innovative contributions to both theoretical and practical aspects. On the theoretical level, this paper fills gaps in the literature on nostalgia research by constructing a theoretical system and proposing a modern pyramid model for further investigations. With the acceleration of urbanization, the rural environment is gradually declining, and people's memories of the countryside are becoming romanticized and unrealistic. The nostalgic emotions that were once grounded in the rural society are now being dissolved in the modern, mobile society. The concept of 'hometown' that used to evoke stability and continuity across generations is now a symbolic and imaginary place, a spiritual hometown. The complexity of subjective feelings and personal imagination in modern nostalgia makes it a fleeting inspiration, which can be aroused by chance in different times and scenes.

As the 'township' in nostalgia evolves from 'hometown' to 'countryside', the emotional experience of nostalgia changes from a personal, real emotional experience to a collective, imaginary emotional attachment. The existence of traditional villages becomes a way of preserving traces of nostalgia in the increasingly alienated modern world, providing a real space for people's nostalgia to trace back to its origin. The tourism development in these villages not only brings local employment opportunities and improves the quality of the environment but also has a positive impact on residents' nostalgia by enabling them to 'live and work' in their hometown. However, the commercial nature of tourism may pose a potential threat to local nostalgic sentiments, and attention needs to be paid to the way in which the development is carried out.

5.2. Conclusion

Based on the preceding analysis, the paper culminates with three pivotal points. Firstly, the nostalgia of traditional village residents encompasses five dimensions, namely survival dependence, emotional attachment, contemporary mentality, development anxiety, and nostalgia for the local community. These dimensions harmoniously mirror the locals' nostalgic experience. Secondly, residents' nostalgic emotions emanate from their recollections and perceptions of local transformations, and are primarily triggered by aspects such as the human living environment, rural culture, agricultural production, rural society, and personal nostalgia. These emotions are then anchored in every blade of grass, every brick and tile, and every street and lane of the village. Lastly, the residents' nostalgic memory sites are mainly concentrated within the village's interior, whereas the village's periphery is merely vaguely remembered. The old historical relics within the village become hallmark sites, shaping the local nostalgic memory space.

The inhabitants' nostalgia is akin to a genuine sense of place. As the homestead undergoes rapid change, modernization's uniformity erodes the place's identity, causing locals to feel anxious and perplexed regarding development. Though time changes irreversibly, the significance of 'home' remains immutable. Despite the transformations in their lives, the inhabitants maintain numerous traditions, and their nostalgia and attachment to the countryside preclude them from becoming 'spiritual wanderers' in a fractured modern society. The old village has transformed from a living space into a resource, and a balanced approach that reconciles nostalgic sentiments with economic interests is indispensable for sustainable development.

5.3. Limitations of this study and suggestions for future studies

This paper concentrates primarily on the nostalgia experienced by adult residents and does not delve into the nostalgic memories and emotions of adolescents. There are several reasons for this, including the fact that nostalgia research is still in its early stages and adolescents may not have the necessary level of understanding and expression. Additionally, due to the author's own research limitations, it may be challenging to establish a clear theoretical lineage with adolescents. Moreover, obtaining a sufficient sample size of adolescents through general channels is often difficult, which limits their study in this paper. Thus, this research primarily deals with adult groups and does not explore the intergenerational differences in nostalgia.

While nostalgia is an emotion that evolves over time and should be studied in a more dynamic context, the current research is limited by real-life constraints, and thus remains relatively static. The three field studies that form the basis of this paper only provide a snapshot of nostalgia's long formation and evolution and fail to reflect its dynamic changes. This limitation is a significant flaw of the study.

Recent research on nostalgia has focused on the development concept of 'retaining nostalgia', which aims to preserve the memory of places that are disappearing rapidly due to social change. In this context, it is crucial to examine children's nostalgia as they represent the future generation that will carry on the memory of these places. Therefore, future studies should explore the difficulties in studying children's nostalgia and employ innovative methods to overcome them.

This paper's theoretical framework only analyzes the rural groups in the pyramid model from the perspective of local villagers. However, in modern mobile societies, people's relationships with places are more complex, and there are various groups such as migrants and sojourners. In Xixinan Village, in addition to local villagers, artists, and cultural figures have settled in due to the village's cultural and natural attraction. It is essential to explore their emotions and feelings towards the traditional village.

Lastly, this paper only examines one case study of Xixinan's ancient villages, which provides a limited understanding of the meaning of nostalgia in southern Anhui. However, on a national scale, there are numerous types of ancient villages with significant differences in local landscape and customs. Future studies should examine different types of traditional villages to enhance our understanding of nostalgia's meaning in various regions and cultures.

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Investigating the Psycho-Physiological Characteristics of Experiential Luxury Moment and its Impact on Tourists' Lives

Zhou, Yang
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Lin, Guyang
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Li, Mimi
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

He, Zeya
School of Management, Shandong University

Abstract

Recent conceptual research has theorized experiential luxury, or luxury moment, which transcends material ownership and status signaling. Prior studies were limited in approach (often qualitative) and overlooked tourism's impact. The study compares everyday experiences, luxury consumption and experiential luxury moments through physiological (EEG and skin conductance), interview and survey data collection, and reveals seven psychophysiological characteristics. Although no brain activity differences during experiences recall, this paper still reveals that they differ in multiple ways. Research findings can contribute to in-depth understanding of experiential luxury moments and shed light on consumer experience design.

Key Words: *luxury, experiential luxury moment, travel, EEG*

1. Introduction

Consumption has been rethought due to the pandemic and the economic downturn (Danziger, 2020; Willersdorf et al., 2020). Recent studies have shown surprisingly weak links between consumption and possession of expensive material goods and individuals' happiness (Dunn et al., 2011). Furthermore, the luxury industry uses envy as a marketing technique (Belk, 2008), perpetuating a vicious cycle that prevents people from experiencing true happiness and meaning from the cycle of working, saving (or borrowing), and spending (Schor, 1998).

The concept of luxury has been evolving. Traditional material luxury items such as jewelry, handbags, and yachts is related to the meanings of high quality, expensive and non-essential, and the sense of hedonism and indulgence (Kapferer, 2014). As consumption gradually moves from ownership to temporary use or access (Belk, 2014), diluting the idea of luxury, material luxury is becoming less important. Consumers are reconsidering what consumption means for them (Ertekin et al., 2020; Humphery, 2010), reducing costs on material consumption, and seeking experiential consumption instead (Lobaugh et al., 2019).

Researchers now recognize the multidimensionality of luxury (Kauppinen-Räisänen et al., 2019) and are theorizing concept of experiential luxury (Holmqvist et al., 2020; von Wallpach et al., 2020). This new definition of luxury transcends material ownership and status signaling, focusing instead on private and intimate experiences that provide temporal, exclusive, and glamorous enjoyment (Holmqvist et al., 2020; von Wallpach et al., 2020).

Although there is no clear definition of experiential luxury, evidence from existing research suggests that such an experience is qualitatively different from the mundane everyday experience. The moment of luxury can emerge from big and rare events (e.g., marriage) or can be small-scale ones that are scarce and precious, like disruptions of the mundane everyday experience (von Wallpach et al., 2020). Research also indicates that those special moments have potential to imbue peoples' lives with enjoyment and happiness (Gabb & Fink, 2015) or create far-reaching impacts that make life more meaningful (Webber, 2010).

Existing research is suffering from three shortcomings. First, previous studies mainly rely on a single approach (often qualitative) to investigate experiential luxury (Banister et al., 2020; Holmqvist et al., 2020), which cannot show the full picture about the unique characteristics. Second, experiential luxury moments now focus more on studying the entire tourism experience rather than a particular tourism moment. Thirdly, research on theoretical relationship between experiential luxury and potential consequences on individuals is still lacking.
Aiming at filling in such research gaps, this research was designed to address the research question: 1) to investigate the psychological and physiological characteristics of the experiential luxury moments in travel context; 2) to demonstrate how the experience of luxury moments can be differentiated from everyday experience and the experience of luxury consumption.

Theoretically, this study uses an innovative approach to combine physiological data from personal experiences with interview and survey data to distinguish psychological and physiological characteristics of experiential luxury from other experiences. Practically, it helps to provide understanding and references for product development and experience design for tourism companies.

Structurally, this study is organized as follows: first, the literature review about everyday experience, luxury consumption, and experiential luxury moment in travel context is stated. Then it outlines the methodology and samples for this study. The last part presents the result with relevant discussion. The ideas about implications and limitations are also presented.

2. Literature Review

2.1 Experiential luxury moment

2.1.1 Concepts
The Experiential luxury moment (ELM) is not definitively defined, but it has been studied in several studies. The luxury moment emphasizes a temporality that is perceived as transient and fleeting (Hemetsberger et al., 2012), which is divided into moments of "interruption, climax, destruction, ritual, and termination" (von Wallpach, 2020). Oftentimes, such moments are regarded as valuable, representing opportunity and change, demonstrating individuals' joy, scarcity, attention, and excitement. Furthermore, experiential luxury is more of an experience of time, space, and well-being (Yeoman & McMahon-Beattie, 2018). Holmqvist et al. (2020) define experiential luxury as a

consumer-focused collective, interactive experience. Ultimately, it is an experience that is out of the ordinary and separate from consumerism.

2.1.2 Characteristics

Consumer perceptions and literature of ELM highlight several psychological characteristics, including inconspicuousness, escapism, and hedonism.

Firstly, consumers prefer tasteful, personal, and unobtrusive luxury experiences that involve positive interpersonal and social interactions, over conspicuous consumption meaningful practices for non-showy purposes, or even use in everyday life (Özbölük, 2021; Kreuzer et al., 2020). Secondly, The luxury moment is conceptualized as a brief hedonistic moment of escape from worries of everyday life, with immersive experiences allowing consumers to indulge in the present moment and construct moments of luxury (Holmqvist, 2020; Kreuzer et al., 2020; Atwal & Williams, 2017). Thirdly, ELM can embody hedonism, providing an intangible feeling of pleasure and satisfaction that enhances the perceived value of service and contributes to escapism (von Wallpach et al., 2020; Wiedmann et al., 2009; Luo et al., 2022).

2.2 Experiantial luxury moment v.s. luxury consumption

First, luxury experience is inwardly focused, while luxury consumption (LC) is externally oriented. For LC, communicating social status through high prices and luxury brands increases in-group appeal and barriers with out-groups (Parguel et al., 2016). However, luxury experience tends to focus on private meaning found in meaningful experiences and practices(Kreuzer et al., 2020). This intrinsic motivation enhances subjective well-being and luxury (Hudders & Pandelaere, 2012).

Secondly, ELM has a more positive psychological impact, helping the experiencer to explore the life meaning and construct a new self (von Wallpach et al., 2020). However, LC may entail a psychological cost as luxury goods are often associated with high prices, leading to negative emotions such as guilt and regret after purchasing (Amatulli, et al., 2020).

2.3 ELM in travel

Experiential luxury in tourism traditionally has centered around high-end travel, such as luxury cruises and hotels (Kim, 2018). As society progresses, luxury now implies deeper, more meaningful, and memorable experiences (Iloranta, 2019) that go beyond everyday life (Hemetsberger et al., 2022). The luxury is sought out at all times in travel experiences that are unforgettable and exceptional. It may be triggered in a variety of situations, such as unexpected discoveries and surprises and friendly interactions with locals (Chandralal & Valenzuela, 2013).

3. Methodology

The study has two phases.

3.1 Phase I

An online screening survey was conducted in November 2021 to select qualified participants from Hong Kong on Qualtrics. Participants had to be between 25 to 40 years old, with no history of neurological or psychiatric disease, and have had outbound leisure travel experience and purchased luxury commodities in the past three years. They also had to have experienced a "moment of luxury" during their travels and provide a photo capturing that moment. Photos can express participants' feelings during the experience (Zaltman, 1997) and illustrate their perception of the luxury moment.

The study used a purposive sampling approach, selecting individuals born between 1981 and 1996, as Millennials are more likely to define themselves by their experiences rather than possessions. This makes them critical consumers for adopting an experiential perspective of luxury compared to previous generations (von Wallpach et al., 2020).

3.2 Phase II study

The researcher sent invitations to the respondents. With an 18% response rate, 27 individuals were invited to the research lab to conduct the study (Table 1).

Figure 1 *Phases of the study*

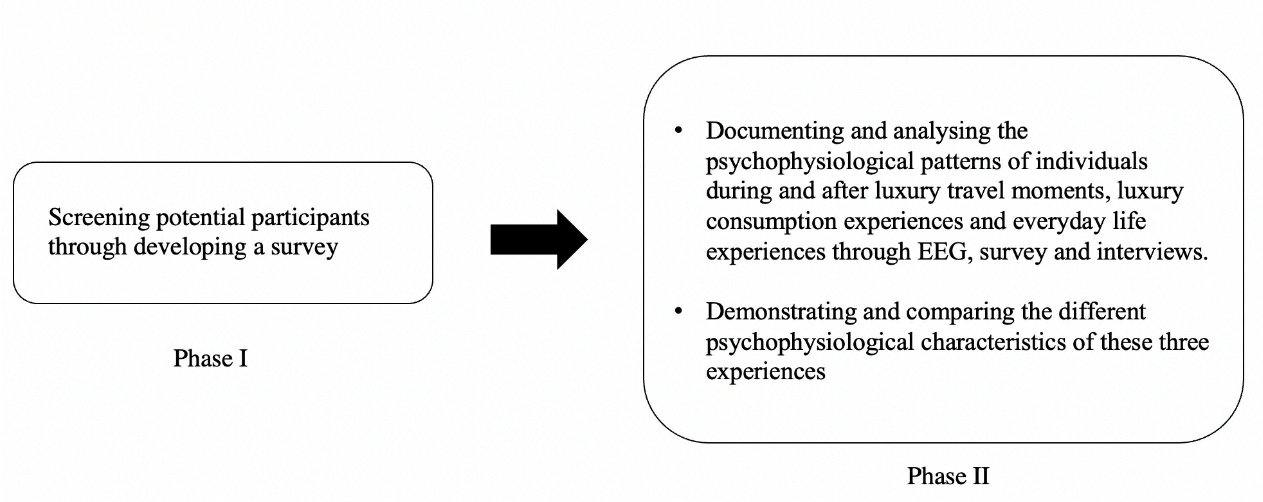


Table 1

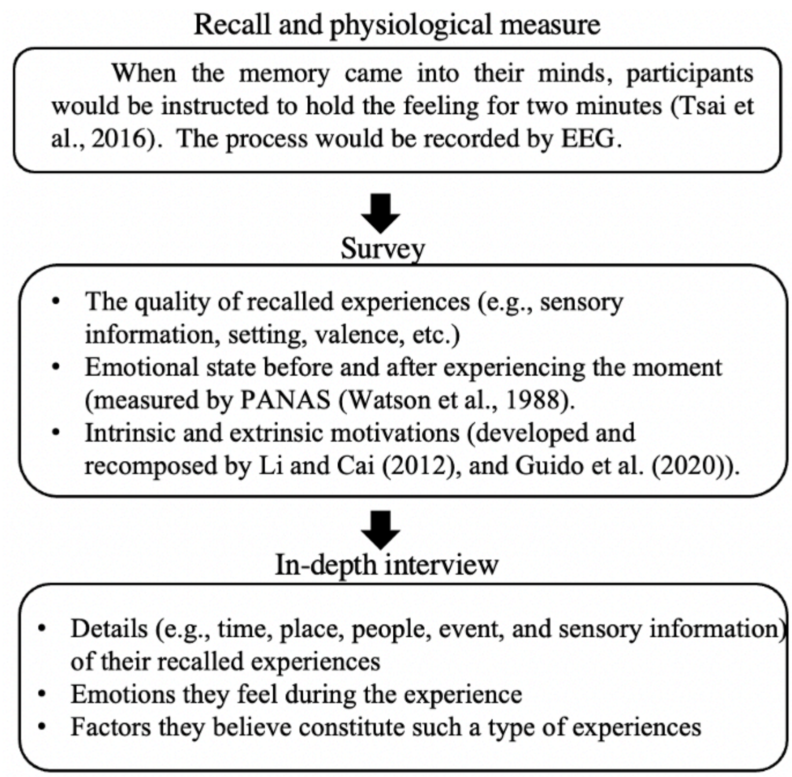
Demography for participants.

Participant	Age	Gender	Profession	Monthly net income (HK$)
A1	29	Male	Specialized Personnel	20,000-24,999
A2	31	Female	Managers And Executives	20,000-24,999
A3	38	Female	Specialized Personnel	30,000-39,999
A4	28	Female	Salesman	25,000-29,999
A5	39	Male	Specialized Personnel	40,000-59,999
A6	32	Female	Specialized Personnel	25,000-29,999
A7	33	Male	Specialized Personnel	40,000-59,999
A8	34	Female	Clerical Staff	40,000-59,999
A9	40	Female	Managers And Executives	30,000-39,999
A10	40	Male	Educator	40,000-59,999
A11	40	Female	Managers And Executives	30,000-39,999
A12	26	Male	Student	15,000-19,999
A13	27	Female	Student	<15,000
A14	27	Female	Specialized Personnel	30,000-39,999
A15	31	Male	Specialized Personnel	40,000-59,999
A16	41	Female	Managers And Executives	40,000-59,999
A17	27	Female	Specialized Personnel	20,000-24,999

A18	31	Male	Student	15,000-19,999
A19	33	Female	Specialized Personnel	>60,000
A20	27	Female	Student	<15,000
A21	29	Female	Student	<15,000
A22	32	Female	Student	<15,000
A23	34	Female	Managers And Executives	>60,000
A24	36	Female	Specialized Personnel	15,000-19,999
A25	29	Female	Student	20,000-24,999
A26	29	Male	Specialized Personnel	20,000-24,999
A27	29	Male	Welfare Officer	20,000-24,999

Each participant had three rounds of investigation for ELM in travel, LC, and everyday experience. Each round consists of three parts (Figure 2). By the end of the study, three types of data were collected: EEG, survey, and interview data.

Figure 2 *Experimental process for each experience.*



Before the recall, participants' mood was measured by BMIS (Mayer & Gaschke, 1988) as the baseline. Then they were exposed to three memory cues randomly (Table 2) that guided them to recall past experiences.

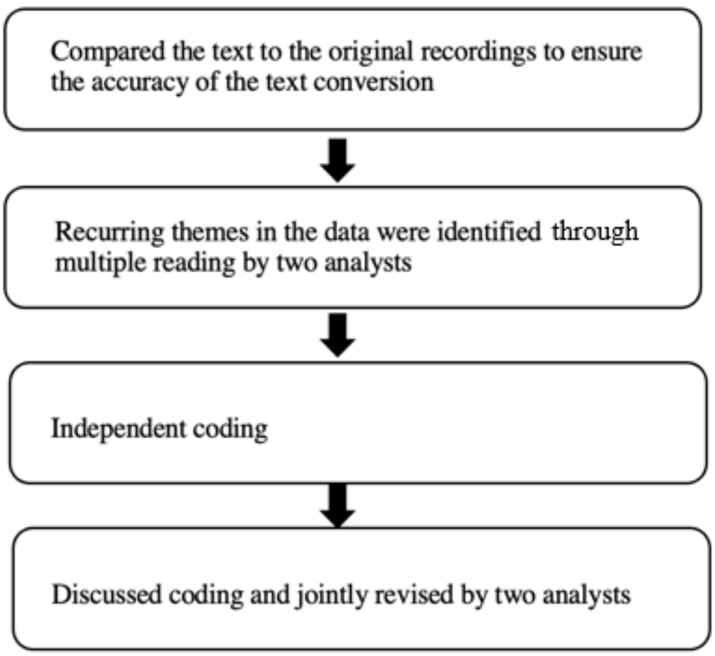
Table 2
Three cues.

Experiences	Cue
The experiential luxury moment	Try to recall a memory of a travel moment that you believe was very luxurious in terms of the way you spend your time. It could be a remarkable moment you feel during your travels, a moment that may break your daily life, have some meaning for you or may trigger some changes in your life.
The luxury consumption	Try to recall a memory of an experience when you consume a product of a high luxury or mass luxury brand. For example, buying luxury goods such as high-end bags, clothes and jewelry.
The everyday experience	Try to recall a memory of an episode of experience that is normal in your everyday life.

3.3 Data Analysis

Data collected from ND-97 Multichannel Electroencephalograph and Bipolar and Sensor Channels of Eego™ Sports was analyzed by EEGLAB. The raw EEG data were analyzed after removal of eye-blink and moving artifacts to calculate the amplitude of the EEG using the following bandwidth: delta (1-3 Hz), theta (4-7 Hz), alpha (8-12 Hz), beta (13-30 Hz) from the three experimental stages. Analyzing the differences in the EEG amplitudes was done using one-way analysis of variance (ANOVA) with repeated measures. SPSS 24.0 was used for the analysis.

Figure 3 *Coding process.*



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SPSS 24.0 was also used to conduct the analysis of the survey data. The data were analyzed through ANOVA, nonparametric analysis of variance, the paired sample t-test and LSD tests to compare differences.

The textual and visual data were analyzed using a thematic analysis approach (Clarke & Braun, 2018). NVivo 12 plus was used to manage and analyze data. Open-ended, axial, and selective coding were used to reveal common themes and patterns (Strauss & Corbin, 1990). The data were coded following Figure 3. A word frequency analysis was used to identify ELM in phase I.

3.4 Validity and reliability of measurement.

Firstly, Cronbach alphas were calculated for scales. All scales displayed a satisfactory level of reliability with Cronbach alpha values greater than 0.6 (table 3). The Exploratory Factor Analysis shows all scales have a relatively good validity. Specifically, for extrinsic and intrinsic motivation, each factor had a factor loading greater than 0.6 (Table 4 & 5).

Table 3

KMO and Bartlett's Test.

Scales	KMO	Bartlett's Test of Sphericity		
		Chi-Square	*df*	*p*
BMIS	0.827	1253.324	120	0
Memory recall behavior	0.825	752.203	153	0
PANAS	0.86	1517.983	190	0
Intrinsic motivation	0.861	1545.776	190	0
Extrinsic motivation	0.787	380.208	55	0

Table 4

Result of Exploratory Factor Analysis for Extrinsic Motivation.

Items	Factor Loadings			Communalities
	Factor 1	Factor 2	Factor 3	
【ostentation】I like showing others how much I spend	0.208	0.152	0.925	0.923
【ostentation】I like showing off my wealth	0.140	0.214	0.919	0.911
【search for high social status】 I desire belong to a certain group of people	0.523	0.654	0.225	0.752
【search for high social status】 I want to emulate the people I admire	0.234	0.866	0.074	0.811
【search for high social status】 My reference group does so	0.068	0.886	0.255	0.855
【elitism】 They allow me to distinguish myself from the mass	0.773	0.345	0.276	0.793

【elitism】 I like distinguish my-self from common people	0.871	0.188	0.165	0.822
【elitism】 I wish to have exclusive goods and not mass goods	0.859	0.073	0.061	0.746
Eigenvalues (Initial)	4.209	1.290	1.112	-
% of Variance (Initial)	52.616%	16.129%	13.906%	-
% of Cum. Variance (Initial)	52.616%	68.745%	82.651%	-
Eigenvalues (Rotated)	2.490	2.193	1.929	-
% of Variance (Rotated)	31.124%	27.412%	24.114%	-
% of Cum. Variance (Rotated)	31.124%	58.536%	82.651%	-
KMO		0.787		-
Bartlett's Test of Sphericity (Chi-Square)		380.208		-
df		28		-
p value		0.000		-

Table 5
Results of Exploratory Factor Analysis for Intrinsic Motivation.

Items	Factor Loadings					Communalities
	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	
【hedonism】Purchasing them gives me a deep pleasure	0.234	0.789	0.248	0.316	0.071	0.844
【hedonism】Purchasing them is a self-gift	0.169	0.791	0.082	0.158	0.360	0.816
【hedonism】For the pleasure of owning them	0.268	0.794	0.272	0.129	0.251	0.856
【hedonism】To give yourself a treat	0.319	0.731	0.005	0.169	0.403	0.828
【novelty and knowledge】 To feel the special atmosphere of the vacation destination	0.237	0.395	0.040	0.322	0.684	0.785
【novelty and knowledge】 To learn new things or increase knowledge	-0.002	0.240	0.408	0.213	0.748	0.830
【novelty and knowledge】 Visiting places related to my personal interests	0.144	0.293	0.216	0.288	0.794	0.867
【self-lifestyle】 It allows me to express my real self	0.772	0.242	0.295	0.193	0.268	0.852
【self-lifestyle】 It matches my personal lifestyle	0.839	0.077	0.129	0.221	0.082	0.782
【self-lifestyle】 It reflects my aesthetic taste	0.865	0.302	0.150	0.172	0.102	0.901
【self-development】 It gives me a sense of accomplishment	0.247	0.584	0.614	0.090	0.115	0.800

【self-development】 It makes me feel inner harmony/peace	0.257	-0.022	0.712	0.119	0.270	0.660
【self-development】 It makes me understand more about myself	0.270	0.153	0.754	0.247	0.161	0.751
【self-development】 It provides me unpredictable experiences	0.122	0.379	0.541	0.479	0.216	0.726
【escape and relationship】 Being away from daily routine	0.106	0.233	0.080	0.747	0.179	0.662
【escape and relationship】 Release my work pressure	0.275	0.062	0.180	0.829	0.305	0.893
【escape and relationship】 Resting and relaxing	0.207	0.174	0.204	0.834	0.139	0.831
Eigenvalues (Initial)□	10.580	2.057	1.503	1.157	0.833	-
% of Variance (Initial)□	52.900%	10.287%	7.517%	5.785%	4.165%	-
% of Cum. Variance (Initial)□	52.900%	63.187%	70.704%	76.489%	80.654%	-
Eigenvalues (Rotated)□	3.892	3.828	3.161	2.821	2.430	-
% of Variance (Rotated)□	19.459%	19.139%	15.805%	14.103%	12.148%	-
% of Cum. Variance (Rotated)□	19.459%	38.599%	54.404%	68.507%	80.654%	-
KMO □			0.861			-
Bartlett's Test of Sphericity (Chi-Square)□			1545.776			-
df□			190			-
p value □			0.000			-

4. Findings

4.1 Phase I

First, by coding 151 photos representing luxury moments, we found that ELM was more likely to occur in natural landscapes, while luxury time was more likely to be experienced during the day and when enjoying food (table 6).

Table 6

Coding for Photos.

First code	Second Code	References	First code	Second Code	References	
	Natural environment	78	Time	Day	76	95
	Hotel	22		Night	19	
	High-class restaurant	15		Food	37	

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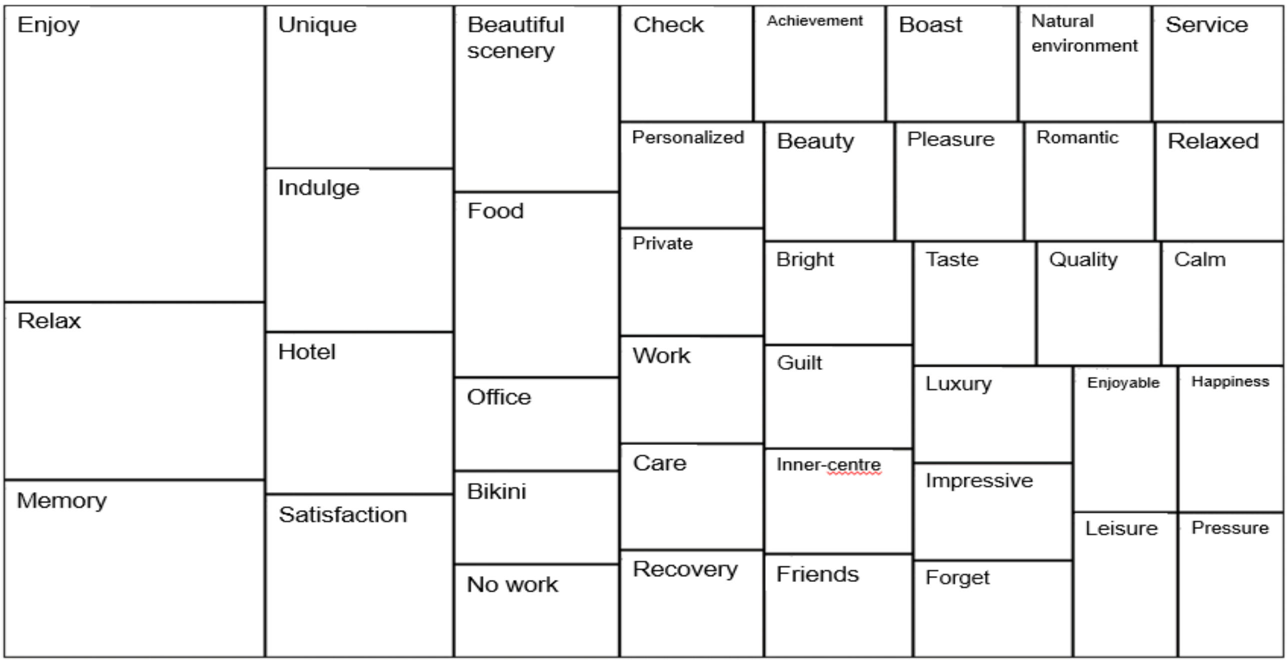
	Urban landscape	15			Diving	1	
	Landmark building	13			Bubble bath	2	
	Concert hall, concert, theater	3		Activity	Interacting with animals	3	48
	Shopping mall	2			Celebrating festivals	2	
	Airport lounge	2			Luxury product	2	
Place	Hot spring	2	160		Hot air balloon	1	
	Business class	2		Character	Personal photo	13	25
	Courtyard	1			Family and friends	12	
	Yacht	1			Kimono	1	
	Amusement Park	1			Camera	1	
	Luxury car	1		Item	Handicraft	1	4
	Bar	1			Mineral water and instant noodle	1	
	Park	1					

After conducting word frequency queries on descriptions of luxury moments, we identified common experiential traits in feeling ELM i.e. being psychologically memorable, unique, indulgent, and escapist (Figure 4). They were also emotionally enjoyable, relaxed, and happy.

Figure 4 *The word frequency for luxury moments.*



4.2 Phase II

.2.1 Psychological characteristics of ELM in travel

4.2.1.1 Scarcity

The preciousness of experiencing an activity that cannot be experienced in everyday life can be seen as a source of luxury. As A16 described, "Soaking in a hot spring in Japan makes me feel luxurious because you can't find such a place in Hong Kong."

4.2.1.3 Escapism and Mindfulness

The moment of temporary escape and feeling of mindfulness during travel is considered as a luxury. For example, A18 described, "it was probably the furthest I could go. It has no time and no people; it's just you and natural environment." It is a state of mindfulness, a moment that allows one to be in a state of complete stillness, to feel the present moment with full awareness of oneself and surroundings.

4.2.1.4 local connectedness

The interaction with locals made respondents feel more involved, so they felt luxurious. As A8 experienced a luxurious moment: she was warmly assisted by locals when she had a problem with her hotel reservation.

4.2.1.5 Privacy

The sparse population facilitates sense of immersion and privacy in the local environment, which is regarded as a luxurious moment. A13 described his ELM when "the fact that there are fewer tourists has allowed me to fully engage with and integrate deeply into the area."

4.2.1.6 Memorability

Luxury moment in travel is considered to be memorable. A17 stated that a luxury vacation is "a memory that will be hard to forget for a long time." Similarly, A14 stated, "when you are working hard and unhappy, you can remember the past and look at the photos and feel happy and relaxed."

4.2.1.7 Idleness

ELM in travel is a state of lavish consumption of time, which is a high time cost behavior. As A3 stated, "we just wandered around casually, and this slow-paced, immersive feeling was luxurious."

4.2.2 Differences among ELM, LC, and everyday experiences

4.2.2.1 Cost of occurrence

There are differences in the occurrence costs of the three types of experiences. Participants viewed everyday experiences as a part of everyday life, as occurring frequently, and as having low occurrence costs. "It shouldn't require me to put in special time or effort when I do it. It should be a normal part of my life." (A21).

Purchasing goods with high price and low-cost performance is more considered as LC, which often carries brand premium. For example, A19 described LC as " the price is inflated, it is not worth that much money." ELM in travel is not only associated with the price but also with the time cost, and the high price is not necessary to achieve a sense of luxury. "I took a long time to get there, which made me feel luxurious." (A6).

4.2.3.2 Emotion

The interviewees' everyday experiences were dominated by peaceful emotions. As A21 said, "Because I do it everyday, I don't have any special emotions." ELM and LC would have more emotional fluctuations. Respondents reported experiencing positive emotions when experiencing ELM. It can last for a period, and it is possible to experience them again whenever they recall it.

People can also left feeling positive emotions because of LC. However, respondents may feel negative emotions easier after LC than after ELM. "I was regretting it for a long time, because I would usually carry a more casual sports bag instead of a leather one." (A18).

4.2.3.3 Psychological state

We found that respondents emphasized self-reflection more when discussing ELM, compared to self-efficacy when discussing LC. Respondents stated that ELM led them to rethink their attitudes of approaching work and life. As A13 stated, "I felt that I didn't need to put too much pressure on myself and that I could live a good life with a slower pace." When it comes to LC, most respondents mentioned how it made them more confident. "This is the first time I've spent so much money on a bag for myself, and I feel quite proud of myself." (A25).

4.2.3.4 Emotions variance

Emotions before experiences

Nonparametric test shows significant differences in 3 items including interested, excited and enthusiastic (p<0.05) (Table 7).

Table 7

Nonparametric test – emotions before experiences.

	Experience Median (P_{25} , P_{75})			Kruskal-Wallis *H*	*p*
	Everyday experience (*n*=27)	Experiential Luxury Moment (*n*=27)	Luxury Consumption (*n*=27)		
interested	4.000(3.0,4.0)	5.000(4.0,6.0)	5.000(4.0,6.0)	9.599	0.008**
distressed	3.000(1.0,4.0)	2.000(1.0,4.0)	3.000(1.0,3.0)	1.530	0.465
excited	4.000(3.0,4.0)	4.000(4.0,5.0)	4.000(4.0,5.0)	11.181	0.004**
upset	3.000(2.0,4.0)	3.000(1.0,4.0)	2.000(1.0,3.0)	2.858	0.240
strong	4.000(2.0,4.0)	4.000(3.0,5.0)	4.000(3.0,5.0)	3.231	0.199
guilty	2.000(1.0,3.0)	1.000(1.0,3.0)	2.000(1.0,3.0)	0.578	0.749
scared	2.000(1.0,4.0)	1.000(1.0,3.0)	2.000(1.0,3.0)	1.764	0.414
hostile	2.000(1.0,3.0)	2.000(1.0,3.0)	1.000(1.0,3.0)	0.122	0.941
enthusiastic	4.000(3.0,4.0)	5.000(4.0,5.0)	4.000(3.0,5.0)	8.187	0.017*
proud	4.000(2.0,4.0)	4.000(3.0,4.0)	4.000(3.0,5.0)	1.719	0.423
irritable	3.000(2.0,4.0)	3.000(1.0,4.0)	3.000(1.0,4.0)	0.477	0.788
alert	3.000(1.0,4.0)	2.000(1.0,4.0)	3.000(1.0,3.0)	0.057	0.972
ashamed	2.000(1.0,3.0)	2.000(1.0,4.0)	2.000(1.0,3.0)	0.130	0.937
inspired	4.000(2.0,4.0)	4.000(3.0,5.0)	4.000(3.0,5.0)	3.795	0.150
nervous	2.000(1.0,4.0)	3.000(1.0,5.0)	3.000(2.0,4.0)	1.285	0.526
determined	4.000(2.0,5.0)	4.000(3.0,4.0)	4.000(3.0,5.0)	0.091	0.956

attentive	4.000(3.0,5.0)	4.000(3.0,6.0)	4.000(3.0,5.0)	0.092	0.955
jittery	2.000(1.0,4.0)	2.000(1.0,4.0)	2.000(1.0,3.0)	0.359	0.836
active	4.000(2.0,5.0)	4.000(4.0,5.0)	4.000(3.0,5.0)	2.775	0.250
afraid	2.000(2.0,4.0)	3.000(1.0,5.0)	3.000(2.0,4.0)	0.580	0.748

* *p*<0.05 ** *p*<0.01

For interested, excited, and enthusiastic items, ELM is significantly different from every experience (p<0.05) and more stronger. LC and everyday experience also show a significant difference (p<0.05) in interested item, and the LC is higher (Table 8).

Table 8

Pairwise Comparisons -Emotions Before Experiences.

	(I)	(J)	(I)Median	(J)Median	Median Difference(I-J)	*Adj. Sig.*[a]
interested	Everyday experience	Experiential luxury moment	4.000	5.000	-1.000	0.016*
	Everyday experience	Luxury consumption	4.000	5.000	-1.000	0.031*
	Experiential luxury moment	Luxury consumption	5.000	5.000	0.000	1.000
excited	Everyday experience	Experiential luxury moment	4.000	4.000	0.000	0.004**
	Everyday experience	Luxury consumption	4.000	4.000	0.000	0.047
	Experiential luxury moment	Luxury consumption	4.000	4.000	0.000	1.000
enthusiastic	Everyday experience	Experiential luxury moment	4.000	5.000	-1.000	0.013*
	Everyday experience	Luxury consumption	4.000	4.000	0.000	0.458
	Experiential luxury moment	Luxury consumption	5.000	4.000	1.000	0.458

a. Significance values have been adjusted by the Bonferroni correction for multiple tests

* *p*<0.05 ** *p*<0.01

Emotions after experiences

The nonparametric test shows significant differences in interested, excited, strong, enthusiastic, proud, inspired, active (p<0.05) (Table 9).

Table 9

Nonparametric test for emotions after experiences.

	Experience Median (P_{25} , P_{75})			Kruskal-Wallis *H*	*p*
	Everyday experience (*n*=27)	Experiential Luxury Moment (*n*=27)	Luxury Consumption (*n*=27)		
interested	4.000(3.0,5.0)	5.000(5.0,6.0)	5.000(4.0,5.0)	17.843	0.000**
distressed	2.000(1.0,4.0)	2.000(1.0,3.0)	2.000(1.0,3.0)	1.167	0.558
excited	4.000(2.0,5.0)	5.000(5.0,6.0)	5.000(4.0,6.0)	24.355	0.000**

upset	3.000(1.0,4.0)	2.000(1.0,3.0)	2.000(1.0,3.0)	1.675	0.433
strong	4.000(3.0,5.0)	5.000(4.0,6.0)	5.000(4.0,5.0)	15.037	0.001**
guilty	2.000(1.0,3.0)	1.000(1.0,3.0)	2.000(1.0,4.0)	1.067	0.587
scared	2.000(1.0,4.0)	1.000(1.0,2.0)	2.000(1.0,3.0)	4.955	0.084
hostile	1.000(1.0,3.0)	1.000(1.0,2.0)	2.000(1.0,2.0)	1.692	0.429
enthusiastic	4.000(2.0,4.0)	5.000(5.0,6.0)	5.000(4.0,5.0)	26.233	0.000**
proud	4.000(3.0,4.0)	5.000(4.0,6.0)	4.000(3.0,5.0)	12.867	0.002**
irritable	2.000(1.0,4.0)	2.000(1.0,3.0)	3.000(1.0,3.0)	0.625	0.732
alert	2.000(1.0,4.0)	2.000(1.0,3.0)	2.000(1.0,3.0)	1.050	0.592
ashamed	2.000(1.0,3.0)	2.000(1.0,2.0)	2.000(1.0,3.0)	1.920	0.383
inspired	4.000(2.0,5.0)	5.000(4.0,6.0)	4.000(3.0,5.0)	10.205	0.006**
nervous	3.000(1.0,4.0)	2.000(1.0,3.0)	3.000(1.0,4.0)	2.855	0.240
determined	4.000(2.0,5.0)	4.000(2.0,5.0)	4.000(3.0,5.0)	0.494	0.781
attentive	4.000(2.0,5.0)	5.000(3.0,6.0)	4.000(3.0,5.0)	2.503	0.286
jittery	2.000(1.0,4.0)	2.000(1.0,3.0)	2.000(1.0,5.0)	1.771	0.412
active	4.000(3.0,5.0)	5.000(4.0,6.0)	4.000(3.0,5.0)	9.233	0.010**
afraid	3.000(1.0,4.0)	2.000(1.0,3.0)	3.000(1.0,4.0)	1.810	0.405

* *p*<0.05 ** *p*<0.01

ELM shows higher and significant differences (p<0.05) from everyday experience in all seven emotions. In addition, there is also significant differences between ELM and LC in enthusiastic(p < 0.05) (Table 10).

Table 10

Pairwise Comparisons - Emotions After Experiences.

	(I)	(J)	(I)Median	(J)Median	Median Difference(I-J)	Adj. Sig.a
interested	Everyday experience	Experiential luxury moment	4.000	5.000	-1.000	0.000**
	Everyday experience	Luxury consumption	4.000	5.000	-1.000	0.115
	Experiential luxury moment	Luxury consumption	5.000	5.000	0.000	0.094
excited	Everyday experience	Experiential luxury moment	4.000	5.000	-1.000	0.000**
	Everyday experience	Luxury consumption	4.000	5.000	-1.000	0.008**
	Experiential luxury moment	Luxury consumption	5.000	5.000	0.000	0.174
strong	Everyday experience	Experiential luxury moment	4.000	5.000	-1.000	0.000**
	Everyday experience	Luxury consumption	4.000	5.000	-1.000	0.100
	Experiential luxury moment	Luxury consumption	5.000	5.000	0.000	0.243

	Everyday experience	Experiential luxury moment	4.000	5.000	-1.000	0.000**
enthusiastic	Everyday experience	Luxury consumption	4.000	5.000	-1.000	0.033*
	Experiential luxury moment	Luxury consumption	5.000	5.000	0.000	0.030*
	Everyday experience	Experiential luxury moment	4.000	5.000	-1.000	0.001**
proud	Everyday experience	Luxury consumption	4.000	4.000	0.000	0.300
	Experiential luxury moment	Luxury consumption	5.000	4.000	1.000	0.158
	Everyday experience	Experiential luxury moment	4.000	5.000	-1.000	0.004**
inspired	Everyday experience	Luxury consumption	4.000	4.000	0.000	0.242
	Experiential luxury moment	Luxury consumption	5.000	4.000	1.000	0.447
	Everyday experience	Experiential luxury moment	4.000	5.000	-1.000	0.011*
active	Everyday experience	Luxury consumption	4.000	4.000	0.000	1.000
	Experiential luxury moment	Luxury consumption	5.000	4.000	1.000	0.078

a. Significance values have been adjusted by the Bonferroni correction for multiple tests

* p<0.05 ** p<0.01

Comparisons between emotions

There is little change in emotion before and after daily experience, only upset shows a significant difference (t = 2.267, P = 0.032) (Table 11).

Table 11

Paired t-test- Everyday experience.

Items			Paired (M±SD)		Mean difference(Paired1-Paired2)	*t*	*p*
			Paired1	Paired2			
interested_before	*Paired*	interested_after	3.81±1.24	4.11±1.48	-0.30	-1.354	0.187
distressed_before	*Paired*	distressed_after	2.89±1.40	2.41±1.31	0.48	2.050	0.051
excited_before	*Paired*	excited_after	3.44±1.05	3.59±1.60	-0.15	-0.583	0.565
upset_before	*Paired*	upset_after	3.07±1.49	2.56±1.40	0.52	2.267	0.032*
strong_before	*Paired*	strong_after	3.44±1.50	3.52±1.58	-0.07	-0.372	0.713
guilty_before	*Paired*	guilty_after	2.22±1.22	2.22±1.31	0.00	0.000	1.000
scared_before	*Paired*	scared_after	2.44±1.34	2.41±1.37	0.04	0.196	0.846
hostile_before	*Paired*	hostile_after	2.00±1.18	2.11±1.45	-0.11	-1.000	0.327
enthusiastic_before	*Paired*	enthusiastic_after	3.52±1.16	3.37±1.33	0.15	0.642	0.527
proud_before	*Paired*	proud_after	3.37±1.18	3.52±1.37	-0.15	-0.596	0.556
irritable_before	*Paired*	irritable_after	2.93±1.47	2.44±1.45	0.48	1.999	0.056
alert_before	*Paired*	alert_after	2.67±1.41	2.63±1.67	0.04	0.171	0.866

ashamed_before	*Paired*	ashamed_after	2.07±1.17	2.22±1.25	-0.15	-0.941	0.355
inspired_before	*Paired*	inspired_after	3.22±1.15	3.37±1.69	-0.15	-0.558	0.581
nervous_before	*Paired*	nervous_after	2.70±1.46	2.74±1.48	-0.04	-0.196	0.846
determined_before	*Paired*	determined_after	3.59±1.60	3.56±1.58	0.04	0.135	0.894
attentive_before	*Paired*	attentive_after	4.00±1.80	3.74±1.72	0.26	0.878	0.388
jittery_before	*Paired*	jittery_after	2.52±1.37	2.67±1.57	-0.15	-0.779	0.443
active_before	*Paired*	active_after	3.67±1.47	3.93±1.59	-0.26	-1.427	0.166
afraid_before	*Paired*	afraid_after	2.70±1.41	2.70±1.46	0.00	0.000	1.000

* *p*<0.05 ** *p*<0.01

For LC, only excited and proud show significant differences (p<0.05) and increasing trend (Table 12).

Table 12

Paired t-test – LC.

Items			Paired (M±SD)		Mean difference(Paired1-Paired2)	*t*	*p*
			Paired1	Paired2			
interested_before	*Paired*	interested_after	4.74±1.23	4.93±1.07	-0.19	-0.817	0.421
distressed_before	*Paired*	distressed_after	2.44±1.22	2.37±1.42	0.07	0.402	0.691
excited_before	*Paired*	excited_after	4.30±1.38	4.93±1.21	-0.63	-2.628	0.014*
upset_before	*Paired*	upset_after	2.41±1.19	2.11±1.15	0.30	1.551	0.133
strong_before	*Paired*	strong_after	4.04±1.51	4.44±1.63	-0.41	-1.655	0.110
guilty_before	*Paired*	guilty_after	2.30±1.32	2.41±1.60	-0.11	-0.462	0.648
scared_before	*Paired*	scared_after	2.22±1.12	2.07±1.21	0.15	0.596	0.556
hostile_before	*Paired*	hostile_after	1.96±1.19	1.78±0.80	0.19	1.224	0.232
enthusiastic_before	*Paired*	enthusiastic_after	4.07±1.17	4.41±1.34	-0.33	-1.433	0.164
proud_before	*Paired*	proud_after	3.81±1.21	4.26±1.38	-0.44	-2.280	0.031*
irritable_before	*Paired*	irritable_after	2.74±1.48	2.44±1.19	0.30	1.396	0.175
alert_before	*Paired*	alert_after	2.67±1.57	2.41±1.39	0.26	1.022	0.316
ashamed_before	*Paired*	ashamed_after	2.11±1.28	2.22±1.22	-0.11	-0.462	0.648
inspired_before	*Paired*	inspired_after	3.70±1.35	4.19±1.57	-0.48	-1.907	0.068
nervous_before	*Paired*	nervous_after	2.85±1.43	3.04±1.76	-0.19	-0.495	0.624
determined_before	*Paired*	determined_after	3.81±1.52	3.89±1.69	-0.07	-0.337	0.739
attentive_before	*Paired*	attentive_after	3.96±1.40	4.07±1.41	-0.11	-0.462	0.648

jittery_before	*Paired*	jittery_after	2.26±1.20	2.78±1.78	-0.52	-1.763	0.090
active_before	*Paired*	active_after	4.07±1.47	4.30±1.46	-0.22	-1.185	0.247
afraid_before	*Paired*	afraid_after	3.00±1.47	2.63±1.36	0.37	1.442	0.161

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

The paired t-test shows differences in 11 groups for ELM ($p < 0.05$). Specifically, after experiencing ELM, interested, excited, strong, enthusiastic, proud and active moods are significantly higher. The item of irritable, alert, ashamed, nervous and afraid is significantly reduced after experiencing ELM (Table 13).

Table 13

Paired t-test-ELM.

Items			Paired (M±SD)		Mean difference(Paired1-Paired2)	*t*	*p*
			Paired1	Paired2			
interested_before	*Paired*	interested_after	4.78±1.22	5.56±0.89	-0.78	-2.603	0.015*
distressed_before	*Paired*	distressed_after	2.63±1.57	2.07±1.27	0.56	1.859	0.074
excited_before	*Paired*	excited_after	4.52±1.09	5.59±1.01	-1.07	-3.808	0.001**
upset_before	*Paired*	upset_after	2.70±1.44	2.22±1.40	0.48	1.637	0.114
strong_before	*Paired*	strong_after	4.19±1.47	5.19±1.36	-1.00	-3.824	0.001**
guilty_before	*Paired*	guilty_after	2.15±1.54	2.00±1.39	0.15	0.537	0.596
scared_before	*Paired*	scared_after	2.11±1.55	1.70±1.23	0.41	1.655	0.110
hostile_before	*Paired*	hostile_after	2.11±1.40	1.59±0.89	0.52	2.009	0.055
enthusiastic_before	*Paired*	enthusiastic_after	4.56±1.42	5.33±1.18	-0.78	-2.524	0.018*
proud_before	*Paired*	proud_after	3.74±1.29	4.93±1.59	-1.19	-3.751	0.001**
irritable_before	*Paired*	irritable_after	3.00±1.62	2.22±1.31	0.78	2.954	0.007**
alert_before	*Paired*	alert_after	2.70±1.84	2.15±1.35	0.56	2.110	0.045*
ashamed_before	*Paired*	ashamed_after	2.37±1.64	1.85±1.17	0.52	2.563	0.017*
inspired_before	*Paired*	inspired_after	3.96±1.58	4.74±1.43	-0.78	-1.908	0.068
nervous_before	*Paired*	nervous_after	3.26±1.83	2.26±1.23	1.00	3.312	0.003**
determined_before	*Paired*	determined_after	3.67±1.54	3.52±1.74	0.15	0.458	0.651
attentive_before	*Paired*	attentive_after	4.07±1.41	4.44±1.60	-0.37	-1.205	0.239

jittery_before	*Paired*	jittery_after	2.52±1.65	2.19±1.44	0.33	1.669	0.107
active_before	*Paired*	active_after	4.37±1.39	5.07±1.52	-0.70	-2.337	0.027*
afraid_before	*Paired*	afraid_after	3.00±1.73	2.30±1.38	0.70	2.702	0.012*

* p<0.05 ** p<0.01

4.2.3.6 Motivations

Intrinsic motivation

Firstly, the normality test shows significant differences in self-life style, escape and relationship, novelty and knowledge, and hedonism (p< 0.05), so they do not have the nature of normality (Table 14).

Table 14

Normality test for intrinsic motivation.

Items	n	Mean	Std.	Skewness	kurtosis	Kolmogorov-Smirnov test	
						Statistic D	p
self-development	81	5.048	1.086	-0.432	1.319	0.085	0.154
Self-life style	81	4.955	1.362	-0.929	1.523	0.157	0.000**
Escape and relationship	81	4.942	1.366	-0.968	1.340	0.143	0.000**
Novelty and knowledge	81	4.432	1.614	-0.643	-0.118	0.123	0.004**
Hedonism	81	4.867	1.432	-0.791	0.819	0.103	0.035*

* p<0.05 ** p<0.01

Self-development shows a significant level of 0.01 (F = 8.523, P = 0.000) (table 15). LSD results show significant differences (p<0.05) and ELM's value is higher than other experiences respectively (Table 16).

Table 15

ANOVA for self-development.

	Experience (Mean±Std. Deviation)			F	p
	Everyday experience (n=27)	Experiential Luxury Moment (n=27)	Luxury Consumption (n=27)		
self-development	4.54±1.22	5.65±0.79	4.95±0.93	8.523	0.000**

* p<0.05 ** p<0.01

Table 16
LSD Test for self-development.

	(I)	(J)	(I)Mean	(J)Mean	Mean Difference(I-J)	*p*
self-development	Everyday experience	Experiential luxury moment	4.545	5.651	-1.106	0.000**
	Everyday experience	Luxury consumption	4.545	4.947	-0.402	0.142
	Experiential luxury moment	Luxury consumption	5.651	4.947	0.704	0.011*

* p<0.05 ** p<0.01

The nonparametric test shows significant differences for escape and relationship, novelty and knowledge, and Hedonism (p < 0.05) (Table 17).

Table 17
Nonparametric test for intrinsic motivations.

	Experience Median (P_{25} , P_{75})			Kruskal-Wallis *H*	*p*
	Everyday experience (*n*=27)	Experiential Luxury Moment (*n*=27)	Luxury Consumption (*n*=27)		
Self-life style	4.667(3.3,5.0)	5.333(4.7,6.0)	5.000(4.7,6.0)	5.410	0.067
Escape and relationship	5.000(4.3,5.3)	5.667(5.0,6.3)	4.667(3.7,5.3)	16.064	0.000**
Novelty and knowledge	4.333(2.3,5.3)	5.333(5.0,6.3)	4.000(3.0,5.0)	18.757	0.000**
Hedonism	4.000(3.0,5.0)	6.000(5.0,6.5)	5.000(4.5,5.8)	25.307	0.000**

* p<0.05 ** p<0.01

For escape and relationship and novelty and knowledge, the value of ELM is greater than the other two respectively (Table 18).

Table 18
Pairwise Comparisons of Experience for intrinsic motivations.

	(I)	(J)	(I)Median	(J)Median	Median Difference(I-J)	*Adj. Sig.*[a]
Escape and relationship	Everyday experience	Experiential luxury moment	5.000	5.667	-0.667	0.005**
	Everyday experience	Luxury consumption	5.000	4.667	0.333	1.000
	Experiential luxury moment	Luxury consumption	5.667	4.667	1.000	0.001**
Novelty and knowledge	Everyday experience	Experiential luxury moment	4.333	5.333	-1.000	0.001**
	Everyday experience	Luxury consumption	4.333	4.000	0.333	1.000
	Experiential luxury moment	Luxury consumption	5.333	4.000	1.333	0.000**
Hedonism	Everyday experience	Experiential luxury moment	4.000	6.000	-2.000	0.000**
	Everyday experience	Luxury consumption	4.000	5.000	-1.000	0.005**
	Experiential luxury moment	Luxury consumption	6.000	5.000	1.000	0.211

a. Significance values have been adjusted by the Bonferroni correction for multiple tests

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

Extrinsic Motivation

None of the extrinsic motivation shows significant differences among three experience (p>0.05) (Table 19).

Table 19

Nonparametric test for extrinsic motivation.

	Experience Median (P_{25}, P_{75})			Kruskal-Wallis *H*	*p*
	Everyday experience (*n*=27)	Experiential Luxury Moment (*n*=27)	Luxury Consumption (*n*=27)		
Search for high social status	3.333(2.3,4.3)	3.667(2.7,5.0)	3.667(2.3,4.7)	0.738	0.691
Ostention	2.500(1.0,4.0)	3.000(1.0,4.0)	2.500(1.0,4.0)	0.254	0.881
Elitism	4.000(3.0,4.7)	4.667(3.3,5.7)	4.333(3.7,5.3)	4.371	0.112

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

4.2.4 Physiological differences

4.2.4.1 EEG result

A one-way ANOVA with repeated measures revealed no significant differences in EEG amplitudes across the bandwidths of three experiences when recalling (p>0.05) (Table 20).

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Table 20
The EEG amplitude under different experimental stages.

variables	Everyday experience (A)	Experiential luxury moment (B)	Luxury consumption (C)	F	p
Total Delta	0.578(0.301)	0.625(0.338)	0.592(0.303)	0.145	0.865
Total Theta	0.598(0.430)	0.593(0.434)	0.571(0.389)	0.031	0.97
Total Alpha	2.546(2.595)	2.301(2.492)	2.412(2.469)	0.063	0.939
Total Beta	0.227(0.107)	0.223(0.124)	0.190(0.076)	1.023	0.364

4.2.4.2 Emotions in recall
A nonparametric test showed significant differences for all emotions except for sad (Table 21).

Table 21
Nonparametric test for emotion.

	Experience Median (P_{25} , P_{75})			Kruskal-Wallis *H*	*p*
	Daily Experience (*n*=27)	Experiential Luxury Moment (*n*=27)	Luxury Consumption (*n*=27)		
lively	4.000(4.0,5.0)	6.000(5.0,7.0)	5.000(4.0,6.0)	22.366	0.000**
peppy	4.000(3.0,5.0)	6.000(5.0,7.0)	5.000(4.0,6.0)	24.764	0.000**
active	4.000(4.0,5.0)	6.000(5.0,6.0)	5.000(4.0,6.0)	16.322	0.000**
happy	4.000(4.0,5.0)	6.000(5.0,7.0)	5.000(5.0,6.0)	25.055	0.000**
loving	4.000(3.0,4.0)	6.000(4.0,7.0)	5.000(4.0,6.0)	16.141	0.000**
caring	4.000(3.0,4.0)	5.000(4.0,6.0)	4.000(4.0,5.0)	7.754	0.021*
drowsy	4.000(3.0,5.0)	2.000(1.0,3.0)	2.000(1.0,3.0)	23.263	0.000**
tired	4.000(3.0,5.0)	2.000(1.0,3.0)	2.000(1.0,3.0)	26.543	0.000**
nervous	3.000(2.0,4.0)	2.000(1.0,3.0)	3.000(1.0,5.0)	6.090	0.048*
calm	5.000(4.0,5.0)	4.000(2.0,5.0)	4.000(3.0,4.0)	8.877	0.012*
gloomy	3.000(2.0,4.0)	1.000(1.0,3.0)	2.000(1.0,3.0)	7.323	0.026*
fed up	3.000(2.0,4.0)	1.000(1.0,2.0)	2.000(1.0,3.0)	14.602	0.001**
sad	2.000(1.0,3.0)	1.000(1.0,3.0)	2.000(1.0,3.0)	1.449	0.485
jittery	2.000(1.0,3.0)	1.000(1.0,3.0)	3.000(1.0,4.0)	8.587	0.014*
grouchy	2.000(1.0,3.0)	1.000(1.0,2.0)	2.000(1.0,3.0)	6.145	0.046*
content	4.000(3.0,5.0)	6.000(5.0,6.0)	5.000(4.0,6.0)	10.138	0.006**

* p<0.05 ** p<0.01

Pairwise comparison shows significant differences in these 15 items between daily experience and ELM. It has a significant difference between an ELM and LC in jittery ($p<0.05$), and value in ELM is small. (Table 22).

Table 22
Pairwise comparisons for emotion.

	(I)	(J)	(I)Median	(J)Median	Median Difference(I-J)	*Adj. Sig.*[a]
lively	Daily Experience	Experiential luxury moment	4.000	6.000	-2.000	0.000**
	Daily Experience	Luxury consumption	4.000	5.000	-1.000	0.038*
	Experiential luxury moment	Luxury consumption	6.000	5.000	1.000	0.076
peppy	Daily Experience	Experiential luxury moment	4.000	6.000	-2.000	0.000**
	Daily Experience	Luxury consumption	4.000	5.000	-1.000	0.006**
	Experiential luxury moment	Luxury consumption	6.000	5.000	1.000	0.201
active	Daily Experience	Experiential luxury moment	4.000	6.000	-2.000	0.000**
	Daily Experience	Luxury consumption	4.000	5.000	-1.000	0.009*
	Experiential luxury moment	Luxury consumption	6.000	5.000	1.000	1.000
happy	Daily Experience	Experiential luxury moment	4.000	6.000	-2.000	0.000**
	Daily Experience	Luxury consumption	4.000	5.000	-1.000	0.009*
	Experiential luxury moment	Luxury consumption	6.000	5.000	1.000	0.139
loving	Daily Experience	Experiential luxury moment	4.000	6.000	-2.000	0.000**
	Daily Experience	Luxury consumption	4.000	5.000	-1.000	0.016*
	Experiential luxury moment	Luxury consumption	6.000	5.000	1.000	0.797
caring	Daily Experience	Experiential luxury moment	4.000	5.000	-1.000	0.017*
	Daily Experience	Luxury consumption	4.000	4.000	0.000	0.288
	Experiential luxury moment	Luxury consumption	5.000	4.000	1.000	0.813
drowsy	Daily Experience	Experiential luxury moment	4.000	2.000	2.000	0.000**
	Daily Experience	Luxury consumption	4.000	2.000	2.000	0.000**
	Experiential luxury moment	Luxury consumption	2.000	2.000	0.000	1.000
tired	Daily Experience	Experiential luxury moment	4.000	2.000	2.000	0.000**
	Daily Experience	Luxury consumption	4.000	2.000	2.000	0.000**
	Experiential luxury moment	Luxury consumption	2.000	2.000	0.000	1.000
nervous	Daily Experience	Experiential luxury moment	3.000	2.000	1.000	0.080
	Daily Experience	Luxury consumption	3.000	3.000	0.000	1.000
	Experiential luxury moment	Luxury consumption	2.000	3.000	-1.000	0.121
calm	Daily Experience	Experiential luxury moment	5.000	4.000	1.000	0.048*
	Daily Experience	Luxury consumption	5.000	4.000	1.000	0.019*
	Experiential luxury moment	Luxury consumption	4.000	4.000	0.000	1.000
gloomy	Daily Experience	Experiential luxury moment	3.000	1.000	2.000	0.022*
	Daily Experience	Luxury consumption	3.000	2.000	1.000	0.324

	(I)	(J)	(I)Median	(J)Median	Median Difference(I-J)	*Adj. Sig.*[a]
	Experiential luxury moment	Luxury consumption	1.000	2.000	-1.000	0.839
	Daily Experience	Experiential luxury moment	3.000	1.000	2.000	0.000**
fed up	Daily Experience	Luxury consumption	3.000	2.000	1.000	0.104
	Experiential luxury moment	Luxury consumption	1.000	2.000	-1.000	0.267
	Daily Experience	Experiential luxury moment	2.000	1.000	1.000	0.259
jittery	Daily Experience	Luxury consumption	2.000	3.000	-1.000	0.691
	Experiential luxury moment	Luxury consumption	1.000	3.000	-2.000	0.011*
	Daily Experience	Experiential luxury moment	2.000	1.000	1.000	0.047*
grouchy	Daily Experience	Luxury consumption	2.000	2.000	0.000	1.000
	Experiential luxury moment	Luxury consumption	1.000	2.000	-1.000	0.271
	Daily Experience	Experiential luxury moment	4.000	6.000	-2.000	0.006**
content	Daily Experience	Luxury consumption	4.000	5.000	-1.000	0.083
	Experiential luxury moment	Luxury consumption	6.000	5.000	1.000	1.000

a. Significance values have been adjusted by the Bonferroni correction for multiple tests

* p<0.05 ** p<0.01

4.2.4.3 Other behavioral data in recall

The nonparametric test shows significant differences in emotional reaction, physical reaction, olfactory, gustatory, valence, intensity and overt (p< 0.05) (Table 23).

Table 23

Nonparametric test for other behavioral data.

	Experience Median (P_{25} , P_{75})			Kruskal-Wallis H	p
	Daily Experience (n=27)	Experiential Luxury Moment (n=27)	Luxury Consumption (n=27)		
Vividness	5.000(4.0,6.0)	6.000(5.0,6.0)	5.000(4.0,6.0)	3.571	0.168
Emotional reaction	4.000(3.0,5.0)	6.000(5.0,6.0)	5.000(4.0,5.0)	18.254	0.000**
Physical reaction	4.000(2.0,4.0)	5.000(4.0,5.0)	4.000(2.0,5.0)	14.023	0.001**
Visual	5.000(5.0,6.0)	6.000(5.0,7.0)	6.000(5.0,7.0)	4.307	0.116
Auditory	5.000(3.0,6.0)	5.000(4.0,6.0)	5.000(4.0,5.0)	1.170	0.557
Olfactory	4.000(2.0,5.0)	4.000(3.0,5.0)	3.000(1.0,4.0)	8.138	0.017*

Gustatory	3.000(2.0,5.0)	5.000(3.0,5.0)	2.000(1.0,3.0)	12.721	0.002**
Tactile	5.000(3.0,5.0)	5.000(4.0,6.0)	5.000(3.0,6.0)	3.239	0.198
Setting	6.000(5.0,7.0)	6.000(5.0,7.0)	6.000(5.0,7.0)	1.440	0.487
Reliving	5.000(5.0,7.0)	5.000(5.0,7.0)	5.000(5.0,6.0)	1.497	0.473
Perspective	2.000(1.0,4.0)	2.000(1.0,2.0)	2.000(1.0,4.0)	0.964	0.617
Valence	4.000(4.0,5.0)	6.000(5.0,6.0)	5.000(4.0,6.0)	18.801	0.000**
Intensity	4.000(4.0,5.0)	5.000(5.0,6.0)	5.000(4.0,6.0)	16.317	0.000**
Covert	4.000(3.0,5.0)	4.000(4.0,5.0)	4.000(3.0,5.0)	2.961	0.228
Overt	4.000(3.0,5.0)	4.000(4.0,5.0)	3.000(2.0,4.0)	10.376	0.006**
Involuntary	4.000(2.0,4.0)	4.000(3.0,5.0)	4.000(2.0,5.0)	4.067	0.131
Belief	5.000(5.0,6.0)	5.000(5.0,6.0)	6.000(5.0,6.0)	1.500	0.472
Consequences	4.000(3.0,5.0)	5.000(4.0,5.0)	4.000(3.0,5.0)	3.099	0.212

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

For emotional reaction, physical reaction and valence, ELM shows significant differences ($p< 0.05$), and is higher than everyday experience and LC respectively. For olfactory, gustatory and overt, ELM shows significant differences ($p< 0.05$) and is higher than LC. For intensity, ELM shows significant differences ($p< 0.05$) and is greater than everyday experience.

Table 24

Pairwise Comparisons for other behavioral data.

	(I)	(J)	(I)Median	(J)Median	Median Difference(I-J)	*Adj. Sig.*[a]
Emotional reaction	Daily Experience	Experiential luxury moment	4.000	6.000	-2.000	0.000**
	Daily Experience	Luxury consumption	4.000	5.000	-1.000	0.685
	Experiential luxury moment	Luxury consumption	6.000	5.000	1.000	0.010*
Physical reaction	Daily Experience	Experiential luxury moment	4.000	5.000	-1.000	0.001**
	Daily Experience	Luxury consumption	4.000	4.000	0.000	0.729
	Experiential luxury moment	Luxury consumption	5.000	4.000	1.000	0.038*
Olfactory	Daily Experience	Experiential luxury moment	4.000	4.000	0.000	1.000
	Daily Experience	Luxury consumption	4.000	3.000	1.000	0.148
	Experiential luxury moment	Luxury consumption	4.000	3.000	1.000	0.017*

	Daily Experience	Experiential luxury moment	3.000	5.000	-2.000	0.228
Gustatory	Daily Experience	Luxury consumption	3.000	2.000	1.000	0.219
	Experiential luxury moment	Luxury consumption	5.000	2.000	3.000	0.001**
	Daily Experience	Experiential luxury moment	4.000	6.000	-2.000	0.000**
Valence	Daily Experience	Luxury consumption	4.000	5.000	-1.000	0.591
	Experiential luxury moment	Luxury consumption	6.000	5.000	1.000	0.010*
	Daily Experience	Experiential luxury moment	4.000	5.000	-1.000	0.000**
Intensity	Daily Experience	Luxury consumption	4.000	5.000	-1.000	0.176
	Experiential luxury moment	Luxury consumption	5.000	5.000	0.000	0.096
	Daily Experience	Experiential luxury moment	4.000	4.000	0.000	0.365
Overt	Daily Experience	Luxury consumption	4.000	3.000	1.000	0.283
	Experiential luxury moment	Luxury consumption	4.000	3.000	1.000	0.004**

a. Significance values have been adjusted by the Bonferroni correction for multiple tests

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

5. Discussion and Conclusion

5.1. Discussion and Limitation

To begin with, seven psychological characteristics of ELM in tourism have been identified. Firstly, Individuals' perception of scarcity contributes to ELM. The unexpected and unrepeatable nature of the experience makes it feel more scarce, as von Wallpach et al.(2020) concluded. Second, in previous studies, escapism has been considered a lasting experience (Kang et al., 2016). However, the escapism in this study is based on fleeting moments, which is in line with Özbölük (2020) and von Wallpach (2020). Thirdly, it is consistent with von Wallpach et al. (2020), the state of positive thinking promotes moments to become luxurious. mindfulness allows people have a deeper connection with themselves. It is consistent with von Wallpach et al. (2020), where. Fourth, the finding of idle time-wasting is similar to that of Shin and Back (2020), who found that wasting time or being lazy whereas traveling is viewed as a luxury time expenditure. Fifthly, for Memorability, luxury moment is seen as a respite from everyday life (von Wallpach et al., 2020), such unusual and atypical practices and moments are more likely to be recalled (Reder et al., 2002). Sixthly, visitors are more likely to experience ELMs when they feel spatially private. This supports part of Iloranta's (2019) findings. However, his emphasis on privacy is more associated with expensive, tailored services, and the privacy in this study focuses on spatial sense of privatization. Furthermore, in tourism, interaction with locals and a sense of inclusion are considered important factors in enhancing experiences (Chandralal & Valenzuela, 2013).

Secondly, a further consideration is the physiological differences among three experiences. It becomes evident that the ELM is more active in olfactory, gustatory and overt ways than LC. It may be because people have stronger memories of extraordinary and unusual events and that their memories are more vivid (Myers, 2003). However, surprisingly, there were no significant differences in the brain activity during recall, whereas Conway et al. (2002) found that when people recall different experiences, their neural networks are active in different brain regions. It does not coincide with our findings.

Thirdly, the differences among the three are mainly in the cost of occurrence, emotional impact, psychological state, and motivation. First, the conclusion that LC has a high monetary cost has become a consensus view among scholars (e.g. Dubois et al., 2020), while ELM in travel is more associated with time costs because it is more focused on personal experiences (Thomsen et al., 2020). For emotional impact, the ELM is perceived as a positive experience that departs from the regular daily routine and lasts for a considerable amount of time. It is consistent with that of von Wallpach (2020), who found that people can feel positive emotions when experiencing ELM. LC, however, is more likely to produce psychological burdens and trigger negative feelings such as guilt (McFerran, et al., 2014). Thirdly, the self-reflexivity of ELM is stronger, because it occurs while promoting mindfulness (von Wallpach, 2020), and offers an opportunity for self-inquiry (Sheldon, 2020). Lastly, for intrinsic motivation differences, it may be because that ELM is more concerned with spiritual values than material values (Hemetsber et al., 2012).

Theoretically, this study expands certain characteristics of the existing 'ELM' concept (Holmqvist et al., 2020; von Wallpach et al., 2020).). By refining characteristics into psycho-physiological traits and putting them into a tourism context, this study provides a new perspective on the theoretical construction of luxury experiences.

Secondly, it contributed to the field of experience research by adopting physiological measure (EEG). With innovative research design, approaches, and measurements, the nature and impact of experiential luxury was assessed from different facades with improved validity.

The third theoretical contribution is that this study distinguishes the nature of experiential luxury from other related concepts. Previous studies have attempted to distinguish the ELM from material LC (Thomsen et al., 2020) and compare it to everyday life (von Wallpach et al., 2020). Accordingly, this study further distinguishes ELM from the two concepts.

Empirically, this study contributes to the understanding of luxury from the consumer's perspective and is instructive for the design of travel experiences and social well-being. For instance, tourism companies may consider creating intimate and serene spaces where visitors can enjoy luxury against a backdrop of stunning natural beauty.

5.2. Conclusion

This study used physiological measures, surveys, and interviews to explore ELM in travel and to compare it to everyday and LC experiences. Seven psychological characteristics of ELM in tourism were identified. Physiologically, while brain activity during recall was similar for all three experiences, ELM had more active emotions, physical responses, and valence than everyday experiences. ELM was also more active in olfactory, gustatory, and overt experiences than LC. The main differences among the three experiences were in cost, emotional impact, psychological state, and motivation.

5.3. Limitations

The sample for this study was small and therefore only a small sample could be studied in depth. Further research can be conducted to expand the sample size, conduct further thematic studies, and examine the relationship between sample characteristics and ELM in travel context.

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Women as a Leader Participation in Civil Society and Social Reconstruction: New opportunities and Future Directions

Khalid, Rimsha
Prince of Songkla University
Phuket Campus, Thailand

Raza, Mohsin
Prince of Songkla University
Phuket Campus, Thailand

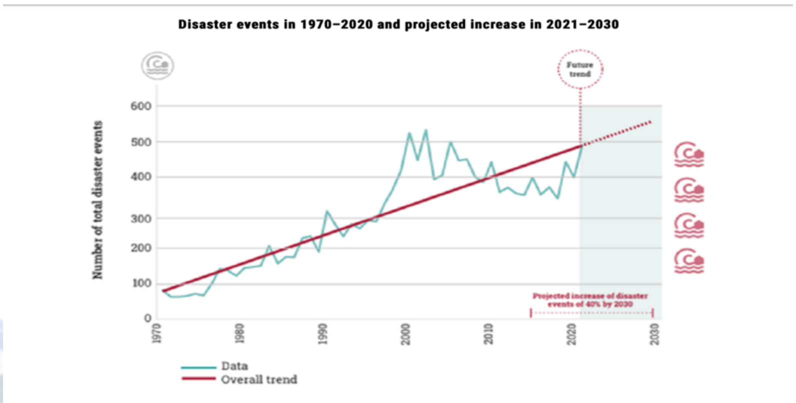
Abstract:

In many parts of the world, women entrepreneurs face significant barriers to entry into the tourism industry after natural disasters effects. It has been suggested that in the developing world, civil society organizations are better positioned than other participants to lead social reconstruction efforts. This study provides the conceptual idea that aims to explore the women's leadership effects on social efforts for women entrepreneurs in the tourism industry. Therefore, this study aims to conduct a review of women leadership and their participation in civil society organizations' roles by utilizing empirical evidence from secondary sources. It contends that while civil society organizations play a crucial role, they can serve in the social reconstruction of the female during natural disasters.

Keywords: women entrepreneurs, women leadership, civil society organizations, social reconstruction, the Tourism industry

1. Introduction

In the past ten years, emergencies have expanded from being limited to circumstances involving terrorism and civil unrest to include natural disasters like droughts, floods, and earthquakes (Staupe-Delgado & Rubin, 2022). These happenings have formed part of the higher threats that individuals have learned to survive and animate with it (Laganier & Veyret, 2022). According to Global Assessment Report (GAR 2022) the world will face every year approximately 560 disasters by 2030 (Pandey, 2022).



Source: UNDRR analysis based on the International Disaster Database

It is noted that natural catastrophes like storms, earthquakes, and floods can seriously harm infrastructure, including buildings, roads, and other pieces of property, which can interrupt tourism-

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related activities and make it more challenging for passengers to access their destinations (Islam et al., 2023). All things considered, natural catastrophes can have a substantial and enduring effect on the affected businesses, employees, local economies, as well as the hotel and tourism industry (Barattieri et al., 2023). Particularly hard hit by the severity of natural catastrophes has been women business owners in the hotel and tourism industries. For women business owners who may have few resources and no access to financial help, especially if they operate in rural or distant regions, this can result in property loss and damage to hotels, restaurants, and other tourism-related businesses (Neumayer & Plümper, 2007). Moreover, after a natural disaster, women business owners may suffer from effects on their mental health, such as stress, anxiety, and sadness. Financial and economic pressures, as well as the difficulties of starting their firms again, might intensify these effects (Fegert et al., 2020). Unfortunately, females are unable to get awareness and support in multifaceted emergencies and contribute to authority positions that might affect social reconstruction. They are powerless on how they can contribute to processes that create and sustain the identity of women for social construction and it has concerned the way in growth of leadership. (Cranney et al., 2008). "Leadership is one of the most observed and least understood phenomena on earth" (Oc et al., 2023). The other concern is the participation in civil society organizations to recognize these impacts and provide appropriate support and resources to help women entrepreneurs recover and rebuild their businesses (Kalogiannidis et al., 2023).

The paper attempts to offer an overview of the evolution of thought about leadership by prominence theories over time, the notion of women leadership performed as a discrete agent to be considered an emergent, collective process. This paper also explores the views of leadership on social reconstruction as well as feminist perspective. The study also discusses the participation in civil societies also gives social support to women in social reconstruction and discusses the possible areas for future exploration in the hospitality and tourism sector.

2. Literature Review

2.1 Women's Leadership and Social Construction Perspective

The number of literature on women's participation representation in leadership roles within unions has grown significantly during the past ten years. While this article primarily focuses on research done on women's leadership, it recognizes that union leadership involves a wider range of engagement and encompasses various forms of activism. As a result, the article includes research on women activists as well as those who hold positions as officials or staff members in trade unions. It is critical to recognize that women who are members of trade unions frequently provide informal leadership that often goes unnoticed, particularly at the local level (Barber, 2021). Furthermore, leadership has been studied from a feminist perspective, and there are discussions of women's leadership in the literature on industrial relationships. Because of space constraints, this article cannot provide a comprehensive summary of the literature. However, it draws on relevant literature to present a new perspective on how women's leadership in unions is socially constructed.

In the past, most societies contemplate that gender prohibited females from turning in leaders. Therefore, the inclination for mature females to be stereotyped and less compatible than men in leadership positions, is the witness in human history that how females have not usually been uncovered as leaders. The kind of society built several opinions for females, and this signified their involvement in personnel, therefore, taking control of leadership roles (Nett et al., 2022). Societies gradually grew the cultures that support masculinity versus feminism through the assistance of economic elements instead social aspects that support sustaining this stereotype (Cameron, 2022). In this sight, social practices are developed in association with gender, including the social practice related to organizing the business, social communities, school and government and containing the leadership roles in the positions of these organizations (Bullough et al., 2022). The social practices of women as a leadership reflected the reproductive division of collective bodies. In this way, women as a leader consider a noteworthy factor in success and preforming the leadership role toward civil society support with comfort (Smith & Sinkford, 2022). Hence, women with special individual qualities have a leaning for supportive decision making, the capability to share strength and well communication, experience in fostering the others' development and ease with the less hierarchical organization (Kiefner et al., 2022).

3. Methodology

The information regarding natural disasters in 2022, obtained through analysis of English-language articles, reports, and materials, can be found online, including various databases. To ensure a comprehensive search, Google Scholar and Google searches were also utilized, reducing the possibility of overlooking any relevant data also reviewed due to their relevance in this particular field of study.

4. Discussion and Conclusion

4.1. New Construction in Hospitality and Tourism sector

Women leaders can make a difference in civil societies by advocating for gender equality, promoting social justice, and championing human rights. They can also mentor young women, work to increase women's representation in positions of leadership, and support community development initiatives (Kontinen & Ndidde, 2023). Women leaders can also play an important role in addressing issues such as education, healthcare, poverty reduction, and environmental sustainability. Their contributions can contribute to more inclusive and equitable societies for everyone (Obayelu & Ogunlade, 2006). As a result, the hospitality and tourism industries have seen a new trend of women taking on leadership roles in disaster management (Alketbi et al., 2022).

Women leaders in civil society can help women entrepreneurs in natural disaster management by providing mentorship, training, and networking opportunities. They can assist in connecting women entrepreneurs with resources such as funding, business development assistance, and disaster preparedness and recovery information (Bobek et al., 2023). Women leaders can also advocate for policies that promote gender equity and address the unique challenges that women entrepreneurs face in disaster affected communities (Brown et al., 2023).

Additionally, they can also raise awareness about the importance of assisting women-owned businesses in disaster response and recovery efforts. By doing so, women leaders in civil society can help to build a more inclusive and resilient economy that benefits everyone (Sengupta & Al-Khalifa, 2022).

Women leadership’s multi-pronged system for accomplishing its targets included functioning with government organizations, essentially however the Disaster Management Authorities, instruments and line divisions for females at National, Provincial in developed and developing countries. The goal was for the Disaster Management Authorities to standard gender concerns into their progressing work, supporting Gender Cells creating strategies and plans execution. The implementation for useful activities in case of social reconstruction need collaboration and work of organizations. Women leadership’s also drew in with parliamentarians and common society to sharpen, make mindful and steer a discourse on the best way to react to the necessities of women and young women influenced by emergency. However, the leadership has a conceivable not just for gathering, also split the public views over issues in climate change.

4.2. Implications and Future Research opportunities

The study contributes to offer the new sight to women leadership in designing and implementing some projects for social reconstruction. It has outcomes within context, the establishing some institute of gender receptive planning in crises and disasters for women and girl's right protections and growth their women leadership capacities. It will help to civil societies to bring into line the strategic significance to help the women leaders on increase the flexibility in crises, disasters, and other external shocks. Besides, its beneficial for educational institutes to adopt some teaching and learning strategies to groom the females for gender equality and social justice. This study also helps to women leaders to enhance their social learning skills which need to develop the social rebuilding. Moreover, it contributes for policy makers in forming the policies for women to strengthening their social unity for their protection.

First, the study provides researchers and experts with future insights into social constructs. Deviance demonstrates how members of the knowledge class can create a new market for their services. They undermine the ability of a specific group of people to govern their own affairs independently. This statement implies that people require specialized expert assistance to understand their experiences and take control of their actions. Second, the study provides a foundation for future research into the responsiveness and sensitivity of the general public, police, courts, and social service agencies to the needs of these women. It should be noted, however, that battered women may face serious consequences for seeking such help. Third, while the study initiates the conceptual idea of women leaders in the hospitality and tourism sectors, future research should be conducted empirically and exploratorily.

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Moderation effect of government support on the crisis management of Phuket hotels

Sincharoenkul, Kris
Prince of Songkla University, Thailand

School of Hospitality, Tourism and Events
Taylor's University, Malaysia

Kannan, Suresh N.
School of Hospitality, Tourism and Events
Taylor's University, Malaysia

Subramaniam, Thanam
School of Hospitality, Tourism and Events
Taylor's University, Malaysia

Abstract:

Since the tourism industry generates high revenue but is affected by several crises, the government has been provided support to enhance the industry and mitigate the risk impacts. However, the support, which was consistently delivered to the industry, may negatively affect the industry instead. Thus, this research aims to analyse the effect of government support on the effectiveness of crisis management of hotels in a main tourist destination. 153 high-tier hotels participated in the survey with 3 managerial position hoteliers each. Then, 402 completed questionnaires were analysed by the PLS-SEM and the results revealed that government support negatively moderates the relationship between risk impacts and the effectiveness of crisis management of hotels. This study concludes by providing both theoretical and practical implications.

Keywords: Government support, Moderation effect, risk impacts, the effectiveness of crisis management, Phuket

1. Introduction

Since the tourism industry plays an important role in a country's economic development (Senbeto & Hon, 2020), the tourism industry in Thailand has been recognised as an important economic sector that generated approximately 20% of the country's GDP prior the COVID-19. Specifically, Phuket is a mass tourist destination in Thailand generating 18% of the total tourism revenue (Economics Tourism and Sports Division, 2019). Amid COVID-19, Phuket still had a GPP of 3.85 billion USD in 2020, of which 28% was the accommodation and food businesses (Office of the National Economic and Social Development Council, 2022). Although the tourism industry has been generating high GDP, the industry is highly vulnerable to crises (Aliperti et al., 2019) such as political events, terrorism, health issues, financial crisis, natural disaster, and human errors (Wut et al., 2021).

Therefore, since the tourism industry is economically important but highly susceptible to crises, the government has been providing support to this industry for enhancing its competitiveness, maintaining its productivity of industry, diverting the risks (Abate et al., 2020), or correct the failures during a crisis (Hung et al., 2018; Tse et al., 2006). However, the industries would request support from the government only when they were affected by external crises that were beyond their capability to handle (Israeli et al., 2011; Lai & Wong, 2020; Kato & Charoenrat, 2018; Tse et al., 2006) such as the COVID-19 (Pavlatos et al., 2020; Hidalgo et al., 2022). In addition, the effectiveness and efficiency of government policies affect the establishment of crisis management in the industry (Ritchie & Jiang, 2019), however, there is less emphasis on government support for crisis management of the hotel, especially in times of crisis (Blake & Sinclair, 2003; Salem et al., 2021).

However, apart from the benefits, the support could negatively impact an organisation in terms of the moral hazards that cause the organisations in taking more risks to exceed the normal situation and expect to receive the support (Farhi & Tirole, 2012), and the increasing of the risk-taking behaviour (Cohen et al., 2013; Hoque et al., 2015). Also, the support provided to the hotel industry may not be well-balanced between the needs and the support.

Therefore, since the limitation of relevant hospitality crisis research on the effects of government support in the hotel industry, this study aims to analyse the moderating effect of government support on the relationship between risk impacts and the effectiveness of crisis management for maximising the efficiency of the government support which is taxpayers' money. The scope of this study is four- and five-star hotels in Phuket since they tend to maintain their service quality for most international tourists.

2. Literature Review

2.1. Risk impacts on hotels

Risks are unpredicted events affecting the availability of business resources, which may cause business operations to be suspended or ceased. Based on the 4M management theory, business resources can be classified into four dimensions including money, materials, men, and management (Drucker, 2011; Drucker, 2012). The money resources can be disrupted by the financial-related risks which affect the business operations. The risks include capital decrease, debt payment failure increasing (Hayes, 2021), poor capital management, the low capability of financial obligations (Chen, 2020), sales loss, decreasing in tourist numbers and spending (Jin et al., 2019; Liu, 2014), and the currency exchange (Khalid et al., 2020). The operation-related risks, which can disrupt materials availability and suspense the services, include disasters, accidents, workplace violence, product harm, and management misconduct (Coombs, 2019), lack of a plan and budget for either preventive (TWI, 2021b) or corrective procedures (TWI, 2021a). In an employee-based business, the risks include low performance and morality, lack of good collaboration and teamwork (Lai & Wong, 2020), unclear job-related information, and misunderstanding and miscommunication among employees (Niininen, 2013). Last, as the service-oriented industry, the hotels may face customer-related risks such as injuries, accidents bad behaviours, fighting, property damage (NDML, 2020; Resolver, 2015), and reputational crises caused by guests expressing their satisfaction (Coombs, 2019) based on the service quality, professionalism, value proposition, and facilities (Pakurár et al., 2019).

2.2. Crisis management responses

To solve the financial losses, cost-saving practices are the simple responses (Niininen, 2013). Also, postponing payment can extend the business cash level (Lai & Wong, 2020). The re-evaluation of the financial and investment plan should be done post-crisis to realise the current organizational financial status (Pavlatos et al., 2020). However, for the employee payrolls, hotels tend to apply alternative actions such as voluntarily unpaid vacation, changing operating procedures, stopping recruitment, replacing lower-paid employees, and manpower outsourcing (Niininen, 2013; Pavlatos et al. 2020; Lai and Wong, 2020). The operation-related risks can be responded to by substituting lower-cost supplies to maintain service operations (Margherita & Heikkila, 2021), executing the planned preventive and corrective procedures (Lai & Wong, 2020), and temporarily shutting down or postponing the maintenance of the less-used facilities (Pavlatos et al., 2020). Post-crisis hotels should re-evaluate the workflows and the availability of products and services by revising the warehouse, procurement and logistics process, optimising production capacity, redefining production plans, and enhancing workforce security (Margherita & Heikkila, 2021). Next, the employee-related risks can be responded to by maintaining morality during the crisis, emphasizing the mutual understanding of the crisis (Lai & Wong, 2020), and providing compensation, subsidisation and support (Margherita & Heikkila, 2021). Post-crisis hotels should re-evaluate employee-related policies, improve communication channels, implement a risk-management team and comprehensive emergency plans (Margherita & Heikkila, 2021), and evaluate outsourcing (Lai & Wong, 2020). Last, the customer-related risks can be responded to by forming a communication channel to keep customers informed about the crisis and offering financial and emotional assistance to relieve anxiety and anger (Margherita & Heikkila, 2021). Post-crisis hotels should re-evaluate promotions to convince customers to return (Lai & Wong, 2020; Pavlatos et al., 2020), present the complete resumption for gaining the customers' confidence, improve communication channels, update customer databases, and re-branding the market strategies (Margherita & Heikkila, 2021).

2.3. Government support in the tourism industry

Based on the public interest theory (Kahn, 1988; Spulber, 1989) claims the role of regulation in correcting market failures and developing economic performance, the government can issue support in terms of either bulk policies supporting all industries or specific policies supporting particular businesses. The national government can provide high-impact support, but a slow process and unspecified targets, while the local government can provide specific support and a quick process, but low or insufficient power (Tetlow & Dalton, 2020). For enhancing the industry, the support could lower the possible risks in the businesses.

First, to divert the financial-related risks, the support could increase the sufficiency of working capital and reduce the burden on businesses such as an extension of tax payment, provision of low-interest loans with long repayment periods, and VAT reduction (Pavlatos et al., 2020), tax benefits (Lai & Wong, 2020), tax deduction and exemption, funds provision, and capacity-building programs (Kato & Charoenrat, 2018). To reduce operation-related risks, the government can enhance the working conditions and provide supporting tasks such as providing official guidelines, manuals, and operational standards (Kato & Charoenrat, 2018), free consultations on building standards, rescue plans, safety inspections, fire compliance inspections, and regular patrols on criminal activities (Niininen, 2013). Also, the development of public infrastructures such as roads, public transport, power plant, and water supply can improve economic competitiveness and reduce the chances of service suspension of the industries. To mitigate risks caused by employees, the government can offer free training for employees to enhance their job-related knowledge and skills for being employees (Niininen, 2013), especially during and after a crisis (Pappas, 2018). Employee subsidiaries may be provided during a crisis to reduce labour costs (Lai & Wong, 2020; Pavlatos et al., 2020). Also, the government can provide subsidies and tax reductions to hotels to secure job positions, welfare, and benefits for the employees (Bruhn, 2020; Kato & Charoenrat, 2018; Tse et al., 2006). Further, the government can provide support to reduce the risks caused by customers. The government may provide subsidies to customers who are affected by a crisis (Lai & Wong, 2020). Also, the government can support funds for additional expenses to enhance the customers' safety such as COVID-19 preventive procedures (Pavlatos et al., 2020). National tourism campaigns and destination branding are promoted by the government for regaining tourist confidence and destination attractiveness.

Since Phuket is a major tourist destination and has encountered both international crises such as Tsunami, SARS, and COVID-19, and domestic crises such as the political airports' seizure, military coups, and many major tourist accidents, which resulted in negative provincial revenue in the relevant years (NESDC, 2019). Phuket has received government support including infrastructure development for improving resource sufficiencies such as electricity (MGR Online, 2017) and water supply (Prachachat Online, 2020), the tourism campaigns such as Amazing Thailand in 1997 (Cumming-Bruce, 1999), and Even More Amazing Thailand in 2021 (Crutchley, 2021), and the crisis recoveries schemes such as Tsunami (United Nations Country Team in Thailand, 2005), SARS, (The Star, 2003), the bird flu (BBC News, 2004), and COVID-19 (see. Royal Thai Embassy, 2021; SHAThailand, 2021; Online reporters, 2022).

2.4. Conceptual framework

As can be seen in Figure 1, the conceptual framework of this research by applying the public interest theory to explain the moderation effect of government support on the relationship between risk impacts and the effectiveness of crisis management in the hotel industry.

H1: Government support moderates the risk impacts on the effectiveness of crisis management.

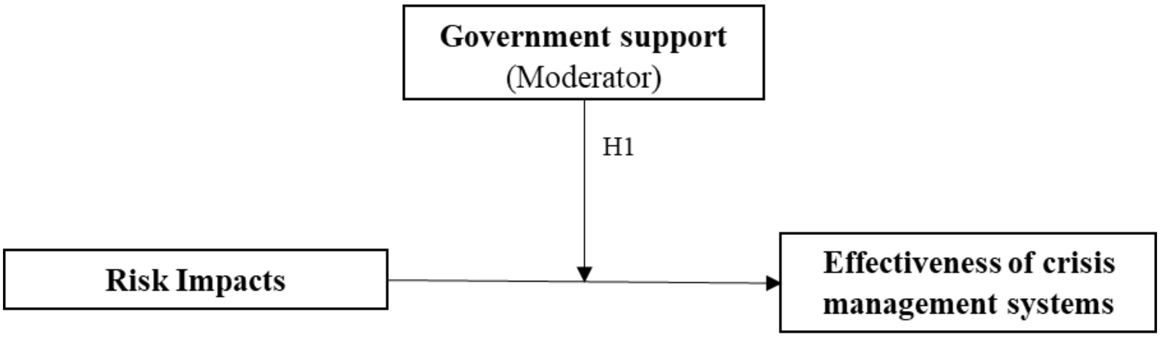

Figure 1: Conceptual framework of the research

3. Methodology

3.1. Measurement

This study used the questionnaire survey setting the sampling frame on the four and five-star hotels in Phuket since the high-tier hotels tend to concern about service quality and implemented crisis management. Also, low-tier hotels may have a limitation on the implementation of crisis management in terms of budget and manpower (Chan et al., 2021; Pavlatos et al., 2020).

Since Thailand has no official hotel rating system, 241 four-and five-star hotels in Phuket were retrieved from TripAdvisor, which is the largest public tourist information website (TripAdvisor, n.d.). Based on the online statistical calculator (Creative Research Systems, 2021), the sampling size was 148 hotels with standard statistical assumptions of 5% and a confidence interval of 95%. Following recent research (e.g., Pavlatos et al., 2020, Lai & Wong, 2020, Hidalgo et al., 2022), the representatives from each hotel are hoteliers working in a manager position as crisis management is managerial responsibility. Further, hotels are multi-functional businesses so three respondents per hotel were

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expected to participate in the survey for preventing bias and uncompleted information from a single source (Creswell, 2018).

4. Results

4.1. Sampling profiles

After having ethical approval from the ethical committee, 3 three questionnaires were distributed to 160 hotels from September to October 2022. As a result, 453 questionnaires were returned from 153 hotels, then 51 were removed due to incomplete information. Therefore, 402 questionnaires were included in the analysis concluding the effective response rate as 83.75%. As can be seen in Table 1, 56.2% were international chain hotels, 16.9% were local chain hotels, and 26.9% were standalone hotels.

Table 1: Demographic profiles

Description	Number	Percentage
Hotel types		
International chain	226	56.2
Local chain	68	16.9
Standalone	108	26.9
Total	402	100.0

4.2 Reliability and validity

The data set (n = 402) was imported into the SmartPLS4.0 software (Ringle, et al., 2022) for analysis by using the Partial Least Squares Structural Equation Modelling (PLS-SEM). According to the conceptual framework, the path model was outlined with the reflective measurement model including 3 constructs: (1) the risk impacts (RISK), the effectiveness of crisis management (ECM), and the government support (GOV). The model was tested for reliability and validity and the results were reported in Table 2.

Table 2: Summary of reflective measurement models

		Convergent Validity		**Internal Consistency Reliability**		**Discriminant Validity**
		Loadings	**AVE**	**Cronbach's Alpha**	**Reliability (ρ_A)**	**HTMT**
Construct	**Indicators**	> 0.70	> 0.50	> 0.70	> 0.50	Significant
RISK	4	0.752 – 0.900	0.722	0.870	0.880	Yes
ECM	8	0.849 - 0.893	0.757	0.954	0.956	Yes
GOV	4	0.904 – 0.941	0.858	0.945	0.949	Yes

4.3 Structural assessment: moderation analysis

The model reported having no collinearity issue and the explanatory power (R2) of the endogenous construct (ECM) was 0.296 indicating a substantial level (Cohen, 1988) explaining 30% of the variance. Further, the significance of moderating effect revealed the impact of government support on the relationship between risk impacts and the effectiveness of crisis management as shown in Table 3. The results revealed a negative and significant moderating effect of government support on the relationship between risk impacts and the effectiveness of crisis management (β = -0.117, t = 1.860, p = 0.031).

Table 3: Significance of moderating effects

Relationship	β	SE	T-value	p-values	Sig.
(GOV x RISK) -> ECM	-0.117	0.063	1.860	0.031	***
GOV -> ECM	0.373	0.048	7.733	0.000	***
RISK -> ECM	0.004	0.073	0.056	0.477	
*** = Significant at p < 0.05					

Therefore, the hypothesis was accepted indicating that the government support moderated the relationship between risk impacts and the effectiveness of crisis management in the inverse relationship as the coefficient is negative. This indicates that with an increase in government support, the relationship between risk impacts and the effectiveness of crisis management is weakened. Further, slope analysis confirms the nature of the moderating effects of government support as shown in Figure 2. At a low level of government support, there is a strongly positive effect between risk impacts and the effectiveness of crisis management, indicating that with low government support, the high-risk impacts increase the effectiveness of crisis management. However, at a high level of government support, there is a negative effect between risk impacts and the effectiveness of crisis management, indicating that the high-risk impacts cause a decrease in the effectiveness of crisis management with high government support.

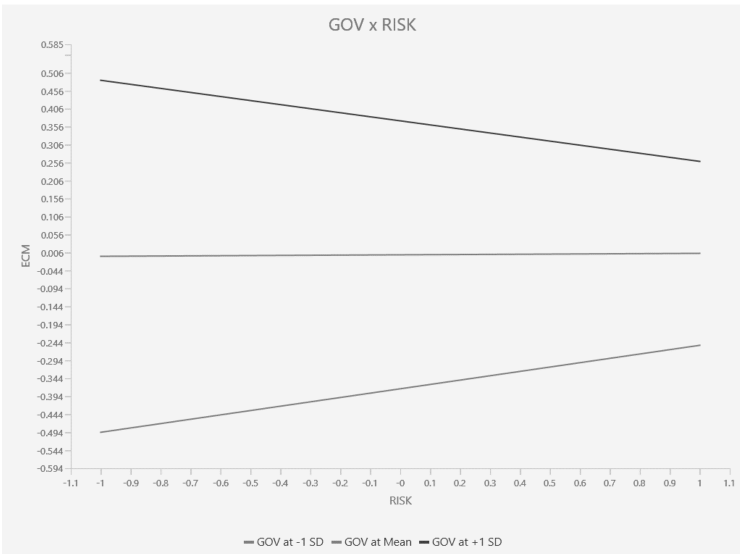

Figure 1: Slope analysis of government support on the risk impact and effectiveness of crisis management

5. Discussion and Conclusion

5.1. Discussion

As the research objective, the study found that the effectiveness of crisis management of the Phuket hotels was negatively moderated by the high inclusion of government support, which may be caused by two possible reasons. Firstly, hotels may lessen the intensity of having effective crisis management because the government help provides support for crisis responses such as funding, training, compensation, and subsidiaries.

Further, the findings extend the previous findings stating that government supports moderating the relationship between hotel information and the probabilities of risks (Salem et al., 2021) by pointing out that the government supports providing the negative moderation effect on the relationship between risk impacts and the effectiveness of crisis management in hotels. Based on the public interest theory, the government support provided to the hotels in Phuket could negatively affect the risk-taking behaviours and risk tolerance of hotels, resulting in the decline of the effectiveness of crisis management. Therefore, when the hotels have received a high level of government support, their crisis management would be less effective because government support can cause moral hazards (Farhi & Tirole, 2012) so government support can influence risk-taking behaviour (Cohen et al., 2017; Hoque et al., 2015), so hotels may increasingly take more risks during the business operations when they have been receiving the supports. Further, government support in terms of common crisis responses to the whole industry may loosen the intensity of having effective crisis management in hotels.

Moreover, for the policymakers of the Phuket tourism industry, the results reflect the overall support provided to Phuket hotels towards hotel crisis management. The policymakers should realise that the hotels in Phuket were negatively affected by public support. Although the supports aim to develop the economy and prevent risks, the policymakers have to be aware that the support may intangibly affect the industry in terms of aggressive risk-taking behaviours when hotels receive a high level of risk.

5.2. Conclusion

As the tourism industry is important in economic development and the government has provided several supports to promote the destination competitiveness and enhance the risk aversion mechanisms; however, public support may negatively cause the industry. Thus, this study aims to determine the effect of government support on the tourism industry in a mass tourist destination. The results reveal the negative moderation effect of government support on the relationship between risk impacts and the effectiveness of crisis management.

5.3. Limitations of this study

However, this study still incurs a major limitation of the generalisation as Phuket is a unique provincial island destination. Future work should adopt the framework to other island destinations in Thailand and tri-angulate the results.

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Can technology bring a positive Service Quality in Fast Food restaurants? A case study of a leading fast food chains' service quality

Baylosis, Lilibeth Jordas
Department of Hotel, Restaurant and Institution Management
College of Home Economics, University of the Philippines-Diliman

Loverio, Jennifer Pasion Ph.D.
Department of Hotel, Restaurant and Institution Management
College of Home Economics, University of the Philippines-Diliman

Lucas, Daniel Karlos
Department of Hotel, Restaurant and Institution Management
College of Home Economics, University of the Philippines-Diliman

Abstract:

The use of technology in the service industry has steadily increased in the past few years. Investments in technology-driven employees is compelled by the need to keep up with changing time and the increasing cost of human labor. This study evaluates the effect of new technologies in the service quality of Quick Service Restaurants. Specifically to assess if technology enhances service quality. Qualitative methods using Key Informant Interview and unobtrusive observation will be used to achieve these objectives.

Keywords: service robots, self-service technology, Quick Service Restaurant, service quality

1. Introduction

The use of technology in the service industry has increased in the past few years. The advent of the Corona Virus has hastened this shift to non-human service providers. The occurrence of the Covid-19 pandemic jolted and disrupted the tourism and hospitality businesses worldwide whole world. Closure of businesses, including food service establishments was part of the implemented protocols implemented conducted to prevent the spread of the virus (Ding, 2021). Health and safety protocols stress the observance of social and physical distancing (Miao et al., 2022; Gössling et al., 2021). Thus, among the strategies implemented were contactless service and limited seats (Miao et al., 2022).

The increasing cost of labor is also forcing some establishments to explore the use of non-human employees (Zhu, 2022). Hospitality companies have invested in technology-driven employees to either fill the gap because of the need for more human help or to advance with the changing time. For example, robot servers and chefs have materialized (Zhu, 2022). The discussion on the use of robots in restaurants is garnering an increasing number in the academic literature, according to Zhu and Chang (2020).

Meanwhile, self-service technology (SST) has also increased and is being integrated into the hospitality industry (Park et al., 2021). SST allows the industry to serve customers with fewer employees (Lin & Hsieh, 2011), resulting in lower personnel expenses which provides significant benefits to hospitality organizations which is traditionally a labor-intensive industry (Law et al., 2020). According to (Nambisan, 2002), some customers are driven by curiosity to visit stores with non-human service personnel or product/technology innovation. The curiosity theory espouses that technological innovations, such as robots in restaurants, can arouse customers' curiosity. In addition, promoting novel technology can encourage customer interest (Sung et al., 2016).

Service quality in restaurants includes social interaction and communication. These two factors have an essential role in the dining experience. Moments of triumph express guests' perception when expectations are met or exceeded. Meanwhile, failure can be perceived when expectations are unmet or service delivery failure occurs (Sparks & Weber, n.d.).

This study focuses on a Quick Service Restaurant (QSR) or fast food company that introduced novel technology and advertised its use in specific branches. QSR in the Philippines is a place for family members to bond (Kellershohn et al., 2018). The researchers plan to assess if this new technology positively affects the service quality of the fast food chain. This is an ongoing exploratory study on the effect of the use of additional technology (such as electronic kiosks and server robots) on the quality of service of a fast food chain. Do these technologies improve service quality, or are they diminishing human interaction resulting in a diminished capacity of the service crew to interact with the customers, thus negatively affecting service quality?

The main objectives of this study are: to evaluate the service quality from the point of view of the employees and how this new technology positively or negatively affects the service quality of the restaurant. Second, to assess the perceived service quality from the point of view of the customer's dining establishments.

2. Literature Review

2.1 SERVQUAL Model

This study applies the SERVQUAL model by Parasuraman et al. (1988) to measure customer perception of service quality. According to the authors, service quality is an abstract construct because of three features unique to service. These are intangibility, heterogeneity, the inseparability of the production process, and the consumption of goods or services offered. The model shown in Figure 1 represents service quality as the difference between the service expectations of a customer and the perception of the service they received (Parasuraman et al., 1985). They call the difference the service gap that can affect the evaluation of the service's customer. The gaps are as follows:

Gap 1: The discrepancy between customer expectations and management perceptions of customer expectations.
Gap 2: The Difference between management perception of the expectation of the customers and the service quality specification.
Gap 3: The gap between service quality specification and the actual service delivered.
Gap 4: The discrepancy between the service delivery and the external communication about the service to the customers and
Gap 5: The difference between the expected service and the perceived service by the customer.

In 1988, Parasuraman et al. (1988) developed the SERVQUAL model to assess customers' perception of the quality of service in the retail and service industry.

According to their research, service quality has five dimensions. These are reliability, assurance, tangibility, empathy and responsiveness. It is also known as RATER. *Reliability* can be defined as the extent to which a service can be relied on to yield the desired outcome at any given time. This determines the consistency of service of an establishment.

Meanwhile, *assurance* describes the level of confidence a customer has about the quality of service offered. *Tangibility* is the physical appearance of the product or service provided by the establishment. This includes the cleanliness, neatness and appearance of the service provider. This is then followed by *empathy*, which is an establishment's ability to understand their customers' needs and wants. Last is *responsiveness*, which refers to how quickly the service provider responds to the customer's needs.

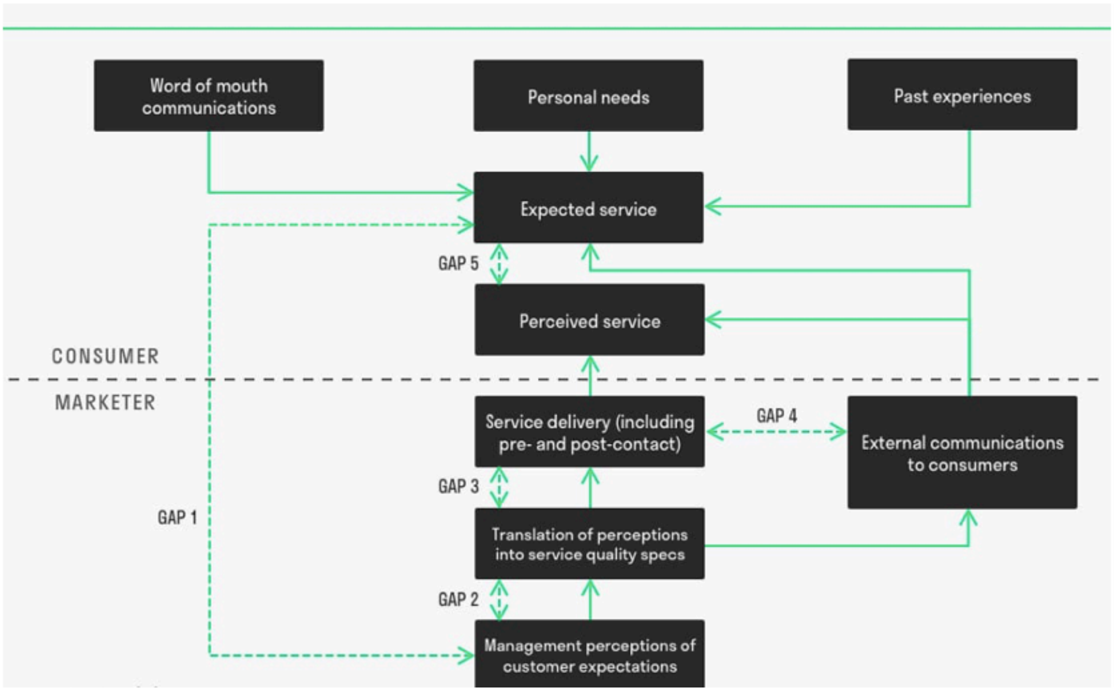

Figure 1: Conceptual model of service quality as presented by Parasuraman et al., (1985)

Innovation Diffusion Theory

The Diffusion of Innovation is the work of Everett Rogers (1962) that provided a structure in understanding the factors influencing an individual's choice about an innovation. In Innovation Diffusion Theory (IDT), the process of adoption cannot be separated from the diffusion process. There are five sages in the process of diffusion. The first stage is the awareness of the innovation. This is followed by persuasion, then whether the technology is adopted or rejected, followed by implementation and the last stage involves the individuals evaluation of the technology and based on this evaluation either continue or discontinue the use of the technology (Straub, 2009)

3. Methodology

An exploratory of the employees/staff and customers via Key Informant Interviews, one-on-one interviews with customers and netnography will be conducted. A combination of purposive and snowball sampling will be conducted. The locale of the study will be at fast food stores with ordering kiosks and robots that perform order-taking and deliver pending orders. These activities were previously done by the service crew.

There will be two types of purposively selected key informant interviewees. First are employees of the branches with ordering kiosks and/or robots. Referrals from friends, managers and snowball sampling will be used. The second type of purposively selected fast food customers who had experienced ordering through the kiosks or were served by the robots.

The interview will be conducted for approximately one hour per session. Multiple interviews may be done with a participant/s until saturation is reached and/or upon the consent of the participant/s. The interview venue will be set in a conducive place for personal face-to-face or face-to-face (synchronous) computer-mediated interviews. The convenience of both the interviewee and interviewer will be the main concern. Consent for the proceedings to be audio and/or video recorded will be secured. Face-to-face, synchronous computer-mediated (CM) interviews may be used.

This method may be used to include those respondents who cannot participate in a personal face-to-face interview. Based on previous studies, CM interview offers versatility, and flexibility (Chiumentoa et al., 2018), lessens the threats to vulnerable respondents, addresses concerns about time, space and cost among others (Nevillea et al., 2016; Chiumentoa et al., 2018).

The interviews will be recorded and transcribed by two of the researchers. The transcribed data will be compared, categorized into themes and analyzed. The individual interviewee will be the unit of analysis. Quotable responses will be identified and highlighted in the write-up of data and analysis. However, to safeguard the identity of the interviewees, codes will be used in no way that they cannot be identified.

The second method is unobtrusive observation. The researchers will act as customers and unobtrusively observe customers while ordering at the kiosks and being served by the robot. The service quality perceived by the researchers based on the customers' reactions, body language, and reactions will be described. Both in the unobtrusive observations and KII, the videos and documents described by the rituals perceived by the observer and those cited by the interviewees may be used as references. The content may also be used in the data construction and analysis.

4. Result

Conducting a netnography of QSR in the Philippines with robot servers yielded the following preliminary results. Based on initial findings of netgraphy posted by sights and sound 11 months ago, it garnered 29 thousand views with 362 likes and 86 comments including the reply of the uploader. Generally, the viewers were amazed, commended Jollibee for another innovation. The following are the comments showing their appreciation for the new technology: *"Wow amazing yung robots hi-tech";Wow Amazing!"That's why I love Jollibee"; Sarap Jollibee.* This reaction shows the first part of the Diffusion Theory where the individual become aware of the new innovation.

They found the Jollibot to be "cute". *Awww... it's so cute! I want to pet the jollibot!, Ang cute pala nya; i love Jollibot* ❤️□😊*TEH ROBOT'S FACE IS SOOOOOOOO CUTE!*

HOST & PARTNERS

One found the Jollibot to be amazing but found the thought of being served by a robot to be repulsive and suggested that it can be used elsewhere. *The robot is cool but like maybe it's better if not only the robot give food yuck, well I guess I'll just go live in the province and plant crops.* This result coincides with the second step of Rogers' (1962) diffusion theory where the innovation is either accepted or rejected. In the case of this guest it is rejected

Watching the YouTube of the Jollibot motivated them to visit Jollibee and order food. "*Tara na at umorder ng chickenjoy at peach mango pie, Kiessy!* "

While there were also viewers who were against the Jollibot because it will take the job opportunities. Also based on the viewer personal experience, the robot did not help in enhancing the speed of service. "*NO to ROBOTS. Promote more job opportunities. Look! You have lots of robots but the queue to your counter is piling up.*"

Others construed that robot server can be bad and good at the same time. "*It can go both ways you know. AUTO EMPLOYEE.*"

From the preliminary result, although customers are initially excited when they come into contact with the Jollibot for the first time, knowing that these robots can replace human workers causes them to reject this innovation. The primary reason is that it will take away much-needed jobs. In addition, initial findings also show that the Jollibots do not enhance customer service. Further studies, including KII and unobtrusive observation plus additional netnography, need to be conducted. This is so the researchers can come up with a more holistic understanding of the actual advantages and disadvantages of introducing new technology in the QSR.

Figure 2 describes the word cloud of the comments in the YouTube video shared that was filmed last April 29, 2022.

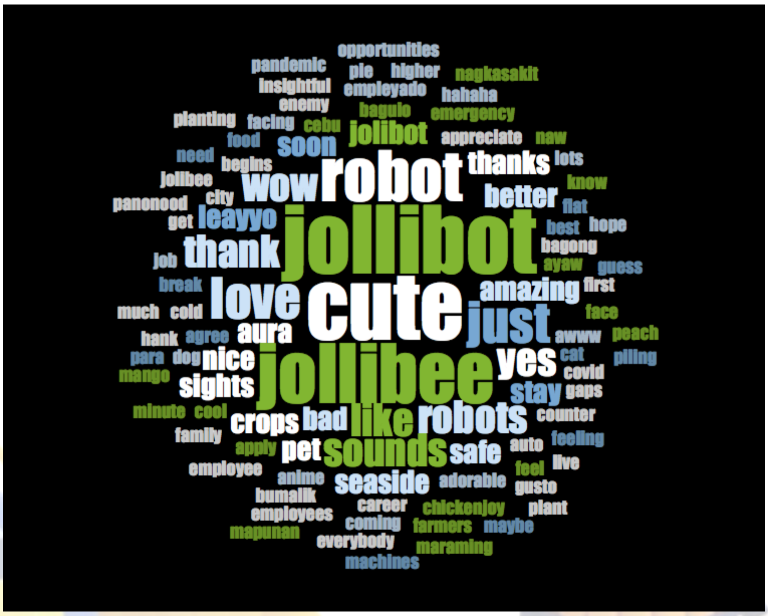

Figure 2: Word Cloud of comments on the
YouTube about a robot serving food to customers

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Managing The Casual Dining Experience: The Challenges and Coping Strategies of Selected Restaurant Managers in Metro Manila

Balaysoche, Danilo
Lyceum of the Philippines University - Manila

Abstract:

A restaurant manager primarily oversees the overall management and operation of a restaurant. Restaurant managers oversee supervising chefs, kitchen staff, cashiers, waitpersons, bartenders, and counter attendants, as well as overseeing food quality and personnel operations. Restaurant managers are responsible for the overall success of a facility, and the most challenging aspects of being a restaurant manager include training and motivating employees to meet customer demand consistently. The primary goal of this research is to identify the challenges casual dining managers face in restaurant operations: People Management, Restaurant Marketing, and Service Quality. Another important goal is to identify the coping strategies casual dining managers use to address the identified challenges and their impact on restaurant operations. Results show that there is a significant difference between some of the profiles of the managers and the challenges, coping strategies, and impact of the said strategies on people management, marketing, and service quality.

Keywords: casual dining, restaurant manager, people management, marketing, service quality

1. Introduction

A restaurant is a business establishment that prepares and serves food and drinks to customers in exchange for payment (Merriam-Webster, n.d.). The term "restaurant" is derived from the French word "restaurer," which means to restore or refresh (Trubek, 2000). Restaurants are typically categorized based on cuisine, ambiance, and service style. Fast-food restaurants offer quick and convenient meals, often with limited seating and no table service. Casual dining restaurants provide a more relaxed atmosphere and offer broader menu options. Fine-dining restaurants provide an upscale dining experience with high-quality cuisine, elegant ambiance, and formal service (National Restaurant Association, 2021).

Restaurants play a crucial role in the food service industry, providing employment opportunities and contributing to the economy. The restaurant industry is the second-largest private-sector employer in the United States, with over 10% of the nation's workforce (National Restaurant Association, 2021). Restaurants also contribute to the economy by generating revenue and taxes. In 2020, the restaurant industry's sales were estimated at $899 billion, with 1 million restaurant locations nationwide (National Restaurant Association, 2021).

The restaurant industry has become one of the most lucrative industries for making a profit globally. International and local restaurant connections satisfy the requirements of customers in a variety of assortment of products and services. (Sabir et al., 2014). According to the National Restaurant Association (2021), the restaurant industry in the United States is the second-largest private-sector employer, employing over 10% of the nation's workforce. In 2020, the restaurant industry's sales were estimated at $899 billion, with 1 million restaurant locations nationwide. The industry's growth is expected to continue, with sales projected to reach $1.2 trillion by 2030 (National Restaurant Association, 2021).

In recent years, the restaurant industry has faced significant labor shortages, with many restaurants needing help finding and retaining skilled workers. This shortage has been attributed to low wages, lack of benefits, and challenging working conditions (Chang & Deshpande, 2019).

A restaurant manager is a professional overseeing a restaurant's operation, ensuring that customers receive high-quality service, and that the restaurant runs efficiently. Restaurant managers are responsible for various tasks, including hiring and training staff, managing inventory and finances, and developing marketing strategies (National Restaurant Association, 2021). The role of a restaurant manager is essential in ensuring the success of a restaurant. A skilled manager can help a restaurant thrive by maintaining high service standards, managing costs effectively, and creating a positive work environment for employees (Choi & Han, 2010). Restaurant managers need to have strong leadership and communication skills and knowledge of food and beverage operations. They must also effectively manage a team of employees, delegate tasks, and make decisions quickly (National Restaurant Association, 2021).

Studies show that the most challenging aspects of being a restaurant manager are training, turnover, unpredictability, and culture. As a result, the restaurant industry continues to be a difficult place for entrepreneurs to explore business opportunities. However, by understanding common challenges, owners can develop unique strategies to increase their chances of success.

The primary purpose of the research is to study the challenges and coping strategies of Casual Dining Restaurant Managers at selected restaurants in Metro Manila in terms of managing people, restaurant marketing, and service quality.

2. Literature Review

2.1 Recruitment

According to the National Restaurant Association (2019), the restaurant industry has one of the highest employee turnover rates. The higher turnover rate can make it difficult for restaurant managers to find and retain good employees, as they must constantly replace staff members who leave. The association also notes that the restaurant industry needs more skilled workers, which can further exacerbate recruitment challenges.

Employer branding establishes and promotes an organization's reputation as an employer of choice. According to a study by Kooij et al. (2018), employer branding is an effective coping strategy for recruiting high-quality employees. For example, restaurant managers can use social media, career websites, and employee testimonials to establish and promote their restaurant's reputation as an employer.

2.2 Selection

Selecting new employees can be a significant challenge for restaurant managers. According to a study conducted by the Society for Human Resource Management (2018), the biggest challenge facing employers in the hospitality industry is finding qualified candidates. This challenge is further exacerbated by the tight labor market, with more job openings than qualified applicants.

2.3 Orientation

One of the critical challenges that restaurant managers face in orientation is the time and resources required to conduct practical training. According to a study by the National Restaurant Association (2019), nearly one-third of restaurant operators reported needing a formalized training program for new hires. For those that do, training programs can be time-consuming and expensive, particularly for smaller restaurants with limited resources.

2.4 Training and Development

One of the primary challenges is the need for more time and resources. Restaurant managers often must juggle multiple responsibilities, and finding time to develop and implement training programs can take time and effort. Additionally, restaurants may need more resources, such as technology or specialized trainers, to provide high-quality training. (Kusluvan et al., 2010; Cheng & Brown, 2019)

Another challenge is the turnover rate in the industry. Restaurants have high turnover rates, making developing and implementing long-term training programs difficult. Managers must constantly train new employees while ensuring that experienced employees also receive ongoing development and training. (Hinkin & Tracey, 2000)

Providing performance feedback and recognition is an effective coping strategy for restaurant managers in training and employee development. According to a study by Kim and Lee (2020), performance feedback and recognition can improve employee job satisfaction and organizational commitment. Therefore, restaurant managers can use performance feedback and recognition to encourage employee development and reinforce positive behaviors.

2.5 Evaluating and Rewarding Performance

One of the primary challenges is the subjective nature of restaurant work. Many aspects of restaurant work, such as customer service, take time to quantify and evaluate objectively. This can make it difficult for managers to evaluate employee performance accurately and consistently. (Tracey & Hinkin, 2008)

Another challenge is the need for clear performance standards and criteria. With clear performance standards and criteria, managers can evaluate employee performance fairly and consistently. Additionally, employees may need help understanding what is expected of them, which can lead to confusion and frustration. (Almeida & Spencer, 2016)

Providing continuous feedback is an effective coping strategy for restaurant managers in evaluating and rewarding employee performance. According to a study by Kim and Lee (2020), continuous feedback can improve employee job satisfaction and organizational commitment. Restaurant managers can provide continuous feedback to employees to help them understand their performance and identify areas for improvement.

2.6 Restaurant Marketing

The restaurant industry is becoming increasingly competitive, with new restaurants opening daily. As a result, restaurant managers must find innovative ways to market their establishments to stand out in a crowded market. According to a study by Kim and Han (2020), restaurant managers must develop unique value propositions to differentiate themselves from competitors.

Restaurant managers often need more marketing budgets, which can make it challenging to market their establishments effectively. According to a study by Kim and Han (2020), restaurant managers must prioritize their marketing efforts and focus on strategies that offer the highest return on investment. Restaurant managers can use cost-effective marketing strategies like email marketing and local partnerships to reach their target audience without breaking the bank.

Offering promotions and discounts is a familiar coping strategy restaurant managers use to attract new customers and retain existing ones. For example, restaurant managers can offer discounts on off-peak hours, provide loyalty programs, and run promotional campaigns to incentivize customers to visit their establishments. A study by Mok and Chung (2018) found that promotional activities significantly influence customer behavior, leading to increased restaurant sales and revenue.

2.7 Service Quality

Managing customer expectations is another significant challenge for restaurant managers in delivering quality service. Customers' expectations are often high, and restaurant managers must ensure that their service meets or exceeds these expectations. A study by Cho and Bonn (2019) found that managing customer expectations can be challenging for restaurant managers. Customers' perceptions of quality service can vary depending on factors such as the type of restaurant, occasion, and culture.

Process improvement is another effective coping strategy restaurant managers use to overcome time constraints in delivering quality service. By streamlining processes and eliminating inefficiencies, restaurant managers can improve service delivery and reduce waiting times. Chen et al. (2020) found that process improvement can improve service quality and customer satisfaction.

2.8 Coping Strategies of Restaurant Managers

Restaurant managers face various challenges, such as managing finances, hiring, and training staff, managing inventory, and maintaining customer satisfaction. To overcome these challenges, they adopt different impact strategies.

Menu engineering involves analyzing the profitability of menu items and strategically placing them on the menu to increase sales and profitability. The results of menu engineering have been positive, with restaurants reporting increased sales and profitability by up to 15% (Kimes, 2011).

Staff training is critical in ensuring employees have the necessary skills to provide excellent customer service. Staff training results have been positive, with restaurants reporting increased customer satisfaction and loyalty (Wang et al., 2017).

Social media marketing has become a critical strategy for restaurants to attract and engage customers. Social media marketing results have been positive, with restaurants reporting increased customer engagement and sales (Hudson et al., 2016). Social media platforms such as Instagram have also become popular for showcasing food and drink items and attracting customers (Rozin et al., 2015).

Technology integration involves implementing software systems such as point-of-sale, inventory management, and online ordering systems to increase efficiency and improve customer service. Technology integration results have been positive, with restaurants reporting increased efficiency, reduced wait times, and increased sales (Shin et al., 2015).

Customer feedback is critical in identifying areas of improvement and maintaining customer satisfaction. The results of soliciting customer feedback have been positive, with restaurants reporting increased customer satisfaction and loyalty (Kotler et al., 2009). Additionally, customer feedback can be used to identify popular menu items and areas for improvement.

3. Methodology

3.1 Measurement

A quantitative survey research design was used in this study. The research method uses structured questionnaires or surveys to collect numerical data from a sample population. This method is used to gather data that can be analyzed statistically to test research hypotheses and draw generalizable conclusions. The instrument that was utilized to gather data is a Self-administered Questionnaire (SAQ) which was constructed based on the articles on review of related literature.

3.2 Respondents of the Study

The respondents of this study are managers of casual dining restaurants who are assigned to make decisions in terms of People Management, Restaurant Marketing, and Service Quality. They are Restaurant Managers, Assistant Restaurant Managers, Dining Managers, Dining Supervisors, or in other establishments, and they are called Dining Shift Leaders. Respondents were selected through convenience sampling in restaurants inside the first six (6) identified malls. They are SM North EDSA and Trinoma in Quezon City, SM Megamall and Shangri-la Plaza Mall in Mandaluyong City, and Glorietta and Greenbelt in Makati City. In addition, two (2) malls were added as part of the target, namely SM in Manila City and SM Mall of Asia in Pasay City. There are a total of 338 Restaurant Manager-respondents in this study.

3.3 Data Analysis

Descriptive statistics are used to summarize and describe the basic features of a data set, such as the measures of central tendency, variability, and shape. Another test used in this research is Kruskal-Wallis. It is a nonparametric statistical test that compares the medians of two or more independent groups.

4. Results

4.1 Characteristic Variables of the Respondents

Table 1.
Demographic Profile of the Respondents

	Frequency	**Percentage (%)**
Age		
21 – 25	98	28.99
26 – 30	112	33.14
31 – 35	43	12.72
36 – 40	59	17.46
41 – 45	8	2.37
46 – 50	12	3.55
51 and above	6	1.78

Gender		
Male	168	49.70
Female	170	50.30
Civil Status		
Single	249	73.67
Married	89	26.33
Educational Attainment		
College Undergraduate	50	14.79
College Graduate	280	82.84
Master's Degree	8	2.37
Doctoral Degree	0	0.00
Years in the Service		
1 – 2	138	40.83
3 – 4	93	27.51
5 – 6	47	13.90
7 – 8	20	5.92
9 -10	10	2.96
11 and above	30	8.88

Majority of the casual dining manager-respondents were female, single, and college graduates. The mean age of the group was 28 and have been in the service as casual dining manager for 2 years.

4.2 Challenges of Casual Dining Restaurant Managers

Table 2.
Challenges of Casual Dining Restaurant Managers: People Management

"When doing your job as a Restaurant Manager, how challenging to you…?"	Mean	Interpretation	Rank
Recruitment			
Sourcing potentially suitable applicants and the best-suited person for the position.	4.09	**Challenging**	**1**
Reviewing CV's and profiles of applicants.	3.67	**Challenging**	**4**
Finding a qualified employee in time.	4.09	**Challenging**	**1**
Giving applicant a good experience of engaging with you. *(Building trust in your brand.)*	3.91	**Challenging**	**2**
Finding best combination in announcing job vacancies through advertising media and technology.	3.73	**Challenging**	**3**
Selection			
Selecting talent within the company.	**3.85**	**Challenging**	**5**
Short listing of qualified applicants.	**3.77**	**Challenging**	**6**
Looking for an engaged employee. *(Social, resilient, driven and team-oriented)*	**4.03**	**Challenging**	**2**
Assessing applicants to decide who should be offered the job.	**3.93**	**Challenging**	**4**
Hiring people who are comfortable with the team and culture and motivated to perform well in the role.	**3.99**	**Challenging**	**3**
Top candidate chooses another job offers competitive salaries and compensation.	**4.09**	**Challenging**	**1**
Orientation			
Expressing explicitly the mission, vision, goals of the company.	**3.70**	**Challenging**	**1**
Communicating factual information about pay and benefits.	**3.66**	**Challenging**	**2**
Reviewing company rules and procedures.	**3.53**	**Challenging**	**6**

Building positive connections between the employee, co-workers, and the organization.	3.65	**Challenging**	**3**
Defining and clarifying work assignments, roles, and responsibilities.	3.62	**Challenging**	**4**
Helping new employees verify that they have made the right choice.	3.52	**Challenging**	**7**
Providing new employees with an overview of their training plan.	3.50	**Challenging**	**8**
Providing employees with the reports to be accomplished.	3.59	**Challenging**	**5**
Training and Development			
Scheduling training. *(Taking much time away from duties.)*	3.72	**Challenging**	
Language problem in training and development.	3.35	**Somehow Challenging**	
Training employees with different cultural backgrounds. *(Age, gender, and professional status.)*	3.63	**Challenging**	
Engaging people.	3.36	**Somehow Challenging**	
Identifying high potential.	3.56	**Challenging**	
Managing performance.	3.65	**Challenging**	
Developing employee potential.	3.79	**Challenging**	
Evaluating and Rewarding Performance			
Personally, thank employees for doing a good job. *(Promptly, often, and sincerely)*	3.12	**Somehow Challenging**	
Willing to take time to meet with and listen to employees. (Give them as much time as they need or want.	3.20	**Somehow Challenging**	
Provide specific feedback about the performance of the employee, the department, and the organization.	3.30	**Somehow Challenging**	
Strive to create a work environment that is open, trusting, and fun. Encourage new ideas and initiative.	3.49	**Challenging**	
Provide information about upcoming products and strategies, how the company makes and loses money, and how each employee fits into the over- all plans.	3.58	**Challenging**	
Involve employees in decisions, especially those decisions that directly affect them.	3.55	**Challenging**	
Encourage employees to have a sense of ownership in their work and their work environment.	3.59	**Challenging**	
Create a partnership with each employee, giving them a chance to grow and learn new skills. Show them how you can help them meet their goals within the context of meeting the organization's goals.	3.54	**Challenging**	
Celebrate successes of the company, the department, and the individuals in it. Take time for team- and morale-building meetings and activities.	3.41	**Challenging**	
Use performance as the basis for recognizing, rewarding, and promoting people. Deal with low and marginal performers so that they improve their performance or leave the organization.	3.44	**Challenging**	
Overall Weighted Mean	3.65	**Challenging**	

*1.00 – 1.80 Not Challenging **(N)**, 1.81 – 2.60 Less Challenging **(L)**, 2.61 – 3.40 Somehow Challenging **(S)**, 3.41 – 4.20 Challenging **(C)**, 4.21 – 5.00 Fully Challenging **(F)***

The casual dining manager-respondents' assessments on to what level of challenging the responsibilities they have are, *"challenging"* in recruiting employees for their restaurant and that includes sourcing potentially suitable applicants and the best-suited person for the position and finding a qualified employee in time; *"challenging"* in selecting employees for their restaurant like selecting the top candidate for the position who chooses another job offers with competitive salaries and compensation; *"challenging"* to conduct orientation for employees in expressing explicitly the mission, vision, and goals of the company; *"challenging"* in training and developing their employees in the restaurant specifically developing employee potential; and *"challenging"* in evaluating and rewarding employees with their performance more on encouraging employees to have a sense of ownership in their work and their work environment.

Table 3.
Challenges of Casual Dining Restaurant Managers: Restaurant Marketing

"When doing your job as a Restaurant Manager, how challenging to you…?"	**Mean**	**Interpretation**	**Rank**
Restaurant Marketing			
Generating guest count and foot traffic.	**3.71**	**Challenging**	**8**
Providing the ROI of Your Marketing Activities	**3.79**	**Challenging**	**5**
Securing Enough Budget	**3.99**	**Challenging**	**1**
Managing Your Website. *(Responsive website)*	**3.76**	**Challenging**	**6**
Identifying the Right Technologies for Your Needs	**3.71**	**Challenging**	**8**
Targeting Content for an International Audience	**3.83**	**Challenging**	**4**
Training Your Team	**3.67**	**Challenging**	**9**
Hiring Top Talent	**3.96**	**Challenging**	**2**
Defining and formalizing brand styles guides. *(Mission, Vision, Values, Logo)*	**3.73**	**Challenging**	**7**
Developing a marketing plan.	**3.93**	**Challenging**	**3**
Getting your social media channels up to date.	**3.64**	**Challenging**	**10**
Overall Weighted Mean	**3.79**	**Challenging**	

*1.00 – 1.80 Not Challenging **(N)**, 1.81 – 2.60 Less Challenging **(L)**, 2.61 – 3.40 Somehow Challenging **(S)**, 3.41 – 4.20 Challenging **(C)**, 4.21 – 5.00 Fully Challenging **(F)***

Regarding restaurant marketing, the casual dining manager-respondents' assessments are *"challenging"* in securing enough budget to support marketing activities and programs to be implemented.

Table 4.
Challenges of Casual Dining Restaurant Managers: Service Quality

"When doing your job as a Restaurant Manager, how challenging to you…?"	**Mean**	**Interpretation**	**Rank**
Service Quality			
Providing personalized customer service.	**3.53**	**Challenging**	**6**
Handling customer feedback.	**3.53**	**Challenging**	**6**
Providing proactive customer service.	**3.55**	**Challenging**	**5**
Providing customer engagement.	**3.47**	**Challenging**	**8**

Providing customer loyalty.	3.57	Challenging	7
Reaching out to customers.	3.47	Challenging	8
Understanding and exceeding customer expectations.	3.66	Challenging	3
Providing service consistency.	3.75	Challenging	1
Employing skilled customer service professionals.	3.73	Challenging	2
Creating a customer-first culture.	3.63	Challenging	4
Overall Weighted Mean	3.59	Challenging	

1.00 – 1.80 Not Challenging ***(N)***, *1.81 – 2.60 Less Challenging* ***(L)***, *2.61 – 3.40 Somehow Challenging* ***(S)***, *3.41 – 4.20 Challenging* ***(C)***, *4.21 – 5.00 Fully Challenging* ***(F)***

In addition to the challenges, the casual dining manager-respondents' assessments are *"challenging"* in providing quality service to their customers consistently.

4.3 Coping Strategies of Casual Dining Restaurant Manager

Table 5.
Coping Strategies of Casual Dining Restaurant Managers: People Management

"When doing your job as a Restaurant Manager, how important to you…?"	Mean	Interpretation	Rank
Recruitment			
Taking advantage of candidate referrals.	3.69	Important	4
Creating great candidate experience.	3.98	Important	3
Creating an effective job description and see if they match the requirements of the job.	4.14	Important	1
Reflecting interview questions with the specific job.	4.09	Important	2
Taking advantage of candidate referrals.	3.69	Important	4
Selection			
Conducting background checks.	4.12	Important	2
Using different types of testing, i.e., Psychological, written, trade test.	3.95	Important	3
Managerial Training on employee selection.	4.23	Fully Important	1
Orientation			
Integrating a new employee into an organization and its culture.	4.20	Important	3
Creating opportunities for new employees to meet other people in the company.	4.21	Fully Important	2
Encouraging new employees to share any new ideas or approaches to products and processes that would increase productivity or customer satisfaction.	4.25	Fully Important	1
Creating a structured process to enable "feedback loops" that encourage discovery and networking.	4.12	Important	6
Helping employees to build lasting relationships by having regular one-on-one conversations with management.	4.21	Fully Important	2
Initiating scheduled times in which the new employees can discuss things with management.	4.18	Important	4
Finding out what the new employee expects and encourage questions because many things you take for granted are unknown to the new employee.	4.15	Important	5

Training and Development			
Identifying, customizing, and delivering effective training analysis solutions.	4.38	Fully Important	1
Developing a multi-rate feedback assessment.	4.20	Important	7
Developing succession planning and emerging leader programs.	4.33	Fully Important	3
Designing a competency-based culture tied to business strategies and goals.	4.30	Fully Important	4
Creating and/or improving the performance management system.	4.36	Fully Important	2
Designing a reward and recognition program.	4.18	Important	9
Conducting employee surveys and focus groups.	4.13	Important	10
Establishing a formal career development planning program.	4.19	Important	8
Providing assessment tools to help identify strengths and areas of opportunity for development of employees.	4.24	Fully Important	6
Customizing teambuilding and development solutions to strengthen your team and improve productivity.	4.25	Fully Important	5
Evaluating and Rewarding Performance			
Considering a checklist to the evaluation with all the positive behaviors the employee has shown, the areas that need improvement and possible goals to discuss during meeting.	4.29	Fully Important	1
Documenting the employee's progress by bringing a copy of previous evaluations as well as the copy of the job descriptions including tasks and skills associated with the job.	4.27	Fully Important	2
Appraising the employee's self-appraisal. Every employee has a good reason to cast his performance in the best light.	4.29	Fully Important	1
Relating the employee's activities to the profitability of the company.	4.17	Important	4
Aligning employee reward strategies with business strategy.	4.20	Important	3
Focusing on rewards that matter to employees.	3.95	Important	6
Communicating clearly about how rewards are determined.	4.05	Important	5
Overall Weighted Mean	4.17	Important	

*1.00 – 1.80 Not Important **(N)**, 1.81 – 2.60 Less Important **(L)**, 2.61 – 3.40 Somehow Important **(S)**, 3.41 – 4.20 Important **(I)**, 4.21 – 5.00 Fully Important **(F)***

Table 6.
Coping Strategies of Casual Dining Restaurant Managers: Restaurant Marketing

"When doing your job as a Restaurant Manager, how important to you...?"	Mean	Interpretation	Rank
Restaurant Marketing			
Hire a professional photographer (or DIY) to create beautiful photos that appeal to foodies.	3.67	Important	19
Create a customer loyalty program.	4.17	Important	2
Set up and maintain your restaurant's Yelp profile thoroughly and politely respond to negative feedback.	4.17	Important	2
Set up your Google My Business/Google+ account and encourage reviews.	3.92	Important	12
Create geo-targeted restaurant ads with online advertising platforms like Google AdWords, Facebook, and Twitter.	3.93	Important	11
Use Instagram to promote your restaurant's best visual content.	3.99	Important	8
Send an occasional email newsletter.	3.89	Important	14

Send an occasional email newsletter.	3.89	**Important**	14
Promote user-generated content on your restaurant's website. For instance, create a photo contest.	**3.89**	**Important**	**14**
Show off your staff to humanize your business.	**3.87**	**Important**	**15**
Monitor your restaurant's social media presence.	**4.07**	**Important**	**5**
Share any positive press your business receives on your website and social media.	**4.10**	**Important**	**4**
Set up Google alerts for your restaurant's name to keep tabs on who's talking about you online.	**3.94**	**Important**	**10**
Start a blog for your restaurant. Share successes, struggles, funny stories, etc.	**3.78**	**Important**	**18**
Reach out to food bloggers who might want to review your restaurant.	**3.96**	**Important**	**9**
Verify the details of your restaurant like phone number, address, and business hours online.	**4.18**	**Important**	**1**
Understand who your restaurant's target patrons are and use it to develop a brand identity online.	**4.17**	**Important**	**2**
Send out regular tweets. You can even schedule them in advance.	**3.63**	**Important**	**21**
Make sure your online menu is sleek and functional.	**4.05**	**Important**	**6**
Make use of online delivery services to get your food in the hands of hungry customers.	**4.11**	**Important**	**3**
Offer coupons and discounts online, through your website or through services.	**3.91**	**Important**	**13**
Set up online reservation tools	**3.89**	**Important**	**14**
Use mobile ads in AdWords since patrons often search on mobile devices.	**3.85**	**Important**	**16**
Create a fishbowl business card giveaway.	**3.60**	**Important**	**22**
Start a satellite food truck for additional exposure.	**3.64**	**Important**	**20**
Source your ingredients from local vendors and farms. Patrons love restaurants that are a part of their community.	**3.82**	**Important**	**17**
Offer Free Wi-Fi	**3.50**	**Important**	**23**
Use Customer Comment Cards.	**4.04**	**Important**	**7**
Kiosk Ordering.	**3.46**	**Important**	**24**
Games at the Table.	**3.04**	**Somehow Important**	**25**
Overall Weighted Mean	**3.87**	**Important**	

*1.00 – 1.80 Not Important **(N)**, 1.81 – 2.60 Less Important **(L)**, 2.61 – 3.40 Somehow Important **(S)**, 3.41 – 4.20 Important **(I)**, 4.21 – 5.00 Fully Important **(F)***

Table 7.
Coping Strategies of Casual Dining Restaurant Managers: Service Quality

"When doing your job as a Restaurant Manager, how important to you…?"	**Mean**	**Interpretation**	**Rank**
Service Quality			
Giving all your employees excellent product knowledge.	**4.49**	**Fully Important**	**1**
Training employees in customer empathy.	**4.45**	**Fully Important**	**5**
Improving your Point of Sales System. *(POS)*	**4.46**	**Fully Important**	**4**
Resolving customer issues at their first point of contact.	**4.47**	**Fully Important**	**3**
Empowering employees to make customers happy.	**4.48**	**Fully Important**	**2**
Understanding what customers are expecting. Deliver promises.	**4.44**	**Fully Important**	**6**
Individualizing your services for each group. Make it personal.	**4.28**	**Fully Important**	**12**
Creating standards on handling guest complaints.	**4.38**	**Fully Important**	**9**

Putting your service standards in writing. *(Service handbook or training manual)*	**4.36**	**Fully Important**	**10**
Identifying metrics to evaluate your standards	**4.36**	**Fully Important**	**10**
Keeping employees engaged with ongoing raining	**4.39**	**Fully Important**	**8**
Conducting 1st month Performance Appraisal.	**4.27**	**Fully Important**	**13**
Conducting 3rd month Performance Appraisal.	**4.31**	**Fully Important**	**11**
Conducting 5th month Performance Appraisal.	**4.28**	**Fully Important**	**12**
Conducting annual Performance Appraisal. *(For regular employee)*	**4.40**	**Fully Important**	7
Overall Weighted Mean	4.39	**Fully Important**	

*1.00 – 1.80 Not Important **(N)**, 1.81 – 2.60 Less Important **(L)**, 2.61 – 3.40 Somehow Important **(S)**, 3.41 – 4.20 Important **(I)**, 4.21 – 5.00 Fully Important **(F)***

The casual dining manager-respondents has adopted coping strategies to address the identified challenges. To create an effective job description and see if they match the requirements of the job is *"important"* in the recruitment process; managerial training in selecting employee is *"fully important"* for the selection process; encouraging new employees to share any new ideas or approaches to products and processes that would increase productivity or customer satisfaction is *"fully important"* during orientation; identifying, customizing, and delivering effective training analysis solutions is *"fully important"* during training and development; and considering a checklist to the evaluation with all the positive behaviours the employee has shown, the areas that need improvement and possible goals to discuss during meeting and appraising the employee's self-appraisal is *"fully important"* when evaluating and rewarding performance.

The casual dining manager-respondents have adopted coping strategies to address the identified challenges in restaurant marketing. Verifying the details of the restaurant like phone number, address, and business hours online is ***"important"*** in doing marketing activities.

In addition to the coping strategies, giving all employees excellent product knowledge is *"fully important"* for the casual dining manager-respondents in providing quality service.

4.4 Impacts of the Coping Strategies in Restaurant Operation

Table 8.
Impacts of the Coping Strategies in Restaurant Operation

"When doing your job as a Restaurant Manager and with the coping strategies you have adopted, how does it affect the last quarter of operation?"	**Mean**	**Interpretation**	**Rank**
People Management			
Employee who received guest commendation.	**4.46**	**Great Impact**	**1**
Employee who received a regular status.	**4.33**	**Great Impact**	**5**
Employee who received promotion.	**4.43**	**Great Impact**	**3**
Rewarded an employee for excellent customer service.	**4.42**	**Great Impact**	**4**
Enhanced employee productivity.	**4.44**	**Great Impact**	**2**
Restaurant Sales			
Increase in guest count or foot traffic.	**4.38**	**Great Impact**	**2**
Increase in average check or guest spending.	**4.31**	**Great Impact**	**4**
Increase in seat turnover rate.	**4.30**	**Great Impact**	**5**

Increase in table turnover rate.	**4.34**	**Great Impact**	**3**
Increase in sales.	**4.42**	**Great Impact**	**1**
Service Quality			
Attract new customers.	**4.48**	**Great Impact**	**2**
Improve guest experience.	**4.54**	**Great Impact**	**1**
Good reviews in social media.	**4.46**	**Great Impact**	**3**
Minimize guest complaints.	**4.46**	**Great Impact**	**3**
Customer retention.	**4.48**	**Great Impact**	**2**
Overall Weighted Mean	**4.42**	**Great Impact**	

*1.00 – 1.80 None **(N)**, 1.81 – 2.60 Minor Impact **(MI)**, 2.61 – 3.40 Moderate Impact **(MO)**, 3.41 – 4.20 Significant Impact **(S)**, 4.21 – 5.00 Great Impact **(G)***

The coping strategies adopted by casual dining manager-respondents have a *"great impact"* during the last quarter of the restaurant operation. There are employees who received guest commendations, there was an increase in sales and an improvement in guest experiences.

4.5. Test of Comparison on the Challenges, Coping Strategies Used by Restaurant Managers and their Impacts to Operations when grouped according to profile.

Results show that the mean level of challenges in terms of people management is not significantly different when grouped according to sex, civil status, educational attainment, and years of service. On the other hand, age (p=.008) turns out to be significant where ages 26 to 30 (3.76), 31 to 35 (3.88) and 36 to 40 (3.75) turn out to have higher challenges.

Table 9.
Test of Comparison on Challenges when Grouped According to Profile

	People Management		Restaurant Marketing		Service Quality	
	Mean	**p value**	**Mean**	**p value**	**Mean**	**p value**
Age						
21 to 25	3.46	0.008	3.74	0.1695	3.36	0.0398
26 to 30	3.76		3.88		3.78	
31 to 35	3.88		3.95		3.76	
36 to 40	3.75		3.76		3.63	
41 to 45	3.56		3.3		3.23	
46 to 50	3.20		3.67		2.97	
51 and above	2.79		3.03		3.73	
Sex						
Male	3.63	0.7001	3.77	0.4782	3.66	0.5542
Female	3.66		3.82		3.51	
Civil status						
Single	3.65	0.8136	3.83	0.6511	3.61	0.6033
Married	3.63		3.69		3.53	
Educational attainment						
College Undergraduate	3.79	0.5076	3.84	0.6511	3.76	0.7266
College Graduate	3.62		3.8		3.55	
Master's Degree	3.49		3.23		3.65	

Master's Degree	[illegible]		[illegible]		[illegible]	
Years in Service						
1 to 2	3.58	0.0795	3.86	0.2435	3.63	0.069
3 to 4	3.71		3.77		3.54	
5 to 6	3.84		3.74		3.65	
7 to 8	3.87		4.13		4.08	
9 to 10	3.62		3.6		3.1	
11 and above	3.28		3.49		3.29	

No significant difference exists on the mean challenges in terms of restaurant marketing when grouped according to all the profile variables.

Significant difference exists on mean challenges on service quality when grouped according to age (p=.0398). Age 26 to 30 (3.78) and 31 to 35 (3.76) turn out to have higher challenges.

Resulting mean on coping specifically on people management turns out to be the same when grouped according to age(p=.2306), sex (p=.6423), civil status (p=.8185) and educational attainment (p=.2097). On the other hand, significant differences exist on years in service, where those whose service is from 3 to 4 (4.41) and 7 to 8 (4.36) has higher mean coping.

On mean coping importance on restaurant marketing is significantly different when grouped according to age (p=.0336). Specifically, results show that age 26 to 30 and 31 to 35 has higher mean. Years of service is also significant (p=.0336) where 3 to 4 years, 5 to 6 and 7 to 8 has higher mean.

Moreover, significant mean coping importance on service quality is on sex (p=.0303). Specifically, female has higher mean of 4.43. Furthermore, single turns out to have significantly higher mean of 4.44 as compared to only 4.24 among married people.

Table 10.
Test of Comparison on Coping Strategies when Grouped According to Profile

	People Management		**Restaurant Marketing**		**Service Quality**	
	Mean	**p value**	**Mean**	**p value**	**Mean**	**p value**
Age						
21 to 25	4.18	0.2306	3.73	0.0336	4.44	0.1933
26 to 30	4.26		4.04		4.36	
31 to 35	4.1		3.95		4.48	
36 to 40	4.2		3.89		4.42	
41 to 45	3.82		3.63		3.98	
46 to 50	4.25		3.80		4.58	
51 and above	3.1		2.75		3.36	
Sex						
Male	4.18	0.6423	3.82	0.1182	4.35	0.0303
Female	4.16		3.92		4.43	
Civil status						
Single	4.18	0.8185	3.88	0.5707	4.44	0.0153
Married	4.13		3.84		4.24	

Educational attainment						
College Undergraduate	4.26	0.2097	4	0.4553	4.58	0.1129
College Graduate	4.18		3.86		4.38	
Master's Degree	3.27		3.28		3.63	
Years in Service						
1 to 2	4.13	0.001	3.77	0.0336	4.38	0.1195
3 to 4	**4.41**		**4.03**		4.53	
5 to 6	4.02		**3.91**		4.09	
7 to 8	**4.36**		**4.18**		4.74	
9 to 10	4.15		3.72		4.36	
11 and above	3.75		3.60		4.22	

Resulting p value suggests that mean effect specific to people management is not significantly different when grouped according to profile variables.

On restaurant marketing, years in service is significant (p=.0399) where 7 to 8 (4.32) and 9 to 10 (4.80) years, while not significant on the rest of the profile variables.

Moreover, service quality also turns out to be not significantly different on all profile variables except in terms of civil status (p=.0098). Results show that mean effect is higher among single (4.53).

Table 11.
Test of Comparison on Impact Strategies when Grouped According to Profile

	People Management		**Restaurant Marketing**		**Service Quality**	
	Mean	**p value**	**Mean**	**p value**	**Mean**	**p value**
Age						
21 to 25	4.54	0.1793	4.39	0.0835	4.56	0.4308
26 to 30	4.38		4.33		4.51	
31 to 35	4.35		4.15		4.41	
36 to 40	4.41		4.53		4.45	
41 to 45	3.90		4.05		4.05	
46 to 50	4.30		4.27		4.37	
51 and above	4.53		4.53		4.60	
Sex						
Male	4.38	0.3829	4.38	0.3066	4.46	0.4563
Female	4.46		4.32		4.51	
Civil status						
Single	4.46	0.1795	4.38	0.2487	4.53	0.0098
Married	4.30		4.27		4.36	
Educational attainment						
College Undergraduate	4.53	0.6996	4.46	0.3848	4.49	0.1792
College Graduate	4.40		4.32		4.47	
Master's Degree	4.45		4.65		4.95	

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Years in Service						
1 to 2	4.39	0.2306	4.28	0.0399	4.43	0.1697
3 to 4	4.54		4.47		4.58	
5 to 6	4.16		4.10		4.24	
7 to 8	4.62		**4.32**		4.70	
9 to 10	4.56		**4.80**		4.88	
11 and above	4.37		4.55		4.55	

5. Discussion and Conclusion

5.1 Discussion and Conclusion

There are a variety of complex issues that restaurant managers must navigate during the hiring process. However, restaurant managers may strengthen their hiring process and create a potent, productive team of employees by investing in training and development programs, emphasizing business culture and values, and ensuring all legal and ethical requirements.

The difficulties facing new restaurant managers are varied and intricate. However, restaurant managers may enhance their orientation programs and assist new hires in having a good start by investing in organized training programs, emphasizing employee involvement, personalizing orientation to each employee's needs, and ensuring compliance with legal and ethical requirements is maintained.

To attract and keep qualified workers, restaurant managers can use various coping tactics during hiring. Restaurant managers can use successful coping mechanisms, including employer branding, referral programs, flexible work schedules, and training and development programs to attract and keep qualified staff. Restaurant owners and managers can save money on hiring by using these coping mechanisms, boosting productivity and job happiness.

Restaurant managers can use various coping techniques to help them choose the best applicant for the position. Restaurant managers can choose the best candidate using efficient coping tactics, including structured interviews, assessment centers, reference checks, and cultural fit evaluations. These coping techniques can assist restaurant managers in lowering selection errors, raising employee productivity, and improving their establishment's success.

The success of new workers in the restaurant business depends on efficient orientation programs. To guarantee that new workers receive the required orientation and training to perform their jobs effectively, restaurant managers can use various coping tactics in orientation programs. Restaurant managers who want to make sure recruits succeed in their new positions should use successful coping tactics, including onboarding buddies, interactive training, formal orientation programs, feedback, and recognition.

On the other hand, employees' success in the restaurant industry depends heavily on effective training and employee development initiatives. To ensure staff members receive the proper training and development to accomplish their jobs effectively, restaurant managers can use various coping tactics in training and employee development programs. In addition, restaurant managers can utilize effective coping mechanisms to ensure staff success, including coaching and mentoring, work rotation, e-learning, performance feedback, and recognition.

Practical evaluation and incentive systems are essential to ensure staff motivation and work satisfaction in the restaurant industry. Restaurant managers might use various coping mechanisms to ensure staff are evaluated and rewarded fairly and objectively. Restaurant managers who want to ensure employee performance might use objective criteria, ongoing feedback, incentives, and recognition programs as effective coping mechanisms.

Restaurant managers encounter several marketing difficulties, such as competition, financial limitations, and shifting consumer tastes. However, restaurant managers can overcome these difficulties through coping mechanisms like fostering customer relationships, social media marketing, working with nearby companies, and providing specials and promotions.

5.2 Limitations of the Study

The limitations of the study should be properly acknowledged. First, only people management, marketing, and service quality were taken as the significant indicators of the study. Other essential tasks like revenue management and data analytics also need attention. This study as well only focuses on casual dining restaurants. There is a need to widen its scope to other types of restaurants. Qualitative data can likewise strengthen the result of the study.

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Taste and Heritage: The Potential of Bulakan as Premier Local Tourist Destination in the Province of Bulacan

Cabayan, Jose Rizalito Jr.
College of International Tourism and Hospitality Management
Lyceum of the Philippines University-Manila

Pablo, Charlene Gay B.
College of International Tourism and Hospitality Management
Lyceum of the Philippines University-Manila

Abstract:

This study has been conducted to know the relationship between home-grown food and heritage sites as a factor in recognizing Bulakan, Bulacan, as a potential premier local tourist destination in the province of Bulacan. The researchers utilized a descriptive mixed-method design. The study results show that Nuestra Senora De la Asuncion Parish Church is the most visited heritage site, and Traditional *kakanin* is the most popular delicacy in Bulakan. The attributes evaluations in terms of attractions, accessibility, and amenities were described as agree and accommodation as moderately agree by the local tourist. The local government of Bulakan is also doing its part and is ready to accept the challenge of being a premiere local tourist destination.

Keywords: Home-grown dish, Heritage, Tourist ready

1. Introduction

Taste and heritage are components of the cultural tourism of a destination. It is a term deeply connected to each other as it may result in many opportunities, especially in recognizing certain local tourist destinations.

Taste is the culinary treasure of a tourist destination. It comprises the different food and delicacies that a particular place put the ownership of and is proud of. According to Apak & Gurbuz (2023), local food is not only a tourist attraction but also an element that can help shape the image of a destination. It is usually a tangible product that depicts an authentic cuisine, an ingredient, or a method that usually characterizes a certain locality. This culinary product motivates the development of food tourism in the place. In the Philippines, the province of Pampanga is rich in authentic food and cuisine, making them the culinary capital of the Philippines. Tourists visit primary and secondary food producers, food festivals, restaurants, and specific locations for which food tasting and/or experiencing the attributes of specialist food production regions are the primary motivating factor for travel.

On the other hand, heritage pertains to a product or place that evokes a nostalgic sense of tradition or history. It concerns the motivation to experience various item representative of past and present periods at a tourist destination (Park, Choi, & Lee, 2019). The heritage of a locality can be a significant motivating factor for a tourist to visit. Cultural heritage can be either tangible or intangible. In the Philippines, Intramuros, Manila depicts a tourist attraction rich in cultural heritage.

A destination that offers both can increase its potential to become a premier destination in the country.

The travel motivators may include culture, food, attractions, health, visiting friends and relatives, education, and religion. Having this mentioned, the researchers considered food synonymous with taste, culture, and heritage as the two main points to consider in attracting tourists to a particular destination.

Hence, the importance of this study is to further see the real connection and importance of the homegrown delicacies of a specific destination and its heritage as a factor to attract people to visit and experience those things. This will give a clear picture of the effectiveness of homegrown delicacies and heritage sites of a particular destination in attracting tourists and impacting a potential premier local destination.

The researchers considered this topic since this is their area of interest, and the topic is relevant as a vehicle for the sustainable development of Bulakan. Aside from food and heritage, local tourists' responses towards Bulakan's accessibility, attraction, accessibility, accommodation, and amenities, including the role of Bulakan local government in preserving heritage sites and promoting its town, have been discussed in this paper.

The study aims to assess the potential of Bulakan, Bulakan, as a premier local tourism destination in the province of Bulacan, Philippines. Likewise, it will also focus on identifying the heritage sites and their significance to the locality, the role of the government in preserving the sites, and marketing the site.

2. Literature Review

2.1. Local Government Role in Heritage Sites Preservation

The tourism sector is one of the largest and fastest expanding in the world. This leads to tendencies in local development brought on by commercial tourism. In addition, the intangible and tangible heritage is growing. However, increasing worries are arising concerning the tourism system, particularly the preservation of heritage (Richard, 2018). Therefore, the organizations that make up local government are primarily accountable for this growth since they deliver social goods and services, construct commercial buildings, control local economic activity, and take care of the environment. These organizations may be useful tools for fostering local development. The fundamental responsibility of the local government in the development process is to act as a mediator between divergent interests that lead to them catering to their personal benefits rather than serving the public interest.

2.2. Tourism Marketing Strategies

There are lots of ways to promote tourism destinations in every place. Tourism is significantly influenced by the media as well. Evidently, the numerous case studies on the effects of movies like The Lord of the Rings or the Chinese television sensation Lost in Thailand (UNWTO, 2018). In addition, losses in Thailand arguably induced more than four million Chinese tourists to visit Thailand in 2013. Therefore, locals in tourism destinations should be encouraged to utilize social media more frequently to connect with present and future tourists so they may educate them about their tourist destination and market it independently. Also, the tourism sector may increase its use of social media (Cruz, Pangilinan, San Juan, Santiago, Santos, & Villanueva, 2022)

In the field of gastronomy, several efforts have been made to promote the culinary sector. Culinary goods made in the area, including the creation of labels and origin certification. These labels not only offer benefits they function as barriers to keeping food goods safe, but they also represent cultural tourist attendance. Cultural travel may be encouraged through the creation of cultural pathways. related to wine and food labels, including olive oil supply chains, cheese, and wine routes (Richards, 2018).

2.3. Food Tourism

The versatility of food to contribute to the socio-cultural and environmental aspects of tourism has drawn increased attention, and studies of food tourism have tremendously benefited from this tourist perspective. In culinary tourism, experiences cannot be understood without referencing the local food scene. It demonstrates that local ecosystems, people, and their stories are prominently represented in food tourism experiences (Park & Widyanta, 2022).

2.4. Heritage

A community's natural and cultural environments are both included in heritage. Studies about heritage distinguish the difference between tangible and intangible aspects. Taxonomically speaking, the two main categories of tangible heritage are natural and cultural. The list of tangible cultural heritage includes, among other things, museums, historic cities, cultural landscapes, natural sacred sites, and submerged cultural property. These are the historical landmarks, parks, historic structures, archaeological sites, ruins, gardens, farmlands, shipwrecks, mountains, volcanoes, and natural landscapes that are listed as national treasures and frequently inscribed as World Heritage Sites for their exceptional universal values to humanity, generating a tourism industry where these sites are located (Santa & Tiatco, 2019).

3. Methodology

3.1. Measurement

The researchers utilized an exploratory sequential mixed methods design. This approach was used through an initial qualitative followed by quantitative phase data gathering and analysis. The qualitative approach was employed to determine the roles of the Local Government of Bulakan, Bulacan in preserving heritage sites. As well as distinguishing the necessary tourism marketing strategies of Bulakan, Bulacan in aid to be considered as potential premier local destination in the province of Bulacan.

Moreover, a quantitative approach was applied to know the homegrown delicacies of Bulakan, Bulacan, and its significance to their culture. Also, to recognize the heritage site within Bulakan, Bulacan and its significance to the present condition of the locale. And to get the response of local tourists on their judgment in Bulakan, Bulacan, as a potential premier local tourist destination in the province of Bulakan in terms of attractions, accessibility, accommodation, and amenities.

3.2. Population, Sample Size, and Sampling Technique

The researchers gathered data from 400 local tourists ages 18 and above who visited Bulakan, Bulacan. The researchers used the non-probability quota sampling since the number of tourists was not identified.

An in-depth interview with the key informant was conducted to answer the role of local government in preserving the heritage sites and necessary tourism marketing strategies in promoting Bulakan, Bulacan. The key informant is a native of Bulakan and former Municipal tourism and Information officer.

4. Results

4.1. Profile of respondents

The study shows that most respondents are female (212 or 53%), followed by male (188 or 47%). %). It was also revealed that a higher percentage of the respondents are employed (234 or 58.85) while 166 or 41.15% are unemployed.

Table 1
Frequency Distribution of Respondents' Profile

Gender	**Frequency**	**Percent**
Male	188	47%
Female	212	53%
Grand Total	400	100%
Employment Status	Frequency	Percent
Employed	234	58.85%
Unemployed	166	41.15%
Grand Total	400	100%

4.2 Role of Local Government Unit of Bulakan in preserving heritage sites

As per the personal communication with the tourism officer of Bulakan, Bulakan, a native of the town, the Bulakan Local Government Unit is doing its part to maintain and promote an appealing tourist destination, particularly its heritage sites. The key informant stated that they ensure the destination has a positive overall image and experience as it presents. The safety and security of tourists are constantly observed by deploying security personnel in the heritage sites and the entire town through cooperating with the mayor's office. The overall quality of the heritage sites is constantly monitored by assigning caretakers. Thus, the role of the local government has a significant effect in managing the environment properly because the future of the local communities depends on it.

4.3 Marketing strategies of Bulakan Local Government Unit in aid to be considered the premiere local tourist destination

Likewise reiterated by the key informant that the Bulakan, Bulacan local government unit is already capturing their potential or target market using different marketing tools. This can be viewed as a powerful way to open Bulakan as a gateway to tourist destinations. The Local Government Unit (LGU), particularly the tourism office of Bulakan, uses brochures that showcase the heritage site and delicacies of each barangay of the town. Websites and social media platforms have also been utilized to efficiently promote the town since it can reach local and foreign tourists.

In addition, to address the need and demands not only of the residents of Bulakan but also of the tourists, continuous development is ongoing in Bulakan to pave the way as a more competitive destination and a place to stay.

4.4 Assessment of respondents on the most popular home-grown delicacies and its significance to the present condition of the locale.

The table shows that the most popular delicacy, traditional kakanin got the highest mean. Bulacan is known for its tasty and filling sweet rice cakes and other glutinous rice-based delicacies. The rice cake in banana leaf, known as "suman yangit" in other parts of the country, became famous in Bulacan as Suman Pasko (Bulacan sticky rice cake). It has long been a tradition in the province to serve it, along with "ube halaya" (purple yam) and "minatamis na beans" (sweetened beans), during the Noche Buena, Christmas day itself, and New Year's Eve. It is considered a special holiday dish.

Table 2
Frequency Distribution of Popular Delicacies in Bulakan, Bulakan

Native Delicacies	Frequency	Rank
1. Longganisang Bulakan (Bulakan Sausage)	359	2
2. Kababayan (Local Bread)	338	4
3. Dalok/ Burong Mangga (Pickled Mango)	318	7
4. Talimusak (Maned Goby)	245	11
5. Sukang Bulacan (Bulakan Vinegar)	298	9
6. Traditional Kakanin (Rice Cake)	388	1
7. Karamba (Squash and Shrimp Fritter)	239	3
8. Atsarang Dampalit (Pickled Sea Purslane)	220	12
9. Adobong Igat (Vinegar-Braised Eel)	317	8
10. Tinapang Bangus at Tilapya (Smoked Milkfish and Jalebi fish)	333	6
11. Ressies's Palabok (Ressies' Rice Noodles with Shrimp Sauce)	234	5
12. Bonete (Pan de Bonete)	257	10
13. Pakam na Manok (Chicken Stewed in Ginger)	195	14

4.5 Assessment of respondents on the most visited heritage and its significance to their culture
Table reveals that the most visited heritage site is the Nuestra Senora de la Asuncion of Bulakan, Bulacan, a centuries-old Parish, is one of the most special municipalities in Bulacan province due to its rich history, both national and religious. Its miraculous patroness became the silent witness and guiding star in the fate and history of the people of Bulakan, Bulacan, which would later play a role in influencing the national and religious history of our country. No wonder most tourists visit Bulakan. Bulacan set it at the top of their list to visit.

Table 2
Frequency Distribution of Prominent Heritage sites in Bulakan, Bulakan

Heritage Sites	Frequency	Rank
1. Nuestra Senora De la Asuncion Parish Church	395	1
2. Marcelo H. Del Pilar Shrine	378	3
3. Delgado House in Sta. Ana Bulakan	289	9
4. Bulakan Catholic Cemetery	365	5

5.	Lava Ancestral House	325	6
6.	Gregorio Del Pilar Birthplace	382	2
7.	Birthplace of Senator Soc Rodrigo	225	10
8.	Bonifacio Enriquez House	297	8
9.	Ycasiano-Enriquez Ancestral House	320	7
10.	Cupang Bridge	368	4
11.	Carcel Provincial Ruins	188	11

4.5 Assessment of respondents in Bulakan, Bulacan as potential premier local tourist destination in terms of attractions, accessibility, accommodation, and amenities

Table depicts the assessment of the tourists in terms of attractions in Bulakan. It has a grand mean of 3.62 with the verbal description of agree. The highest indicators are *The cultural heritage is well conserved in Bulakan, Bulacan* and *The heritage setting is authentic* with weighted mean of 3.71 described as agree. On the other hand, indicator *The historical sites in Bulakan, Bulacan are highly valued* got the lowest mean of 3.40 with a verbal description of Moderately Agree. Moreover, the assessment of the tourists in terms of accessibility has a grand mean of 3.73 with a verbal description of Agree. Indicator *Bulakan, Bulacan is easily accessible* to me got the highest mean of 3.90 described as agree, while indicator *Bulakan, Bulacan has a well-developed transportation system* got 3.63 and described as agree. Likewise, the assessment of the tourists in terms of accommodation has a grand mean of 3.30 with a verbal description of moderately agree. Indicator *Food is included in the accommodation of Bulakan, Bulacan* got the highest mean of 3.47 described as moderately agree. While indicator *Bulakan, Bulacan has safe tourist accommodation has the lowest mean* of 3.15 described as moderately agree. It means that the tourists in Bulakan prefer to have meals included during their stay in accommodation. Also, the tourists do not feel safe that much based on their assessment. Furthermore, the assessment of the tourists in terms of amenities has a grand mean of 3.54 with a verbal description of agree. Indicator *Bulakan, Bulacan has a good offer of typical native food* got the highest mean of 3.9 described as agree. Though the indicator *Bulakan, Bulacan has a good shopping alternativ*e has the lowest mean of 3.33 described as moderately agree. The results signify that the tourists considered Bulakan food offerings, whether from an establishment or a local, as part of their experience in visiting the town. On the other hand, the tourists look for shopping alternatives in which they can buy not only food but also things needed for their trip.

Table 3
Assessment of respondents in Bulakan, Bulacan as potential premier local tourist destination in terms of attractions, accessibility, accommodation, and amenities

Indicators	Mean	Verbal Description
1. The historical sites in Bulakan, Bulacan are highly valued.	3.4	Moderately Agree
2. The cultural heritage is well conserved in kan, Bulacan.	3.71	Agree
3. The heritage sites are unique compared to other heritage destination	3.64	Agree
4. The historical architectures are highly valued.	3.57	Agree
5. The cultural heritage sites are attractive to me.	3.52	Agree
6. The cultural activities are very interesting to me.	3.67	Agree

7. The cultural heritage is well interpreted in Bulakan, Bulacan.	3.61	Agree
8. The cultural heritage activities reflect the identity of Bulakan, Bulacan.	3.59	Agree
9. The heritage setting is authentic.	3.71	Agree
10. The Heritage sites in Bulakan, Bulacan is safe.	3.7	Agree
Grand Mean Attractions	**3.61**	**Agree**
1. Bulakan, Bulacan is easily accessible to me.	3.9	Agree
2. The transportation is convenient within Bulakan, Bulacan.	3.7	Agree
3. Bulakan, Bulacan has efficient local transportation	3.66	Agree
4. Bulakan, Bulacan has a well-developed transportation system	3.63	Agree
5. Access to Bulakan, Bulacan is 24/7 available	3.73	Agree
Grand Mean Accessibility	**3.73**	**Agree**
1. Bulakan, Bulacan has a high-quality accommodation	3.28	Moderately Agree
2. Bulakan, Bulacan has a safe tourist accommodation	3.15	Moderately Agree
3. Accommodation in Bulakan, Bulacan offers full-service style. (valet parking, room service, laundry service, etc.)	3.18	Moderately Agree
4. Bulakan, Bulacan has ample choices of accommodation establishments (inn, resort, hotel. etc)	3.31	Moderately Agree
5. Food is included in the accommodation of Bulakan, Bulacan	3.47	Moderately Agree
6. Accommodation is moderately priced.	3.42	Moderately Agree
Grand Mean Accommodation	**3.3**	**Moderately Agree**
1. Bulakan, Bulacan has a good offer of typical native food	3.9	Agree
2. Bulakan, Bulacan has a good shopping alternative	3.33	Moderately Agree
3. Bulakan, Bulacan has a sufficient park	3.41	Moderately Agree
4. Bulakan, Bulacan has enough tourist information centers	3.34	Moderately Agree
5. Bulakan, Bulacan has a good quality tourism support services	3.52	Agree
6. Bulakan, Bulacan has a variety of food and beverage establishments (Fast food restaurants, Casual Restaurants, Fine Dining Restaurants, etc)	3.71	Agree
Grand Mean Amenities	**3.54**	**Agree**

5. Discussion and Conclusion

5.1. Discussion and implications

The municipality of Bulakan is considered home to many heritages site within the province of Bulacan. The presence of old churches, ancestral houses, and museums can hold strong evidence to the claim that one of the oldest churches in Bulacan has been maintained and restored despite the tragedies that have been encountered by the church. Nuestra Señora de Asunscion Church founded in 1578 is one of the famous heritage sites in the town. Thus, heritage is an invaluable resource for the tourism industry, so it is important to maintain the original heritage to address the relationship between heritage conservation and sustainable tourism development. Many legacies have been recreated and restored in the past without regard for the original, distorting the heritage. The term "active conservation" was only coined by scientists. This not only aids in the preservation of the heritage's core principles but also in their promotion and actualization. But, to put this idea into practice, heritage workers and visitors must work closely together. Planning is necessary for any tourism development projects, including exploiting historical resources, and historical experts must be consulted (Hoang, 2021).

Suman Pasko (Bulacan sticky rice cake), one of the traditional native delicacies in Bulakan, is the most popular among tourists. This is considered holiday food. Most of the time, it is served in a feast together with "Ube Halaya" (sweet purple yam) and " Minatamis na Beans" (sweetened beans). Locals from Bulakan found an opportunity to earn by making and selling Suman Pasko (Bulacan sticky rice cake). Indeed, the ingenuity of the Bulakenyos was showcased by serving this unique delicacy. It proves that Filipino food is particularly resourceful since it uses practically every ingredient found in the neighborhood and transforms it into a dish that the audience will love. Local identity, consumer behavior, the exchange of social history for who and what is to come, and the collaboration of this legacy with the rest of the world are all significantly influenced by traditional cuisine. Because it begins with a project that will be completed via meticulous planning of the reproduction and preservation of food, establishing the culinary legacy is not a miracle (De Villa, Domingo, Ramirez & Mercado, 2022).

Furthermore, based on the assessment of respondents Nuestra Senora de la Asuncion of Bulakan, Bulacan is the most popular heritage site in Bulakan. Most of the residents of the town have witnessed the devotion to the Lady of the Assumption of Bulakan, Bulacan continues to develop, evolve, and gain many devotees over the years. Indeed, heritage can take many different forms, including intangibles like memories, emotions, values, and practices, as well as concrete forms like places, structures, and landscapes. encompassing everything from creating nations to promoting locations. In traditional historical discourse, heritage often reflects a phenomenon, although recently, more and more people have stopped observing oblique appearances, which frequently come from groups outside of the mainstream discourse. Heritage is used in various contexts and becomes significant when used as a tool for commercial, cultural, and political objectives. Just two examples include emancipator and instructive. How to understand legacy through interpretation. Hence, understanding its significance to various groups is crucial (Nilson & Thorell. 2018).

Regarding attractions, the tourists find the cultural heritage is well conserved in Bulakan, Bulacan, and the heritage setting is authentic. With regards to accessibility, although most of the respondents agreed that the town could be reached easily, development is still a must to cater to all the tourists in Bulakan, Bulacan. Moreover, tourists prefer establishments that provide food as an inclusion in their stay in the accommodation. Likewise, the wide variety of native food offerings makes the tourists' experience complete. However, Shopping alternatives should also be considered since malls are limited in the town.

Undeniably, Bulakan has countless numbers of authentic and well-conserved historical sites. However, not all of them are highly valued. The locals in Bulakan should be aware of all the heritage sites and their history. Residents of Bulakan can help to promote the town if they are also educated about its heritage sites. Still, attractions are central to the tourism system and serve as vital resources for developing destinations and visitor motivators. The most significant kind of tourist attraction is cultural heritage. In fact, a sizable number of tourists annually visit cultural heritage sites. There is a wealth of research on tourist destinations with cultural heritage. Also, heritage should be conserved for future generations; what the people live with today, was all inherited from the past. The semantic development of this idea demonstrates the depth and complexity of cultural heritage. Intangible and tangible cultural heritage are currently separated into two groups. The use of material and intangible historical artifacts for tourism purposes is the emphasis of heritage tourism. developers of heritage tourism (Yu, & Xu, 2019).

As a local of Bulakan, Bulacan, travelling from the city is easy since there are various ways to reach the town. Though, not all the time public transportation is available for commuters. Hence, accessibility for all tourism facilities, products, and services should be a central part of any responsible and sustainable tourism policy. It is not only about human rights. It is a business opportunity for destinations and companies to embrace all visitors and enhance their revenues (UNWTO,2021).

Similarly, accommodation is an essential and fundamental component of offering tourism activities. In some ways it forms the foundation of the tourism sector. People naturally require a place to stay when traveling because they are away from home. In this scenario, overnight lodging satisfies their necessities. This has caused the emergence of commercial lodging, each offering various amenities and services based on the type of lodging (Pertiwi & Sulistyawati, 2020).

Likewise, amenities are components of a place that permit visitors to stay there and take use of or engage in the attractions on offer. Declare that amenities are any establishments that cater to tourists' needs during their visit to a tourist destination. Although amenities are not directly related to tourism, travelers nonetheless require them. The purpose of amenities is to temporarily meet the demands of visitors in the tourist areas they travel to. One factor that pushes individuals to start a trip is the presence of amenities that make the tour convenient (Hermawan, Wijayanti, & Nugroho, 2019).

5.2. Conclusion

The most famous native delicacy in Bulakan is the traditional kakanin. With the rich culture of Bulakan in terms of culinary many ancestral dishes are being served, particularly the Suman Pasko (Bulacan sticky rice cake), which is considered one of the traditional kakanin of Bulakan. Various establishments owned by the town's locals also have high potential if promoted enormously, like Resie's Palabok.

There are numerous heritage sites in the town of Bulakan, Bulacan. The most visited one is the Nuestra Senora De la Asuncion Parish Church. However, not all these are frequently visited, like the Carcel Provincial Ruins. Hopefully, the local government can do something to showcase all the heritage sites in Bulakan. Bulakan continuously develops in all aspects, including attractions, accessibility, accommodation, and amenities.

The Local Government Unit of Bulakan is ready to accept more significant opportunities in opening its door as a premiere local tourist destination in the province of Bulacan.

5.3. Limitations of this study and suggestions for future studies

This research focused on the potential of Bulakan as a premiere local tourist destination. The respondents were local tourists who lived near Bulakan. Future researchers may consider a wider scope in their study.

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An Evaluation of the Effectiveness and Efficiency of the Flexible Practicum Training Program (FPTP) on Fourth Year Students of Bachelor of Science in International Hospitality Management *S.Y.* 2021-2022: Basis for Industry Preparedness and Employability

Cabatic, Gemili
College of Hospitality and Institutional Management
Our Lady of Fatima University

Cordova, Jr., Ignacio
College of Hospitality and Institutional Management
Our Lady of Fatima University

Dizon, Raffy
College of Hospitality and Institutional Management
Our Lady of Fatima University

Lago, Elpedia
College of Hospitality and Institutional Management
Our Lady of Fatima University

Villamater, Jovelyn Ann
College of Hospitality and Institutional Management
Our Lady of Fatima University

Abstract:

Evaluation of the Flexible Practicum Training Program (FPTP) is necessary for its future as a viable alternative to classroom training. The study aimed to evaluate the effectiveness and efficienciesof Flexible Practicum Training Program (FPTP) compared to current classroom training, Learning, motivation, and attitudes were measured for instructional effectiveness. Instructional time and cost/benefit calculations were used as measures of efficiency. Results indicated, as predicted, that the Flexible Practicum Training Program is a more effective instructional method than classroom training and more efficient than classroom training. The study aims to evaluate the effectiveness and efficiency of the Flexible Practicum Training Program (FPTP) the 4th year student of Bachelor of Science International Hospitality Management at Our Lady of Fatima University Valenzuela in terms of subject consisting of skills, environment, theory on decision making including lack of skill, confidence, and personal interaction. This Quantitative research used a Quasi-Experimental design to gather data using a Likert Scale table rating from 1 to 5 which is the highest verbal interpretation of Strongly Agree. Giving a survey questionnaire by the help of Google form were distributed to 65 participants who are 4th-year students taking Bachelor of Science in International Hospitality Management at Our Lady of Fatima UniversityValenzuela with a specialization whether Cruise line operation and Culinary Arts, raging 20-24 years old whether if it is a female or male. Results showed how the Flexible Practicum Training Program affect 4th-year students of Bachelor of Science in International Hospitality Management at Our Ladyof Fatima University Valenzuela in terms of preparedness and employability by a rating based on verbal interpretation from strongly agree to strongly disagree. Doing this, makes them aware of the thoughts and opinions of the effectiveness of Flexible Practicum Training Program (FPTP) to the 4th year students taking Bachelor of Science in International Hospitality Management at

Our Lady of Fatima University Valenzuela in terms as basis of Industry Preparedness and Employability.

Keywords: Flexible Practicum Training Program (FPTP), evaluation, effectiveness, efficiency, On-The-Job Training, Practicum, COVID-19

1. Introduction

In March 2020, the world was plagued by the terrifying pandemic disease known as Covid- 19, which wreaked havoc on everyone's lives. The entire world was put under lockdown because of the virus, and there was no choice but to continue with the 'New Normal. Online learning modalities have become a part of the curriculum at Our Lady of Fatima University. Online on-the-job training or the Flexible Practicum Training Program (FPTP) is a work experience opportunity that students can do from the comfort of their own home. Students communicate with their professors through a variety of resources during the virtual practicum, including Microsoft Teams, Email, and Webinars. Even if the recruiting procedure has changed to online and offers virtual practicum opportunities till the pandemic scenario improves, graduating Hospitality Management students have little choice but to accept the online on-the-job training offer as part of their preparation to become professionals.

To comprehend the COVID-19 pandemic's impact, Our Lady of Fatima University Valenzuela Campus has decided to implement a virtual practicum also known as the Flexible Practicum Training Program (FPTP) for Bachelor of Science International Hospitality Industry graduates. The transition from student to professional is not always easy. When students enter the workforce, they confront numerous hurdles. They must adapt to the professional environment by applying their conceptual understanding in the new workplace. In most cases, students in Hospitality Management apply their abilities and professionalism knowledge in their first positions. By combining conceptual understanding and training through virtual practicum, students can be better equipped to employ their skills and knowledge in the industry.

This study is for the researcher to learn about the thoughts and opinions of 4th-year Hospitality Management students who are participating in an on-the-job training as part of their graduation requirements. Due to a pandemic, the Flexible Practicum Training Program (FPTP) was implemented to prevent the virus from spreading and causing a rapid growth in the number of people sick.

Furthermore, the study will make use of a survey questionnaire that has been modified from previous research. The survey questionnaire approach will be used in this study, and it will be conducted on an Internet platform. Closed-ended questions will be included in the survey form to assess students' perceptions of the impact of virtual practicum on graduating students. Before directing the survey questionnaires, the researchers will ask for the respondent's full voluntary consent to participate in the survey. The researchers will also ensure that the respondents' personal information iskept confidential and secured during the whole course of the study.

The entire education system has just been destroyed by an unprecedented health catastrophe that has shaken its foundation. As a result, governments all around the world have launched a crisis response to mitigate the pandemic's educational impact. Curriculum changes, the provision of technical resources and infrastructure, academic calendar revisions, and instructional delivery and assessment rules are all instances of this strategy.

Due to these improvements, educational institutions were compelled to move entirely online until face-to-face instruction was authorized. The current scenario is uncommon in that it has the potential to increase the difficulties that online learners face due to movement restrictions.

The purpose of this study was to evaluate the effectiveness and efficiency of the Flexible Practicum Training Program (FPTP) in Our Lady of Fatima University on 4th Year Bachelor of Science in International Hospitality Management students. In addition, this will also determine the Personal Development learned through FPTP, skills developed through webinar series, employability, and Business Opportunities.

The study will be beneficial to the Government, by continuously observing and protecting the students of COVID-19, Industry Partners, for them to realize that even students are having Virtual Practicum or FPTP, students were able to enhance and gain life-long experience while students are at home, parents who gave full support from their siblings amidst pandemic and pursue them to continuetheir education even in virtual practicum, students to realize and assess the importance of FPTP as part of the recalibrated curriculum for them to graduate on time and the University, to continue developing a program which will help all the students become globally competitive.

This study aims to evaluate the effectiveness and efficiency of the Flexible Practicum Training Program for the 4th year student of Bachelor of Science International Hospitality Managementat Our Lady of Fatima University Valenzuela.

Specifically, this study intends to answer the following problem statements:

1. What is the demographic profile of the respondents in terms of:
    1.1 Course and Specialization
    1.2 Age
    1.3 Gender
2. How is the Flexible Practicum Training Program effective to fourth-year Bachelor ofScience in Hospitality and International Management with contributing factors in terms of:
    2.1 Environment
    2.2 Skills
    2.3 Degree of Learning
3. How is the Flexible Practicum Training Program evaluated in terms of students?
    3.1 Skills
    3.2 Confidence
    3.3 Personal Interaction
4. How is the Flexible Practicum Training Program evaluated in terms of students' skills, confidence, and personal interaction?
5. Is there a significant difference in taking the Flexible Practicum Training Program asbasis for industry preparedness and employability when grouped according to environment skills and degree of learning?

2.3.1 Hypothesis

There is no significant difference between the effectiveness and efficiency of the Flexible Practicum Training Program for the Fourth Year Students of Bachelor of Science in International Hospitality

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2. Literature Review

The outbreak of COVID-19 in 2020 entirely disrupted everyone's daily life including the education system (UNESCO, 2020). Universities in the world closed their campuses to avoid the spread of viruses and offered online or hybrid classes through online platforms (United Nations, 2020). Students experienced mental stress derived from excessive online classes; faculty also struggled to teach via online platforms and experienced the extra burden because of the new mode of class delivery (Lei & So, 2021).

Due to the current COVID-19 pandemic, all teaching and learning activities have beencompelled to move to online platforms. Even though they are used to an offline learning environment and frequently attend a mixed learning course with theoretical and practical components, Hospitality students are not exempt from this change. Pandemic wrecked educational systems, with many students bearing the brunt of the consequences. It has forced the government to postpone national exams and temporarily close schools, as well as to stop providing face-to-face instruction and strictly impose physical isolation. With the growth of the tourism industry worldwide, the hospitality industryhas become one of the most popular fields and educating hospitality professionals is necessary (Tsai, Hsu, & Hsu, 2017). Hospitality students are required to be well equipped with knowledge and skills (e.g., from lectures, tutorials, and subject assessments) and professionally trained (e.g., practicum requirement or internship); in this manner, they become competent enough to meet the marketdemand of their career choice. (Chen, Subhash, George, & Weiermair, 2012). Hospitality instructors usually adopt face-to-face teaching approaches, which involve discussions and personal interactions (Lowton-Smith et al., 2019). Examples of these approaches are lectures, discussions, field trips, guest lectures, panels/symposia/fora, small group activities, games or simulations, student presentations, case studies, demonstrations, and experiments (Deale, O'Halloran, Jacques, & Garger, 2010). Moreover, hospitality students must develop their social skills to establish a service orientation for career development. Koc (2019) claims that students develop these professional, social, and interpersonal skills through lectures and internship programs. However, students can possibly have anxiety, which can hinder their social skill development and eventually their personal growth and career advancement (Koc, 2019).

2.1. Effectiveness of on-the-job training

Effectiveness of Online Training A study conducted in 2009 for the US Department of Education found that, "On average, students in online learning conditions performed modestly better than those receiving face-to-face instruction" (Means, 2010, p. ix). This performed by SRI International for the Department of Education, included a search of research literature spanning 1996.

July 2008 and identified "more than a thousand empirical studies of online learning" (Means, 2010, p. ix). Analysts used only the studies that met their specific criteria: "(a) contrasted an online to a face-to-face condition, (b) measured student learning outcomes, (c) used a rigorous research design, and (d) provided adequate information to calculate an effect size" (Means, 2010, p. ix). This research identified fifty independent effects that could be subjected to meta-analysis, which discovered the previously mentioned result and advantage that online learning has when compared to in-person learning. The research noted that, as a result of today's online learning applications, our current "forms of online learning are a far cry from the televised broadcasts and videoconferencing that characterized earlier generations of distance education," and that as a result, a comparison concerning the effectiveness of online versus face-to-face instruction needed to be revisited (Means, 2010, p. xi). Although the goal of this study was to provide policy makers and the like with guidance concerning ways in which to implement online learning for K12 education, it recommends caution in generalizingto this age group because, in addition to focusing on K-12 education, it "encompassed…research literature….(in) career technology, medical and higher education, as well as corporate and military training (therefore) it yielded enough studies with older learners to justify a quantitative meta-analysis" (Means, 2010, p. xii). 9 Most of the variations in the way in which different studies implemented online learning did not affect student learning outcomes significantly. The effectiveness of online learning approaches appears quite broad across different content and learner types" (Means, 2010, p. xiv-xv). Although combining face-to-face elements with online elements showed a larger advantage in this study, as noted below, both blended and online learning techniques generally lead to similar learning outcomes. The study also notes that they ran the meta-analysis while only including the 43 studies with older learners, and therefore excluding the studies with the K12 students, with "results (that) were very similar to those for the meta-analysis including all 50 contrasts" (Means, 2010, p. xiv). The study mentions that online learning is an effective option for 1) undergraduate students, 2) graduate students, and 3) professionals, and that there are no significant differences in effectiveness that relate to the subject of instruction.

2.2. Efficiency of online training

Joyce M. Schmeeckle's article on "Online Training: An Evaluation of the Effectiveness and Efficiency of Training Law Enforcement Personnel over the Internet" mentions that online training "isthe future of workforce training in both educational and corporate institutions." Schmeeckle (2003) performed two studies, with Study 1 focusing on research that evaluated the effectiveness of online training as it compares to classroom training (including factors such as learning and motivation/attitude), as well as efficiency of online training as it compares to classroom training (including factors such as time and cost). Although this research concerns the training of law enforcement personnel, the 2009 study published for the Department of Education found that no significant differences in online training effectiveness were found which related to the subject of instruction. Schmeeckle's experiment randomly assigned trainees to receive online or classroom training for her Study 1. The results (referencing the factors mentioned above) proved that online training is equally effective as is classroom training, but is significantly more efficient, noting that, on average, online training was completed in almost half the time as was classroom instruction.

However, this research notes an important limitation of online training in that the classroom group "reported higher motivation and positive feelings concerning their instruction than did the online group". As mentioned by Xiaoxing Han, Ph.D. in his research paper "Exploring an Effective and Efficient Online Course Management Model" (1999), the time an instructor spends to develop and present the online training should be compared to the time the instructor would spend preparing and presenting typical classroom instruction. Han notes that, without strategically planning the development and implementation of an online training module, efficiency cannot be 14 attained. More advanced studies, such as Schmeeckle's, point out that one must also consider the effectiveness of online training in a cost-benefit analysis to ultimately determine the efficiency of an online training program. Han points out that instructor time needs to be accounted for when comparing online training versus classroom training, whereas Jack Philips' Return on Investment addition to the Kirkpatrick Model adds cost to the equation, which would inherently include time saved when calculating the total return on investment (total training time is included in Return-on-Investment calculations, ultimately given as a measure of costs incurred or cost savings.

3. Methodology

This study used a mixed method design whereby a better understanding of the research aims was targeted through the use of quantitative as well as qualitative methods. The evaluative inquiry intended to achieve in this study follows Owen's (2007) impact evaluation, a form of evaluation aimed "to assess the effects of a settled program" with a focus on program outcomes (p. 47). Impact evaluation is concerned with issues including but not limited to whether the program has been put into effect the way it was planned, whether the aims of the program have been realized, whether the needs of program beneficiaries have been met, and the unplanned outcomes of the program (Owen, 2007).

The researcher used this design to figure out the Flexible Practicum Training Program: An Evaluation of the Effectiveness and Efficiency of Fourth-Year Students Bachelor of Science International Hospitality Management at Our Lady of Fatima University SY: 2021-2022: The basis for Industry Preparedness and Employability Surveys. An adapted version of Williams-Pettway's (2005) components, the survey consisted of five scales, namely (1) knowledge, skills and dispositions, (2) field experiences and clinical practice (student teaching internship), (3) diversity, (4) technology, and (5) quality of instruction. The scales consisted of 4-point Likert scale items and were followed by open-ended and multiple-choice items. Differences in the graduate survey, compared to the on the student, were different demographic information questions and an increased number of open-ended questions. Focus Group Interviews with on the job. Students. The focus group interviews centered on the overall organization of the program, weekly seminars and peers, university supervisors and cooperating teachers (mentor teachers), teacher trainees, and suggestions for improvement of the practicum program. Interviews with Hotel Supervisors. The individual interviews consisted of questions about university supervisors, hotel supervisors and manager, on the job trainees, program and outcomes, specific focus questions, additional comments, and suggestions for the improvement of the program. The survey included questions on the participants' opinions on several topics. The effect of the Flexible Practicum Training Program of fourth-year student Bachelor of Science International Hospitality Management at Our Lady of Fatima University Valenzuela Campus School Year 2021-202. The researchers guarantee the confidentiality of their online survey since identification is optional. The researchers also recognized that people's cognition could influence theirhonesty and effectiveness in responding to the survey, the researcher will be providing people withthe option of remaining anonymous. After giving participants time to respond, the researchers collected the survey after a couple of minutes.

3.1. Measurement

The researcher focused on the questions they used in their questionnaires, Online on The Job Training Program: An Evaluation of the Effectiveness and Efficiency of Fourth-Year Students Bachelor of Science International Hospitality Management at Our Lady of Fatima University SY: 2021-2022: The basis for their Employability, *Frequency Distribution/Percentage*, *Weighed Mean and Standard Deviation* as the statistical tools. The researchers tabulated the raw data using Minitab Statistical Software, and appropriate statistical treatments were used to derive accurate results and determine whether the set hypothesis should be confirmed or rejected. Results are presented with tables, figures, graphs, or text. Once the data has been analyzed and presented, the researchers compare the findings with the existing literature elements back to see if the findings are supported, similar or different in some way. This is a critical discussion. This served to be the basis of the conclusion andprovided appropriate recommendations to the study.

4. Results

4.1 Profile of the respondents

4.1.1 Summary of respondent frequency in terms of age

Indicators	*Frequency*	*Percent*
21-20	55	84.6%
23-24	10	15.4%
Total	65	100%

As shown in table 1.1, The summary of respondents' frequency in terms of age. Most of the highest number of students are aged 21-22 years old (f=55), a total of 84.6% followed by respondents aged 23-24 years old (f=10), a total of 15.4%. As a result, the majority of the BSIHM graduates are still in their adolescent years and are getting on-the-job training.

According to the data, most responses are between the ages of 21 and 22, indicating that they are young adults undergoing training during a pandemic. In March (2020) to comprehend the COVID-19 pandemic's impact, Our Lady of Fatima University Valenzuela Campus decided to implement a On the Job Training for Bachelor of Science International Hospitality Industry graduates. The transition from student to professional is not always easy. When students enter the workforce, they confront numerous hurdles. They must adapt to the professional environment by applying their conceptual understanding in the new workplace. In most cases, students in during their first careers, Hospitality Management puts their abilities and expertise to use. Students can efficiently use their skills and knowledge in the industry by connecting understanding of the concepts and training through the Flexible Practicum Training Program.

4.1.2 Summary of respondent frequency in terms of Gender

Indicators	Frequency	Percent
Male	43	88.2%
Female	22	33.8%
Total	65	100%

Presented in table 1.2 is the summary of the respondent's frequency in terms of gender. Majority of the highest number of the gender of the respondents are male (f= 43), a total of 88.2% followed by respondent's female (f=22), a total of 33.8%. This shows that the most gathered from male population of graduating students of Bachelor of Science International Hospitality Management in Our Lady of Fatima University Valenzuela campus.

According to a new study (2020), due to the current COVID-19 pandemic, all teaching and learning activities have been compelled to move to online platforms. Even though they are used to an offline learning environment and frequently attend a mixed learning course with theoretical and practical components, Hospitality students are not exempt from this change. The Pandemic wrecked educational systems, with many students bearing the brunt of the consequences.

4.1.3 Summary of respondent frequency in terms of specialization

Indicators	Frequency	Percent
Cruise line Operation	17	26.2%

Culinary Arts	48	73.8%
Total	65	100%

Presented in table 1.3 is the summary of respondents' frequency in terms of specialization. The majority of the highest number of students are from culinary arts (f=48), a total of 73.8% followed by specialization in cruise line operations (f=17), a total of 26.2%. This demonstrates that the greatest information was acquired from the culinary arts population of graduating students of OLFU Valenzuela campus Bachelor of Science International Hospitality Management program.

According to Tsai, Hsu, & Hsu, (2017), Hospitality students are required to be well equipped with knowledge and skills (e.g., from lectures, tutorials, and subject assessments) and professionally trained (e.g., practicum requirement or internship); in this manner, they become competent enough to meet the market demand of their career choice.

4.2 *Efficiency of the having Flexible Practicum Training Program on the 4th Year BSIHM students according to the pandemic situation*

Table 2.1 shows the effects of the Flexible Practicum Training Program in terms of pandemic, is the indicator 1. Got the highest ranked of 1 with the mean score of 4.30, with verbal interpretation of strongly agree. Indicator 2 "As a graduating student taking online job training during this pandemic, my ability to learn is hampered due to a lack of equipment." got the ranked 2 with the mean score 4.2, with the verbal of interpretation of strongly agree as well overall mean is 4.29 which fall of strongly agree it shows the effects of Flexible Practicum Training Program on graduating students in midst of pandemic got the strongly agree by the respondents

Indicators	WM	VI	R
Having the Flexible Practicum Training Program in this pandemic as a graduating student affects your desire to gain experience.	4.30	SA	1
As a graduating student taking the Flexible Practicum Training Program during this pandemic, my ability tolearns hampered due to a lack of equipment	4.29	SA	2
Average Weighted Mean	4.29	SA	

Based on the result, it is clear that the respondents. As a graduating student, having Flexible Practicum Training Program in this era affects your ambition to obtain experience and Due to a lack of equipment, the capacity to learn has been limited as a graduating student completing online job training during this situation. It is essential, particularly in today's situation, during a pandemic new study, to have an online practicum for graduating students.

4.2.1 Effects having the Flexible Practicum Training Program according to skills.

Indicators	WM	VI	R
Even in the absence of face-to-face interaction. I can improve my skills and knowledge.	4.07	SA	1

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I will be able to work in the future. Even though I lack face-to-face experience	4.13	SA	2
Average Weighted Mean	4.1	SA	

Table 2.2 shows the effect of Flexible Practicum Training Program in terms of skills, Indicator 2 "I will be able to work in the future. Despite the fact that I lack face-to-face experience" got the highest ranked 1. With the mean score 4.13, verbal interpretation strongly agrees. Indicator1, "Even in the absence of face-to-face interaction. I can improve my skills and knowledge" got ranked 2 with the mean score 4.7 with the verbal interpretation of strongly agree as well. The overall mean is 4.1, indicating that the impacts of the Flexible Practicum Training Program in terms of skills have been strongly agreed upon by the respondents.

Based on the results, it is apparent that the respondents. An internship is one of the most important and exciting times in college life. Students will get to experience the working world as it is and can be the benchmark for a promising career. But right now, being out and about to experiencethat dream career may not be possible. Even though they lack face-to-face experience, the graduating students will be able to work in the future. Apart from that, they claim that even without face-to-face engagement, they have the potential to boost my abilities and knowledge.

4.2.2 Effects having the Flexible Practicum Training Program according to environment.

Indicators	WM	VI	R
Having a comfortable and peaceful environment at home while participating in Flexible Practicum Training Program improves my performance	3.10	N	2
It's difficult for me to focus and interact with my Flexible	3.32	N	1
Average Weighted Mean	3.21	N	

Table 2.3 shows the effect of Flexible Practicum Training Program in terms of environment, Indicator 2 "It's difficult for me to focus and interact with my Flexible Practicum Training Program when it's noisy outside" got the highest ranked 1 with the mean score 3.32 with the verbal interpretation of neutral. Indicator 1 "Having a comfortable and peaceful environment at home while participating in online job training improves my performance" got ranked 2 with the mean score 3.10, with the verbal interpretation of neutral. The overall mean is 3.21, which is close to neutral, indicatingthat Flexible Practicum Training Program has neutral impacts on the environment.

Based on the results of the graduating students, having a noisy atmosphere can have a neutral influence on performance. Having a comfortable and tranquil environment at home while participating in the Flexible Practicum Training Program can also improve performance.

4.2.3. Effectiveness having the Flexible Practicum Training Program according to degree and learning.

Indicators	WM	VI	R
Will the Flexible Practicum Training Program give you enough experience when you become a professional?	3.16	N	2
Having Flexible Practicum Training Program meets the knowledge required by their degree?	3.87	A	1
Average Weighted Mean	3.51	A	

Table 2.4 shows the effects of Flexible Practicum Training Program in terms of degree and learning. Indicator 2 "Having Flexible Practicum Training Program training meets the knowledge required by their degree" got the highest ranked with the mean score 3.87 with verbal interpretation ofagree. Indicator 1 "Will the Flexible Practicum Training Program gives you enough experience when you become a professional" got the second-ranked with the mean score 3.16 with verbal interpretationof neutral overall the overall mean is 3.51, which is agree, implying that Flexible Practicum Training Program produces agreeable results in terms of degree and learning.

4.3 .1 Effectiveness having the Flexible Practicum Training Program according of having lack of skill.

Indicators	WM	VI	R
Students who attended face-to-face classes performed much better than those who studied online learning.	4.49	SA	1
The Flexible Practicum Training Program gives you the acquired skills that are being taught in traditional or face-to-face learning.	3.93	A	2
Average Weighted Mean	4.21	A	

Table 3.1, Shown the effects of decision making in Flexible Practicum Training Program in terms of attending face-to face classes perform much better than those who studies online studied online learning, Indicator 1. Got the highest rank of 1 with the mean score of 4.49, with verbal interpretation of strongly agree. Indicator 2 "The Flexible Practicum Training Program gives you the acquired skills that are being taught in the traditional or face-to-face learning." got ranked 2 with the mean score 3.93, with the verbal interpretation of agree. Well overall mean is 4.21 which fall of strongly agree it shows the effect on the decision making of the student having the Flexible Practicum Training Program of having lack of skill got the strongly agree by the respondents.

Based on the result, the student prefers to attend the face-to-face classes in able for them to perform much better, but due to the midst of pandemic online on the job training being acquired to lessen the transmission of the virus on each student.

4.3.2 Effectiveness of having the Flexible Practicum Training Program according to having lack of confidence

Indicators	WM	VI	R
The online on-the-job training gives you the perception that you are qualified to work in the future.	4.29	SA	2
Lack of confidence in online practicum affects the graduating hospitality management students	4.30	SA	1
Average Weighted Mean	4.29	SA	

Table 3.2, Shows the effects of decision-making in online job training in terms of perception in giving qualification for work in the future Indicator 1. Got ranked 2 with the mean score of 4.29, with the verbal interpretation of strongly agree. Indicator 2 "Lack of confidence in online practicum affects the graduating hospitality management students." got the highest rank of 1 with the mean score4.30, with the verbal interpretation of strongly agree. Well overall mean is 4.29 which fall of strongly agree it shows the effect on the decision making of the student having the Flexible Practicum TrainingProgram according of having lack of confidence got the strongly agree by the respondents.

Based on the result, due to online learning, the majority of students lack confidence in their practicum. There are doubts and insecurities, but due to the pandemic, online on-the-job training is being acquired for the student's safety. Even though e-Learning is popular, most universities provide students with a high-quality education.

4.3.3 Effectiveness of having the Flexible Practicum Training Program according of having lack of personal interaction

Indicators	WM	VI	R
Because of the Flexible Practicum Training Program, contact between professors towards to the student become complicated.	4.41	SA	1
Lack of personal interaction towards to your professor will lose your interest.	4.15	SA	2
Average Weighted Mean	4.28	SA	

Table 3.3 shows the effects of decision making in Flexible Practicum Training Programin terms of personal interaction being complicated Indicator 1. Got the highest rank of 1 with themean score 4.41 with the verbal interpretation of strongly agree. Indicator 2 "Because of the Flexible Practicum Training Program, contact between professors towards the student becomes complicated. Lack of personal interaction towards to your professor will lose your interest." got the rank of 2 with the mean score 4.15, with the verbal interpretation of agree. well overall mean is 4.28 which fall of strongly agree it shows the effect on the decision making of the student having the Flexible Practicum Training Program according of having lack of personal interaction got the strongly agree by the respondents

Based on the result, due to lack of personal Interaction of the students to their professor they have been lack of confidence to perform better in their class. The student loses their interest in learning for their future.

5. Discussion and Conclusion

The above analyses and interpretation of data indicates that internship program is a significant way to train the on-the-job training students about real work. It gives them an opportunity to integrate theory and practice, plan and deliver good performance properly, critically analyze their skills, attitudes and improve their performances in the light of feedback given by hotel managers and supervisors. With the help of this flexible practicum training program, they developed an understanding of the role and responsibilities of professional restaurateurs and hoteliers. It also helps them to understand different aspects of school programs and improve their skills and abilities in the hotel industry profession. Thus, we can conclude that the students trainee have undergone the internship program and completed successfully. From the analyses it is to note that almost all the trainee teachers were highly satisfied with the proper implementation of the program.

Furthermore, the data revealed that the largest portion of this study came from the specialization of Culinary Arts total of 73.8%. This demonstrates that the greatest information is acquired from Culinary Arts population of graduating students of OLFU Valenzuela campus Bachelorof Science International Hospitality Management program.

5.1. Discussion and implications

This study has shown the effectiveness and efficiency of the Flexible Practicum Training Program in terms of pandemic. Having the Flexible Practicum Training Program in this pandemic as agraduating student affects your desire to gain experience. The highest ranked of 1 with the mean scoreof 4.30, with verbal interpretation of strongly agree. And as a graduating student taking Flexible Practicum Training Program during this pandemic, my ability to learn is hampered due to a lack of equipment got the mean score of 4.29, which fall of strongly agree it shows the effects of Flexible Practicum Training Program on graduating students in midst of pandemic got the strongly agree bythe respondents. It is clear from the results that the respondents. As a graduate student, having the Flexible Practicum Training Program in this age influences your desire to gain experience, and your capacity to learn has been limited as a graduating student doing Flexible Practicum Training Program in this situation due to a lack of equipment. It is critical to have a Flexible Practicum Training Program for graduating students, especially in today's situation, when we are in the midst of a pandemic new study.

This research also demonstrates the effect of the Flexible Practicum Training Program on the skills I'll be able to make use of in the future. Despite my lack of face-to-face experience, It was ranked first." Strongly agree, with a mean score of 4.13 and verbal interpretation. "Even if there isn't any face-to-face contact. I can increase my skills and knowledge" came in second place with a mean score of 4.7 and a verbal interpretation of strongly agree. The total weighted mean is 4.1, showing that the respondents highly agree on the benefits of Flexible Practicum Training Program in terms of skills. It is clear from the findings that the respondents. An internship is one of the most significant and enjoyable experiences a student may have while in college. Students will gain a firsthand look at the working world, which can serve as a standard for a rewarding career. However, being out and about to pursue that dream career may not be possible right now. The graduating students will be able to work in the future despite their lack of face-to-face experience. Apart from that, they say that they have the ability to improve my abilities and knowledge even without face-to-face interaction.

Furthermore, according to the findings of graduating students, a noisy environment can have aneutral effect on performance. While enrolling in the Flexible Practicum Training Program, having a comfortable and relaxing setting at home can help you perform better. On the other hand, as per the data, students prefer to attend face-to-face classes in order to perform better, but in the midst of a pandemic, online Flexible Practicum Training Program is being acquired to reduce the virus's propagation to each student. And also, and according to findings, the majority of students lack confidence in their practicum as a result of online learning. There are concerns and reservations, but because of the pandemic, students are receiving Flexible Practicum Training Program to ensure their safety. Despite the popularity of E-learning, most colleges offer students a high-quality education.

The findings of this study point to three emergent themes: adaptational gaps, fruitful challenges, and potential improvements. The first theme was related to adaptational gaps. During the pandemic, many alternatives have been developed to conduct lessons at all levels. Delivered in digital environments, the conduct of theoretical courses was relatively less problematic. However, applied courses like practicum which require real classroom experiences lead to unique challenges (Moyo, 2020). In this respect, the participants reported similar difficulties observed by Ryan et al. (1996) almost 25 years ago such as poor planning, problems with mentors and supervisors as well as field specific application of theoretical knowledge (Hascher et.al., 2004). Hence it is apparent that the same difficulties continue to remain regardless of whether practicum is conducted online or face-to-face. Moreover, poor online teaching infrastructure, orientation gaps, lack of guidance and support, and insufficiencies in digital teaching competencies (Carrillo and Flores, 2020) seemed to have added up to the problems encountered during the flexible practicum training program experience. As the current situation of online practicum was, in a sense, a form experience, these problems were, to some extent, expected and even understandable. However, reported problems in this study indicate the necessity of a reconsideration for the readiness and preparedness of Turkish higher education institutions in terms of digital infrastructure and human resources (Çalıkoğlu and Gümüş, 2020). These reconsiderations could act as important triggers for the regulation of adaptational efforts to the new-normal.

Taking all of this into account, the researchers conclude that the benefits and drawbacks ofthe Flexible Practicum Training Program on graduating students are balanced. While there are concerns and reservations, students are obtaining the Flexible Practicum Training Program to secure their safety due to the pandemic. Despite the popularity of online learning, most colleges provide a high-quality education to their students.

5.2. Conclusion

Since this study focused on the Flexible Practicum Training Program: An Evaluation of the Effectiveness and Efficiency of Fourth-Year Students Bachelor of Science International Hospitality Management at Our Lady of Fatima University SY: 2021-2022: The basis for the Industry Preparedness and Employability, Future investigations should be carried out by students from other universities to see if the outcomes are equivalent. The researchers suggest that future researchers execute an updated version of this study, filling in any deficiencies that were not addressed in this study.

1. The researchers recommend and advise the educational institution to take steps to improve students' learning experiences through the Flexible Practicum Training Program, such as taking

into account their abilities, knowledge, and surroundings. Furthermore, the educational system must ensure that graduating students are learning effectively by making adjustments that will make it easier for them to cope with and understand the training, as well as help themdevelop their abilities so that they will be well-equipped with the necessary work skills.

2. The Higher Institution should have regular and relevant provisions of the Flexible Practicum Training Program for their students and evaluation conducted regularly for effective feedback from training programs. This will benefit students only, but also the organization at large in which costs of running the public/private institution will be minimized.

3. The policy regarding the Flexible Practicum Training Program and development for the student should publicly be known to higher institutions both public and private to enable them. to understand how they update the student's skills and have an understanding oftheir rights of being trained and the process of training.

4. The institution should invest in the Flexible Practicum Training Program with the intention that the results of investing in training and developing its students are the means by which its objectives will be effectively achieved. This calls for the institution to allocate adequate training funds to allow institutions to carry out on-the-job training programs effectively.

5. To take advantage of the effectiveness of the Flexible Practicum Training Program, instructions should improve the working environment and provide all necessary materials and support necessary for the students to execute their responsibilities.

5.3. Limitations of this study and suggestions for future studies

The study limited to fourth-year students at Our Lady of Fatima University Valenzuela Campus studying Bachelor of Science in International Hospitality Management. They were chosen by the researcher because they are important to the study and fit within the researcher time schedule and resources. The researcher chose 65 students as respondent/participant to take part in the study. Thus, is study also will be suggested for future studies.

Despite the reported adaptational gaps, participants also found practicum experience fruitfully challenging, that is, flexible practicum training program offered meaningful development opportunities. This was mainly related to the participant perception that even after the pandemic, online education will maintain its place in the education ecosystem as an alternative.

However, the data suggest that in order to transform into a practice of flexible practicum training program, curricula should be carefully planned with the introduction of relevant and necessary changes in line with the next-normal with regard to four dimensions: goal, content, teaching approach and evaluation. The advantage of students exposed to is that majority are digital natives and hence familiar with the technology. Before the pandemic, many students were active users of many digital platforms such as social media channels, online streaming services, video sharing websites and e-communication applets. Findings indicated that preservice teachers' digital backgrounds made a difference while engaging in online teaching. Findings also suggested that those lacking in certain digital skills quickly realized, and openly accepted the importance of those skills and stated to have compensated and hence adapted to the digital requirements during the online practicum. Hence this situation poses an opportunity for

5.3. Limitations of this study and suggestions for future studies
The study participants are fourth-year students at Our Lady of Fatima University Valenzuela Campus studying Bachelor of Science in International Hospitality Management. They were chosen by the researcher because they are important to the study and fit within the researcher time schedule and resources. The researcher chose 65 people to take part in the study. From the foregoing conclusions, the following recommendations are suggested and offered:

5.3.1 Continue to enhance and strengthen the implementation of on-the-job training program's rules and regulations by considering and executing the following:
5.3.2 Assign relevant projects that are really challenging and valuable to student-trainees' field of specialization – consider the personal characteristics, job attitude towards the job, obedience to school and company policies and procedures, competencies, level of academic experience, student organization's involvement, community services, research works, among others that they possess
5.3.3 Prioritize to increase the number of professional linkages, affiliations, and networking opportunities to enhance student-trainees' new insights for future employment contacts.
5.3.4 Regularly conduct series of scheduled pre-OJT sessions, in-house trainings, orientations, meetings, and interviews to boost the student-trainee's problem-solving skills, professionalism, human relations skills, beliefs and practices required for achieving efficient and effective work performance. It is important that everyone "be on the same page", so to speak. Make this happen by executing the stated series of activities for OJT advisers and student-trainees. These definitely ensure that everyone starts with the same expectations and role definitions. This is time well spent – the effort put into these activities will pay off throughout the on-the-job training program.
5.3.5 Recreate and make available to student-trainees and prospective OJT employers a well-reviewed, clearly written and comprehensive course plans. This enables student-trainees and employers to learn about requirements, timelines, and the roles, duties, and responsibilities of all parties before committing to an on-the-job training program.
5.3.6 Redevelop a website and provide handbook, manual and/or standardized forms to student-trainees and employers. These documents are convenient, save time for all involved, and provide a uniform format for recording important OJT information, and finally, a separate on-the-job training program website serves many of the purposes of the handbook, but has the advantage of being easy to change.
5.3.7 Make at least two (midterm and final periods) on-site visits. A site visit to the OJT location by the OJT advisers has important benefits to all involved parties and should be a requirement of the OJTprogram. These visits help OJT advisers keep current with changes in the industry and the interaction with employers provides excellent public relations benefits for the university.
5.3.8 Invite employers' executive ranks as speakers. One of the greatest advantages to student-traineesin having OJT is the access they get to accomplished professionals and experts in their fields. Consequently, speakers from the executive ranks are very popular with student-trainees - it is a great career development and role modeling experience for them.
5.3.9 Showcase student-trainees work through presentations, exhibits, and exposition. Student-trainees work very hard at complying and completing their work and are generally proud of their accomplishments. Setting up a venue for them to do presentation is absolutely considered as great motivation to aim higher and be more competent to do more.

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Relationships among tour leader role identity, employee resilience, and work engagement

Wang, Chih-Hung
Graduate Program of Sustainable Tourism and Recreation Management, National Taichung University of Education

Abstract:

Group package tour is one of the popular travel patterns for many Asian countries. Tour leader is the most prominent characteristic for group package tour and plays a critical role to deliver a wonderful experience for tour participants. The purpose of this study is to construct and examine the relationships among tour leader role identity, employee resilience, and work engagement. A total of 317 usable questionnaires were collected using structured questionnaires and convenience sampling. The results of this study indicate that role identity positively affects employee resilience and work engagement. Furthermore, employee resilience also positively affects work engagement. Moreover, the employee resilience mediates the relationship between role identity and work engagement. This study also provides some managerial implications and future research directions according to the results of this study.

Keywords: Role Identity, Employee Resilience, Work Engagement, Tour Leader

1. Introduction

Group tourism is a popular tourism mode in Asia (Wong & Wang, 2009). Tour leaders are an important feature of group package tourism, and also a key factor affecting tourism quality and tourism experience. Tour leaders not only need to arrange transportation and accommodation, but also have to deal with difficult passengers (Luoh & Tsaur, 2014). In addition, the long working hours and complicated affairs of the team leaders often caused physical and mental discomfort. Therefore, if the team leader lacks identification with the job role, it may be difficult to show resilience and perseverance in the face of adversity, which may eventually lead to low service performance. In the past, many studies have explored issues related to the physical and mental burden of team leaders, such as: emotional labor (e.g., Wong & Wang, 2009), distress (e.g., Tsaur & Lin, 2014), occupational conflict (e.g., Lin et al., 2015; Lin et al., 2022), member misconduct (e.g., Tsaur et al., 2019), emotional blackmail and job frustration (e.g., Lin et al., 2021). However, there is still a lack of research to explore the relationships among tour leader role identity, employee resilience, and work engagement.

2. Literature Review

Role identity is the degree of an individual considering a particular role as part of the self (Callero et al., 1987). Identity can lead an individual to internalize and attach to the group values and norms, and to trigger the homogeneity of attitudes and behaviours (Ashforth & Mael, 1989). Resilience refers to the positive adaptation pattern that is displayed in the context of significant adversity or risk environment (Masten, 2001). Tour leaders with strong role identity should have more positive judgement of their work. Therefore, it should be able to help them successfully overcome or adapt to adversity, and the degree of work engagement should be relatively high. Tour leaders work very hard and often face various difficulties and adversities. If the tour leader has strong employee resilience, it

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should be easier to overcome various difficulties and adversities. Therefore, it should be possible to promote the level of engagement to their work. Therefore, this study proposes the following research hypotheses:

H1: Tour leader role identity positively affects employee resilience.

H2: Tour leader employee resilience positively affects work engagement.

H3: Tour leader role identity positively affects work engagement.

3. Methodology

Convenience sampling and structured questionnaire were used to collect data. Tour leaders were invited to participate in this study voluntarily. The role identity scale was adopted from the role identity scale (5 items) of Finkelstein and Penner (2004). The employee resilience scale was adopted from the employee resilience scale (employee resilience, ER) (9 items) of Näswall et al. (2019). The work engagement scale was adopted from the Utrecht work engagement scale of Schaufeli et al. (2002), which covers vigor (6 items), dedication (5 items), and absorption (6 items) subconstructs. The aforementioned scales were scored on a five-point Likert scale.

4. Results

A total of 317 valid questionnaires were received using structured questionnaires and convenience sampling. Most of the respondents were male (211, 66.56%). Most of them were college/university educated (237, 74.76%). Most of our respondents were married (192, 60.57%). Most of their practicing area is Asia (188, 59.31%)). The mean of role identity items ranged from 4.01 to 4.16. The mean of employee resilience items ranged from 3.67 to 3.97. The mean of vigor items ranged from 3.12 to 3.90. The mean of dedication items ranged from 3.48 to 3.84. The mean of absorption items ranged from 3.18 to 3.83.

The structural equation modeling was used to test our hypotheses. The results of model fit analysis (χ^2/degrees of freedom = 2.03; root mean square error of approximation = 0.058; root mean squared residual = 0.018; standardized root mean squared residual = 0.038; goodness of fit index = 0.918; adjusted goodness of fit index = 0.892; parsimonious goodness of fit index = 0.696; normed fit index = 0.974; non-normed fit index = 0.984; parsimony normed fit index = 0.830; comparative fix index = 0.986; incremental fit index = 0.986; relative fit index = 0.969) revealed that the sampled data had good fit with the theoretical model. The results of measurement model (Table 1) revealed that the standardized factor loadings between the latent and observed variables ranged from 0.682 to 0.850, and their t values were significant. Accordingly, the validity for each individual indicator was achieved. The reliability (R^2) values of the individual observed variables ranged between 0.465 and 0.722, indicating satisfactory reliability. The reliability for each individual observed variable was thus valid. The composite reliability values ranged between 0.855 and 0.939, and the average variance extracted values ranged between 0.606 and 0.663; these values are satisfactory. The latent variables were thus reliable and valid. The square root values of the average variance extracted of the latent variables were higher than the correlation coefficients between latent variables, indicating discriminant validity was achieved (Table 2).

The results of structural model analysis (Table 3) revealed that the structural coefficient of the effect of role identity on employee resilience ($\gamma_{ER.RI}$) was 0.452 with the R^2 value was 0.204 indicating role identity explained 20.4% of the variance in employee resilience. The structural coefficients of the effects of role identity and employee resilience on work engagement ($\gamma_{WE.RI}$ and $\beta_{WE.ER}$) were 0.336 and 0.407 respectively with the R^2 value was 0.402 indicating role identity and employee resilience explained 40.2% of the variance in work engagement. Thus, H1, H2, and H3 were supported. This study also examined whether employee resilience mediate the effect of role identity on work engagement. The results revealed that the indirect and total effects of role identity on work engagement through employee resilience were 0.184 (t = 5.177) and 0.520 (t = 8.264), respectively, both of which were significant. Therefore, role identity indirectly affects work engagement through employee resilience.

Table 1. Results of measurement model

Indicator	SFL	t	R^2	CR	AVE
RI1	0.719	14.198	0.517	0.884	0.606
RI2	0.803	16.606	0.644		
RI3	0.850	18.103	0.722		
RI4	0.821	17.170	0.674		
RI5	0.687	13.366	0.472		
ER1	0.682	13.539	0.465	0.939	0.631
ER2	0.793	16.705	0.629		
ER3	0.821	17.592	0.673		
ER4	0.816	17.423	0.665		
ER5	0.806	17.117	0.650		
ER6	0.811	17.261	0.657		
ER7	0.786	16.475	0.617		
ER8	0.849	18.556	0.721		
ER9	0.774	16.120	0.599		
V	0.830	16.935	0.688	0.855	0.663
D	0.829	16.910	0.687		
A	0.782	15.619	0.612		

Table 2. Correlation and discriminant validity

Variable	RI	ER	WE
RI	*0.778*		
ER	0.452	*0.794*	
WE	0.520	0.559	*0.814*

Note: The number on the diagonal is the square root of the average variance extracted.

Table 3. Results of structural model

IV	DV	Estimate	t	R^2
RI	ER	0.452	7.038	0.204
RI	WE	0.336	5.363	0.402
ER		0.407	6.209	

5. Discussion and Conclusion

The results of this study revealed that tour leader role identity positively affects employee resilience and work engagement. Furthermore, employee resilience also positively affects work engagement. Moreover, employee resilience plays a critical mediating effect on the relationship between role identity and work engagement. For the travel practitioners, it should be possible to strengthen the degree of tour leader work engagement by enhancing the role identity. For example, tour companies may hold the working experience sharing symposiums of outstanding tour leaders to promote the role identity of the tour leader. In addition, these activities can also enhance the recovery resiliency of the tour leaders when encountering difficulties. This study only takes tour leaders as the research object. It is thus suggested that the theoretical framework of this study can also be examined in the replicability of different workplaces.

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Is Armchair tourism enjoyable?
Authentic armchair travel experience and its effect on stickiness

Chua, Bee-Lia
University Putra Malaysia

Quainoo, Ruby Elsie
University of Cape Coast, Cape Coast

Blankson-Stiles-Ocran, S.
Department of Hospitality and Tourism Management
Ho Technical University

Hailu, T.
School of Hotel and Tourism Management,
The Hong Kong Polytechnic University

Ling, E.
University Putra Malaysia

Yu, Y.
College of Business Division of Tourism and Hotel Management,
Cheongju University

Moon, H.
College of Business Administration Department of Tourism Management,
Keimyung University

Abstract:

Technological innovation has changed the tourism industry in many ways, making it possible for people to explore and experience different places worldwide from the comfort of an armchair. This study aims to model how the authenticity of the experience of armchair travel influences armchair travel stickiness. According to the data analytical results, flow experience and functional experience directly impacted the authenticity of the experience, affecting overall value and engagement and ultimately determining armchair travel stickiness. Furthermore, the results revealed flow experience and functional experience as multifaceted constructs. This study suggests that armchair tourism practitioners focus on the authenticity of the armchair tourism experience, which is the fundamental condition for cultivating traveler stickiness.

Keywords: flow and functional experience; authenticity; engagement; stickiness; virtual travel

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A Study on the Factors of Sauna as a Potential Destination in Sauna Tourism: The Case of Japan

Yoshioka, Tsutomu
Toyo University

Yasumi, Mayumi
Toyo University

Abstract:

Saunas are all the rage in Japan. The number of people using saunas and newly established saunas have increased dramatically in recent years. The number of people traveling to visit sauna facilities has also increased. These trips can be considered "Sauna Tourism." Therefore, a study on the popularity of visiting any type of sauna facility would be significant. On the perspective of sauna facility operators, it will show us what kind of sauna facilities should be built or renovated.

Keywords: Sauna Tourism, Sauna Facilities, Sauna Industry, Destination Saunas.

1. Introduction

Saunas are all the rage in Japan. The number of people using saunas has increased dramatically in recent years. The number of people traveling to visit sauna facilities has also increased. In addition, new sauna facilities have recently been built in line with this trend. These trips can be considered "Sauna Tourism." Therefore, a study on the popularity of visiting any type of sauna facility would be significant. If we look at this phenomenon from the perspective of sauna facility operators, it will show us what kind of sauna facilities should be built or renovated.

2. Methodology and Data Collection

In this study, qualitative and quantitative surveys were conducted. The qualitative study examined the current state of the sauna industry in Japan based on various literature and information available on the Web. For the quantitative research, a questionnaire survey was conducted among students, and the results were discussed.

3. Results

3.1. From some information on website

3.1.1. Cold bath

We used an analysis based on review submission data from the Japanese sauna search site "Sauna Ikitai" (https://sauna-ikitai.com/). According to this analysis, over the past few years, the temperature of water baths has been on a downward trend in popular facilities (Japan Sauna Spa Association, 2022).

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This data relates to sauna facilities that received the most word-of-mouth submissions in "Sauna Ikitai." In other words, it can be said that this is a trend of popular facilities. It is not possible to determine whether this trend is correlational or causal. However, it can be said to indicate that low-temperature water baths are preferred.

3.1.2. Resting chairs

In Japan, a single cycle of sauna room, water bath, and rest is advocated as a way to use sauna (Kato, 2022). Therefore, sauna facilities in Japan are often equipped with chairs for resting. The number of these chairs is on the increase in popular facilities, as shown in the sauna facilities that received the most word-of-mouth submissions on "Sauna Ikitai" (Japan Sauna Spa Association, 2022).

3.2. From the questionnaire survey

In this study, a questionnaire survey was conducted with university and vocational school students as respondents. A summary is as follows.

Table-1: Outlines of Survey

Method	**Google Form**
Respondents	University and vocational school students
Period	November 29th, 2022 ~ December 15th, 2022
Number of valid responses	500 (Male 194, Female 306)

Source: From the survey

Table-2: Experience with sauna use

Experienced		**No experienced**	
Male	Female	Male	Female
168 (86.6%)	180 (58.8%)	26 (13.4%)	126 (41.2%)
348 (69.6%)		152 (30.4%)	

Source: From the survey

Table-2 shows that more than half of both male and female respondents have used saunas, although this is only a trend among university and vocational school students.

3.2.1. Experienced sauna users

Those who have used saunas were asked about their reasons for starting to use saunas, with the results as follows.

Table-3: Reasons for using sauna (multiple answers)

	Male	**Female**	**Total**
It was there in my travel destination.	34 (20.2%)	70 (38.9%)	104 (29.9%)
I was interested in sauna.	45 (26.8%)	37 (20.6%)	82 (23.6)
My friend invited me.	56 (33.3%)	23 (12.8%)	79 (22.7%)

Source: From the survey

The most common reason given by women was " It was there in my travel destination," while the most common reason given by men was "friends invited me". In addition, the most common reason given in total was "I was interested in saunas." These three items draw attention.

Furthermore, those who had used saunas were asked about their reasons for continuing to use saunas.

Table-4: Reasons for continued sauna use (multiple answers)

	Male	**Female**	**Total**
It's relaxing.	110 (65.5%)	72 (40.0%)	182 (52.3%)
It's healthy.	52 (31.0%)	73 (40.6%)	125 (35.9%)
It feels so good to be out in the open air.	67 (39.9%)	33 (18.3%)	100 (28.7%)
The drinks after sauna are delicious.	38 (22.6%)	35 (19.4%)	73 (21.0%)
I go there a lot with friends.	52 (31.0%)	14 (7.8%)	66 (19.0%)
For weight loss.	14 (8.3%)	50 (27.8%)	64 (18.4%)

Source: From the survey

Relaxing and healthy reasons were the most common given by both men and women. In addition, men are more likely to view it as a recreational activity: taking a bath outside, having drinks, and going with friends. Women, on the other hand, responded that they expect it to help them lose weight.

3.2.2. Unexperienced sauna users

Respondents who had never used a sauna were asked if they were interested in doing so.

Table-5: Interest in sauna use

	Male	Female	Total
Interested in sauna use	14 (53.8%)	60 (47.6%)	74 (48.7%)
Not interested in sauna use	12 (46.2%)	66 (52.4%)	78 (51.3%)

Source: From the survey

These respondents who had never used a sauna were then asked what they would seek if they were going to go to a sauna.

Table-6: What do you look for in a sauna (multiple answers)

	Male	Female	Total
Cleanliness	13 (50.0%)	83 (65.9%)	96 (63.2%)
Ease of entry	13 (50.0%)	66 (52.4%)	79 (52.0%)

Source: From the survey

The number of responses to the items of cleanliness and ease of entry is high. This can be seen as paradoxical. In other words, it can be assumed that respondents who have no experience using saunas perceive sauna facilities as being unclean and difficult to enter.

We asked a student who helped conduct the survey to elaborate on this point. The student then responded that she also did not want to go to saunas because she felt that they were not clean. Various measures, including image strategies, should be taken to improve the cleanliness of sauna facilities.

4. Discussion and Conclusion

4.1. Discussion

4.1.1. Equipment
The fact that the temperature of the water bath is on a downward trend and the number of chairs is on the rise are factors that should be taken into consideration for saunas that can become destinations. In other words, in terms of chairs, it can be said that sauna users value the resting time after the water bath and want to spend that time in comfort.

The temperature of the water bath is also a reflection of the tendency for more frequent users to prefer water with lower temperature at baths. On the other hand, there are many people who prefer sauna rooms but not water baths. Therefore, it may be effective to provide water with lower temperature at baths if targeting high frequency users, or a less cold-water bath if aiming to attract new users.

4.1.2. Location
There was " It was there in my travel destination" as the reason for using the sauna. This can be read as the respondent's intention to go to a sauna "just to try it out" when he/she had time to spare at a travel destination. In other words, sauna would not be an option in everyday life, but because they were at the destination site, they chose it as one of their activities.

This suggests that, in order to attract new sauna users, it may be possible to attract people who have not experienced sauna before by establishing saunas in tourist destinations and places to stay when visiting tourist destinations.

4.1.3. Relaxation and health
The questionnaire survey in this study was administered to university and vocational school students. We learned how tired Japanese students are.

The survey found that promoting sauna facilities as places that offer relaxation and health promotion to these young people is essential for increasing and sustaining the number of users. In fact, according to medical findings, saunas are effective in balancing the autonomic nervous system. It is also said to be effective in preventing and improving autonomic imbalance (Laukkanen et al., 2019).

4.1.4. Cleanliness
Cleanliness is an essential element, especially for attracting new users. Additional interviews with survey respondents indicated that they would like slippers to be available in the sauna rooms, even if they had to rent them for a fee. This is because they feel unclean walking around in the sauna room barefoot. Perhaps such a little effort could increase the number of users.

4.2. Conclusion

This study examined the factors that make saunas a potential destination in sauna tourism. It was found that the focus on facilities, locations, and relaxation were important to sauna facility users.

These factors may be beneficial for new sauna facilities, and existing sauna facilities to remain in business. They are also essential for a sauna facility to become a destination.

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Tourist Destination Resilience: Developing Indicators of Resilience for a Nature-Based Tourism Destination

Loverio, Jennifer Pasion Ph.D.
Department of Hotel Restaurant and Institution Management (DHRIM)
College of Home Economics, University of the Philippines-Diliman

Chen, Li-Hsin Ph.D.
The International Master of Hospitality and Tourism and Hospitality (IMTH)
National Kaohsiung University of Hospitality and Tourism, Taiwan

Shen, Ching-Chen Ph.D.
Department of Tourism Management
National Kaohsiung University of Hospitality and Tourism, Taiwan

Abstract:

In 2017 and 2018, the world news media were busy chastising the tourism industry for overtourism and its negative impacts on the residents of tourist destinations. Overtourism includes the growing use of a destination's natural environment, its harmful effect on cultural attractions, and its economic, social, and natural environments (Mihalic, 2020; Atzori, 2020). These conditions also negatively affected residents' quality of life due to diminished well-being. The overtourism scenario abruptly changed in 2020, when almost all global travel and tourism halted due to the COVID-19 pandemic. The pandemic negatively impacted the tourism and hospitality industry (Brouder et al., 2020; Gössling et al., 2020). COVID-19 has plunged many countries' economies into recession (World Bank, 2020); thus, world tourism experienced undertourism and, in some cases, no tourism. The objectives of this study include: 1) Identify the resilience indicators for nature-based tourism destinations with the phenomena of overtourism and undertourism and 2) Determine the key dimensions affecting the resilience of nature-based destinations. Using a combination of the top-down and bottom-up approaches, expert opinions from the academe and stakeholders from the government and private sectors were tapped to participate in the Delphi method. After two Delphi sessions, with 23 participants in the first test and 17 participants on the second test. Eighty-eight indicators were found to be important in the resilience of a destination. These indicators were divided into five dimensions: government (25 indicators), economic and social (18 indicators), environmental (14 indicators) and human (12 indicators). This result shows the importance the participants place on the role of governance in resilience building while the economics and social dimension have an equal footing. This outcome coincides with Shafiri's (2016) analysis, where most community resilience tools have a balanced approach to these two dimensions (social and economic). Meanwhile, the environment and human dimensions have to least number of indicators. This shows that there needs to be more attention given to these two dimensions in future studies.

Keywords: overtourism, undertourism, resilience, indicators

Understanding of hospitality service robot consumption value

Hailu, Tadesse Bekele
School of Hotel and Tourism Management, The Hong Kong Polytechnic University

Kim, Sam
School of Hotel and Tourism Management, The Hong Kong Polytechnic University

1. Introduction

Service robots have more exposure to direct contact with guests so the quality of services they provide affects customer satisfaction (Lemaignan et al., 2017). Even though advanced service robots have recently been introduced to the service industry (Wirtz et al., 2018), the adoption of the technologies in the hospitality industry has not been adequately researched. Literature indicates that technologies such as AI and robotics have been widely studied from technical aspects but inadequately researched from the perspective of robotic services (Tuomi, Tussyadiah & Stienmetz, 2021; Lee, 2021). Other several studies were also found to be fragmented and conceptual. In addition, few studies have examined the consumption values of hospitality service robots. Therefore, further research is needed to consolidate the understanding of hospitality service robot consumption values and their influences on the users of hospitality service robots. The specific objectives of this study include testing the dimensionality of hospitality service robot technology consumption values; examining the influence of the value on the outcome variables, and analyzing the moderating effects of personal innovativeness, technology anxiety, sensational seeking, and demographic characteristics in the structural model.

2. Literature review

The present study has reviewed literature relevant to the study. The major areas reviewed for this study encompass the consumption values and their applications in different studies, attitudes, and satisfaction of customers toward service robots and related technologies. The review indicates that consumption values were not widely researched from the perspective of service robot consumption and their impacts on the consumers of robotic hospitality services. Furthermore, the researcher also reviewed previous literature about the proposed outcome variables of service robot technology consumption in the hospitality industry. They are subjective well-being, self-esteem, global citizenship, and identity threat. In the literature review, four moderating factors involving personal innovativeness, technology anxiety, sensational seeking, and demographic have been identified. Finally, the researcher conceptualized the relationship between the major variables and formulated hypotheses to test their relationship.

3. Methodology

The data will be collected from consumers of robotic hospitality services using a seven-point Likert scale survey questionnaire. The researcher collects data on-site from Hong Kong and Korea. Then, the present study employs a combination of purposive sampling and convenience sampling techniques to select 800 respondents. Finally, the data will be analyzed by using, exploratory, and confirmatory factor analyses and structural equation modeling analyses. Structural equation modeling analysis is a robust method of analysis to investigate the direct and indirect relationships among multiple variables.

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Significance of the study: Theoretically, the present study provides new insight into the influence of consumption values in the adoption of hospitality service robots. It also conceptualizes the relationship between consumption values and the outcome variables proposed for this study. In a practical view, it gives a good understanding for hospitality practitioners of the major influencing factors of their customers. Policymakers, professionals, and service robot designers will also have their takeaways from the outputs of this study.

The Effects of Assertive Communication on Organizations: Implications from an Interview Survey of Airline Companies

Yasumi, Mayumi
Toyo University, Japan

Yoshioka, Tsutomu
Toyo University, Japan

Abstract:

Active communication within an organization is important for increasing corporate value. Prior research with large airline companies suggests that learning Assertion techniques can help foster a culture of active organizational communication.

In this study, we conducted an interview survey to determine whether similar benefits could be achieved in a very small company where workplace relationships are fixed and close. The results suggest that Assertion are effective regardless of company size, and that smaller companies are less resistant to assertive communication.

Keywords: Communication on Organizations, Assertion, Equality

1. Introduction

Decline in competitiveness of Japanese companies and decrease in corporate value due to frequent organizational scandals and organizational accidents are the common distant causes of these problems, and the rigidity of communication within organizations (Reason, 1997; Okamoto et al.,2006). Although many scholars have recognized the importance of this problem, no concrete measures for improvement have been found.

We have had proposed the introduction of Assertive communication (hereinafter referred to as "Assertion") into the organization as one specific improvement measure. It has been suggested that organization-wide Assertion education is the driving force that activates communication within the organization in all directions, up, down, left, and right, and that organizational members will increase their self-esteem and improve their independence when they overcome the number of negative effects of Assertion and succeed in doing so.

By surveying companies of significantly different sizes from those surveyed in the previous studies, we investigated how the sense of responsibility on the job and cohesiveness with those around them are related to the effectiveness of Assertion.

2. Literature Review

2.1. Overview of Assertion

When some confrontational composition (e.g., defending rights, denying demands, expressing differing opinions, etc.) occurs in relationships with others, there are three main communication styles

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that people take: Aggressive, Non-Assertive, and Assertive (Wolpe, 1958; Hamaguchi, 1994). Table 1 shows a comparison of the three communication styles.

Hiraki (2009), who introduced Assertion, was concerned that the dictionary meaning of the word "assertion" (in both Japanese and English) gave an image of being too assertive. The term Assertion was originated in the US and became popular in Japan in the 1980s. Therefore, she explained that Assertion is "respecting self and others, valuing human relationships, and frankly expressing what needs to be said and what one wants to say, depending on the situation. He then explained that Assertion is the most ideal of the three communication styles because it maintains and improves relationships and acts in a positive and developmental way.

Assertion research began in the late 1960s in the United States as part of psychotherapy and has since been widely deployed in many countries (Mitamura et al. 2010). Currently in Japan, it is gaining attention as a method for improving interpersonal relationships, such as between spouses, between parents and children, and between superiors and subordinates. What makes this argument significantly different from other communication styles is that it includes "equality" (Hotta, 2013).

Table 1
Characteristics of the Three Communication Styles

	Assertive	Non-Assertive	Aggressive
Key-words	Honesty Proactive Respectful of self and others Spontaneous Harmonious Cooperation with self and others Self-selective decision making Equal, Compromise, Flexible	Introverted Passive-aggressive Self-negative Dependent Other-centered Reliance on others Expects approval Submissive	Bravado Careless Other-negative Manipulative Self-centered Tells others what to do Unilaterally assertive Shifting the responsibility
Relation-ships	I am OK, You are OK.	I am not OK, You are OK.	I am OK, You are not OK.

Adapted from Hiraki (2009)

2.2. The secondary effects of Assertion

Linehan(1993), an American psychologist, paid attention to the interaction element of Assertion and classified its effects into three categories from a psychological perspective. These are: (1) "task accomplishment," in which the speaker obtains the object or goal he or she is aiming for; (2) "maintenance and improvement of relationships," in which cooperative and intimate relationships are maintained or improved with the other party or group; and (3) "maintenance and improvement of self-esteem," in which one's sincerity toward oneself is maintained or improved. Hotta (2013) specifically divides these effects into direct and secondary effects, as shown in Figure 1.

2.3. Cases where Assertion are used in organizational management

In high-reliability organizations such as the medical and airline industries, Assertion-based management methods have been developed and operated independently to avoid errors in teams from the perspective of accident prevention.

As for the secondary effects of Assertion in the workplace, quantitative study reported that employees, especially nurses, felt less stress from patient contact after the introduction of Assertion (Takagi et al., 2008). In addition, a study of airlines where Assertion training is mandated by the Civil Aviation Authority and thoroughly implemented suggests that a secondary effect of Assertion may also appear in work-related psychology, i.e., in the improvement of one's own work motivation. Furthermore, it has been suggested that when Assertion is established as a culture, it can also be effective in aspects other than accident prevention, such as suggesting improvements in service procedures and considering new projects (Yasumi, 2018).

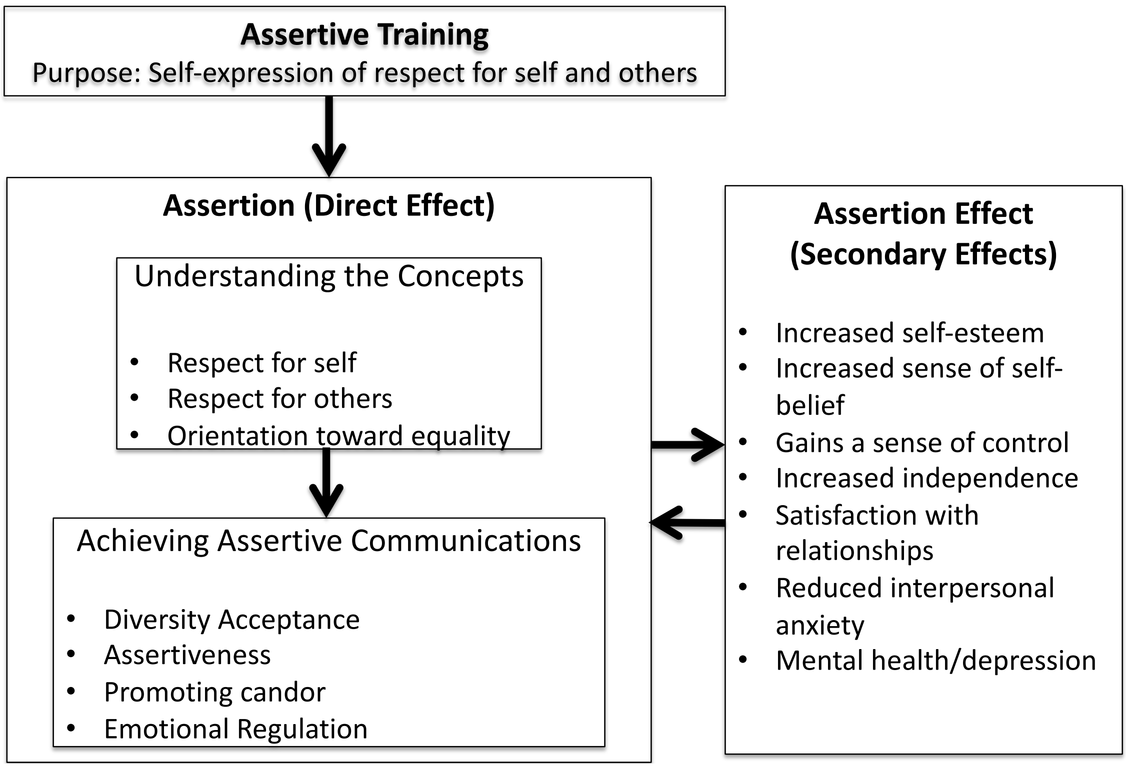

Figure 1. The effects of assertiveness training include direct and secondary effects. The direct effects are divided into two categories: understanding of concepts and demonstration of claims based on concepts, each of which develops synergistically.
Adapted from Hotta (2013)

3. Methodology

Previous surveys were conducted on major airlines. In this study, we investigated whether the same is true for the smallest airline in Japan.

Hypothesis: "Although there are differences in the amount of psychological barriers to Assertion in workplaces with very small numbers of employees, both within departments and across the organization, the benefits of Assertion, especially the secondary effects, may be similar to those in large and medium-sized companies."

To verify this, semi-structured interviews were conducted on January 23, 2023 with eight employees of a small airline with just under 60 total employees. The interview results will be analyzed using a grounded theory approach.

4. Results

The hypothesis was generally supported. (Details of the interview results will be clarified in a conference presentation.)

The results suggest that it is important to understand and share the importance of Assertion, regardless of the size of the organization.

5. Discussion and Conclusion

5.1. Discussion
Considering the application of Assertion to the hospitality industry in terms of its impact on organizations, there is a structure in the hospitality industry in which hospitality workers have difficulty to say what they need to say to customers or what they want to say in customer service situations. In Japan, the increasing stress of hospitality workers has become an issue. This is due to the recent increase in the number of "claimers" who enforce unreasonable demands, and the strong tendency among hospitality workers to believe that they are the customers' servants, that they should accept whatever the customers say, and that they are like slaves to be used by God (Yoshihara, 2014). To solve this problem, education on Assertion in the workplace is effective, and the key words of Assertion, "equality" and "relationship maintenance," ensure the maintenance and improvement of relationships (gaining loyalty), which is most important in the hospitality industry, and help customer service personnel provide hospitality to customers.

5.2. Limitations of this study
The problem with this study is that it was limited to the Japanese airline industry. In the future, we would like to improve the accuracy of the survey by conducting surveys across industries in the world. The quality of qualitative research using grounded theory approaches and other methods needs to be improved and substantiated by quantitative research.

We believe that this research can contribute in that it proposes concrete start-up measures with evidence to improve organizational culture and individual motivation to work.

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Conversion rate of tourism product advertisement: does the exposure on TikTok matter?

Li, Xiangning
BNU-HKBU United International College

Abstract:

TikTok's popularity has made it an increasingly popular platform for businesses to advertise their offerings, while few studies investigated the determinants of the conversion rate of tourism advertisements in the tourism industry. This study aims to analyze the effect of display duration and extent on the conversion rate of tourism advertisements by using the TikTok global business advertising data. It contributes to the AIDA model and provides insights for researchers and marketers improving the advertisement conversion and drive business growth.

Keywords: Tourism advertisement, Conversion rate, AIDA model

1. Introduction

With its increased popularity worldwide, TikTok platform allows users to create and share short-form videos, making it a go-to source for entertainment, information, and advertising (Geyser, 2022). Taking advantage of the immense base of the user group, business providers and marketers generated a variety of formats of advertisements so as to connect with potential customers in engaging and impactful ways (Xiao et al., 2023). In the tourism industry, businesses have increasingly adopted TikTok as a platform to advertise their offerings, capitalize on its large and engaged user base, and reach younger audiences (Femenia-Serra et al., 2022). For instance, Universal Orlando Resort used TikTok to showcase behind-the-scenes content, sneak peeks, and unique experiences at the theme park, such as the opening of the Hagrid's Magical Creatures Motorbike Adventure (Universal Orlando Resort, 2019).

Marketers in the tourism industry utilize various strategies to showcase destinations, experiences, and services on the platform, often focusing on the visual and storytelling aspects of the content. For instance, focusing on advertising effectiveness, Wengel et al. (2022) explored the role of new technologies and platforms, and analyzed how TikTok enhances the effectiveness of tourism advertisements and reaches target audiences. On the other hand, Abou-Shouk and Soliman (2021) analyzed customer engagement, customer interaction with tourism advertisements, and the impact of these interactions on destination awareness and visiting intentions. With regard to storytelling and user-generated content (UGC), Nguyen et al. (2023) analyzed the influence and advertisement and provided suggestions for customer awareness about posted advertisements.

Although previously, literature has extensively explored the advertisement of tourism products from many perspectives, limited studies considered the tourism product's advertisement and its conversions, probably due to the difficulty of accessing the background marketing data. Therefore, with the purpose of exploring determinants impacting the conversion rate of online tourism product advertisement, this study obtains the back server from the TikTok global business advertising platform (provided by the advertisement company for academic use), and then analyzes the effect of both the display duration and display extent on the conversion rate of tourism product's online advertisement. This study contributes to the marketing theory of the AIDA model and the development of more effective advertising strategies. Using this model, researchers and marketers can gain valuable insights into the effectiveness of tourism advertisements and use this information to improve the customer experience and drive business growth.

2. Literature Review

*2.1. **Advertisement conversion rate and customer engagement***

Conversion rate refers to the percentage or fraction of a reactant converted, which is regarded as a fundamental indicator measuring the performance of tourism product and service, such as hotel booking and ticket purchasing (Tang et al., 2022). In social media marketing, the effectiveness of advertising is widely measured by using the conversion rate, and identifying the target customer group and providing personalization can significantly impact it (Ghose & Todri-Adamopoulos, 2016).

Customer engagement plays a crucial role in the effectiveness of online advertising, as it can directly impact conversion rates. High levels of engagement can positively affect consumer purchase intentions, brand loyalty, and overall campaign performance (Kim & Ko, 2012). And despite the content quality that can capture the attention of users, increasing the likelihood of engagement with online advertisements (Bakshi & Gupta, 2013), The timing and frequency of delivering the advertisement can help make a difference in optimizing customer engagement (Li & Kannan, 2014).

2.2. AIDA model and mobile application purchase intention

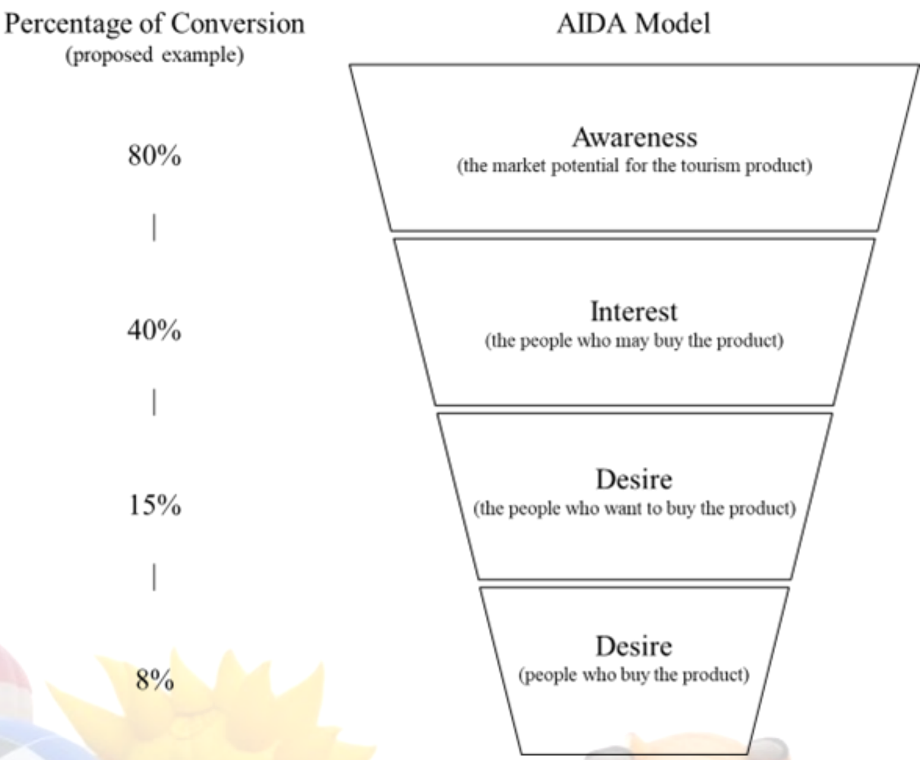

Figure 1. AIDA model with conversion rate

AIDA is applied as the theatrical background in analyzing the conversion rate of tourism product's advertisements. As an acronym for attention, interest, desire, and action, AIDA is a widely-used

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marketing communication framework that outlines the stages consumers go through when exposed to advertisements or promotional materials (Barry, 1987). In order to analyze the advertisement conversion, the AIDA model mainly focuses on understanding how the model's stages contribute to driving consumers to take action, such as making a purchase or booking from the displaying of the advertisements. And by evaluating each stage's effectiveness in the AIDA model, marketers can better optimize their advertising strategies and improve conversion rates (Seyedghorban et al., 2016).

In tourism advertisements, the AIDA model has played a crucial role in shaping promotional strategies and understanding consumer behavior. Applying the AIDA model in tourism marketing helps businesses and destination marketers create effective advertisements that guide potential travelers through the decision-making process (Pike & Page, 2014). For instance, when a potential customer watches an advertisement for a tourism product or service, referring to the whole process of the AIDA model, the advertisement would gain awareness at the beginning. Finally, customers would take action to buy or book it if interested. And the figure 1 provide the AIDA model with it proposed conversion rate as an example.

3. Methodology

Quantitative research will be applied in this study, with the ordinary least squares (OLS) applied for the multiple regression analysis. Data will be collected through the back server from the TikTok global business advertising platform, and the dataset will be reformatted to the panel dataset on a weekly basis. The advertisement conversion rate of tourism products is used as the dependent variable, which is calculated by the advertisement click number divided by the display number, referring to formular 1.

$$Conversion\ Rate\ = \frac{Click\ Number}{Display\ Number} \qquad \text{Formular 1.}$$

Based on the above discussion that conversion rate heavily relies on customer engagement, the independent variables of interests are twofold, including the display duration and the display extent. The average advertisement display duration, which records how long a customer watched the advertisement, is used for the first category of the independent variable, and it is measured by the time seconds.

On the other hand, the advertisement display extent evaluates how much did a watch the advertisement, which is measured by the average percentage that an advertisement displayed. The display extent is used for measuring advertising engagement from another dimension.
This study also considers the differences in tourism product types such as tours, tickets, hotels, and restaurants. Besides, the effects of age, gender, and seasonality are taken into consideration and treated as control variable in the analysis.

4. Discussion and Conclusion

The AIDA model has proven to be a valuable framework for understanding and analyzing the conversion rate of tourism advertisements. By applying the AIDA model, scholars and practitioners can gain insights into the key stages potential customers go through when engaging with tourism advertisements, which can help in designing more effective marketing strategies.

4.1. Academic implication

Firstly, the AIDA model is a well-established theoretical framework in the field of marketing, which has been extensively researched and tested over the years. Applying this model to tourism advertisements can further validate the model's effectiveness and provide new insights into how it can be applied in different tourism contexts. Furthermore, by applying the AIDA model to tourism advertisements, researchers can gain a deeper understanding of how different aspects of the tourism experience, such as the engagement duration and extent or the type of tourism product offered, can affect customer engagement and advertisement conversion rate.

Secondly, applying the AIDA model to tourism advertisements can contribute to advertising strategy studies. By analyzing the different stages of the AIDA model, researchers can identify which stage is most effective in engaging customers and leading to conversions. This information can then be used to develop more targeted advertising campaigns that focus on the most effective stage or adjust the ad content to better appeal to customer preferences.

4.2. Practical implication

This study contributes to the tourism marketer identifying the most effective stage in the AIDA model to engage customers and lead to conversions. Marketers may choose to use eye-catching visuals or attention-grabbing headlines in their advertisements to increase the conversion rate of tourism products. Similarly, if the desire stage is found to be lacking, marketers may need to focus on building a stronger emotional connection with potential customers by highlighting the benefits of the tourism experience.

Besides, this study benefits tourism companies resulting in higher revenue. A better understanding of customer behavior and preferences can help companies tailor their products and services to better meet the needs of their customers, leading to an increased customer conversion rate.

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Changes in consumers' hedonic and utilitarian values for luxury restaurants in the post-epidemic era

Moon, Won Wi
Department of Food & Nutrition,
Yonsei University

Abstract:

In the post-epidemic era, for the MZ generation, it is expected that the moderating role of consumer value will be large in the effect of restaurant selection attributes on visit intention. For this study, we plan to conduct an online survey targeting 220 MZ consumers who have experience using luxury restaurants, and the results will be analyzed using structural equations. This study would be usefully considered for a strategy to increase the luxury restaurant visit intention of the MZ generation.

Keywords: Customer Value, Restaurant Selection Attribute, Stress, Hedonic Value, Utilitarian Value, Visit Intention

1. Introduction

While social distancing measures due to COVID-19 are being eased, the number of people vaccinated, and regulations related to COVID-19 are decreasing, the expression of consumers' compensatory consumption sentiment is being observed in various fields(Park, 2021). Consumers now show a desire to go out and be active rather than live an untact life, enjoy shopping that has been postponed, and return to their daily lives(EconomyChosun(a), 2020). In particular, when asked what they want to do most after the COVID-19 crisis, 'enjoying eating out with people' was found to be the most desired at 65% (EconomyChosun(b), 2020). It is expected that the end of the corona will be a big turning point for restaurants and travel companies, which have been subject to many regulations due to quarantine rules.

Among the items of preference consumption, the largest increase was the willingness to spend on eating out. Eating out is an item that can express the pent-up desire for consumption most easily, frequently, and at low cost(ConsumerInsight, 2022). In particular, for the MZ generation, who value their own happiness and value with different consumption behaviors from past generations(Song, 2021), it is expected that the moderating role of hedonic, utilitarian consumer value will be large in the effect of restaurant selection attributes on visit intention.

2. Literature Review

2.1. Restaurant Selection Attribute

Restaurant selection attributes refer to the main attributes consumers use to select a restaurant(Jang, 2011). Selection attributes refer to attributes that are closely related to consumer preference, purchase decision, and visit among product, brand, and store attributes(Kim, Kang, & Lee, 2017). Liu and Tse divided restaurant selection attributes into food, service, price and value, and convenience(Liu, & Tse, 2018), and Jeong and Hwang divided hotel restaurant selection attributes into brand, taste of food, service, restaurant atmosphere, and price(Jeong, & Hwang, 2022). In this paper, restaurant selection

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attributes are classified into five types: convenience, food quality, service, restaurant atmosphere, and price.

2.2. Customer Value

Customer Value is divided into two types: hedonic value and utilitarian value (Holbrook, & Hirschman, 1982). According to Zeuthaml(1988), utilitarian value refers to the usefulness of a product or service based on the perception that consumers receive for what they give, or what consumers get for what they give. Hedonic value is the value recognized when overall enjoyment is provided in terms of purchasing and consumption experiences.

2.3. Visit Intention

Intention refers to the probability that one's will to plan and execute an action actually manifests itself in the action. Yang and Choi(2014) confirmed that the utilitarian and hedonic values of shopping had a positive effect on satisfaction in fashion social commerce, and that this satisfaction had a positive effect on purchase intention and word-of-mouth intention on SNS.

3. Methodology

3.1. Sample & Data Collection

This study aims to analyze how restaurant selection attributes affect the hedonic and practical consumption values of the MZ generation, and how consumer values affect restaurant visit intentions. Therefore, for the study, an online survey will be conducted targeting MZ consumers with more than 220 luxury restaurant experience, and the results of the survey will verify the hypothesis through structural equations and analyze the validity.

3.2. Measurement

The survey will use a 5-point Likert scale. Through questionnaires, it is planned to measure how restaurant selection attributes such as price, food quality, convenience, and atmosphere affect the intention to visit a luxury restaurant after the corona. In addition, we plan to analyze whether the hedonic value and the utilitarian value have a moderating effect on the relationship between the two variables.

3.3. Data Analysis

Frequency analysis, reliability analysis, factor analysis, and descriptive analysis are used, and differences between groups are analyzed for demographic characteristics and cross-analysis of study variables. T-test or ANOVA for testing, and multiple regression analysis will be performed to test hypotheses through analysis of the influence relationship between variables.

4. Anticipated Benefits

4.1. Anticipated Benefits

Delivery food was a boom during the corona pandemic, but after the corona, consumption in other food service areas, such as high-end restaurants and restaurant spaces where people can gather, is expected to spread. This study can be usefully considered for a strategy to increase the restaurant visit intention of the MZ generation by finding the relationship between restaurant attributes, consumer value, and restaurant visit intention.

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Risk assessment of high-contact surfaces at the school foodservices: Comparison between users' perception and objective measurement

Suk, Younghee
Department of Food and Nutrition,
Yonsei University

Ham, Sunny
Department of Food and Nutrition,
Yonsei University

Abstract:

Public's interests in safety and sanitation have been heightened through COVID-19 pandemic. It is true to school foodservices. Previous research showed a gap between users' perception and objective measurement for high-contact surfaces which should be the main places to manage to prevent food-borne illness**.** The purpose of this study is to compare the degree of sanitization toward contact surfaces between users' perception and objective measurement at the dining hall at the school foodservices.

Keywords: high-contact surface, ATP Bioluminescence, foodservice hygiene

1. Introduction

After the pandemic that swept the world, people's interest in **sanitation** and safe food has increased significantly(Dufour et al., 2022; Krishnamoorthy et al., 2021). School foodservices need to be managed more systematically so that they do not shut down again due to the risk of infectious diseases. Foodborne in schools is most often caused by bacteria or viruses (foodsafetykorea, 2022), most hand-touch surfaces were contaminated with germs (Otter & French, 2009). Current hygiene management methods cannot measure the sanitation of surfaces that people contact. One study found that the people's perception of sanitation surfaces, perception of high-contact surfaces, and actual sanitation are different(Kim et al.,2021). ATP Bioluminescence is a tool which can assess the sanitation degree. And it is easy to use and convenient to carry, so anyone can easily and objectively screen the surface hygiene(Choi et al., 2012). In order to systematically manage school foodservices hygiene, it is necessary to investigate frequently touched surfaces.

Foodborne caused by bacteria continues to occur in public catering facilities, so the risk of foodborne caused by bacteria should be subject to management. But this virus infection, which has emerged and proceeds in a similar way to previous norovirus infection, is a great risk factor for person-to-person contact. School cafeterias, which are in contact with many people, are expected to repeat the risk in the future if there is an epidemic caused by a virus.

The purpose of this study is to compare the degree of sanitization toward contact surfaces between users' perception and objective measutrement at the dining hall in the school foodservices.

2. Literature Review

2.1. Total Adenylate(ATP+ADP+AMP) Hygiene Monitoring Test

ATP Bioluminescence Assay, which began to be used by NASA in the 1960s for the purpose of finding biological materials, has shown a positive correlation with microbial contamination through previous studies. (Kim et al., 2010; Sanna et al., 2018; Kwan et al 2019; Sogin et al, 2020)

2.2. High-contact area vs. Low-contact area
Surface sanitation has been a focus of research for several years. O**bservational** studies were also conducted in hospitals to find out where there was a lot of real contact(Cheng et al., 2015; Kirk Huslage et al., 2010; Link et al., 2016).

3. Methodology

3.1 Sampling and data collection
3.1.1. Questionnaire Survey : Six schools in Seoul will be selected and a survey would conduct with 300 school staff who use school cafeterias. It would be conducted as an online self-administered survey.

3.1.2. Examination survey : The measurement is performed according to the manufacturer's manual, and the measurement is repeated twice.

3.2 Research measurement
3.2.1. Questionnaire Survey : General attitude towards sanitation, Perception of sanitation, Awareness of High-contact surface and Low-contact surface, Socio-demographic characteristiscs of the study subjects

3.3 Data analysis
The data of this study would be analyzed using the SPSS Windows 26.0 program. Conduct frequency analysis for the demographics of survey subjects, and conduct difference analysis attitudes and perceptions.

4. Expected Outcomes

First, We intend to supplement hygiene management methods by identifying frequently contacted areas in catering facilities and clearly presenting high-touch surfaces.

Second, We identify places that people think sanitation and high-contact, compare them with objective sanitary conditions, draw differences, and can be established an effective cleaning method.

Third, This reserch can contribute to foodservice safety in the future by applying objective hygiene management in the risk situation of virus epidemics.

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Innovating for Sustainable Tourism: The Role of Fourth Industrial Revolution Technologies

Abellana, Ephraimuel Jose L.
School of Tourism and Hospitality Management, Philippine Women's University

Abellana, Janice A.
School of Information Technology, MAPUA University

Abstract:

The exponential growth of the tourism industry and the environmental concerns associated with it. It suggests that Fourth Industrial Revolution (4IR) technologies, such as AI, IoT, and blockchain, can transform the industry to be more sustainable and efficient. The study describes examples of sustainable tourism practices that can be implemented with 4IR technologies, such as using blockchain for transparent supply chains, implementing AI-powered systems for energy management and waste reduction, and using virtual and augmented reality to provide immersive experiences that reduce the need for physical travel. The benefits of incorporating sustainable tourism practices and 4IR technologies for the tourism industry are discussed, including reducing environmental impact, improving competitiveness, optimizing operations, enhancing customer satisfaction and loyalty, and contributing to the overall well-being of local communities. Finally, the study outlines the research aims to explore the potential of 4IR technologies in enhancing tourism sustainability by reviewing existing literature, examining case studies, and identifying challenges and opportunities associated with their adoption in tourism.

Keywords: *AI (Artificial Intelligence), Blockchain, Environmental concerns, Fourth Industrial Revolution (4IR) technologies, Tourism industry, Sustainability*

1. Introduction

Tourism has become a major contributor to the global economy, with the World Tourism Organization reporting 1.4 billion international tourist arrivals in 2018 (UNWTO, 2019). However, the industry's rapid growth has led to concerns about its impact on the environment, particularly in terms of carbon emissions and waste generation (Hall, Scott, & Gössling, 2020). To address these challenges, the tourism industry must adopt more sustainable practices.

Fourth Industrial Revolution (4IR) technologies, such as artificial intelligence (AI), the internet of things (IoT), and blockchain, have the potential to transform the way tourism operates, making it more sustainable and environmentally friendly. For example, AI can be used to optimize energy consumption in hotels, while IoT sensors can monitor water usage and detect leaks (Buhalis & Amaranggana, 2020). Blockchain can enable transparent and secure transactions, reducing the potential for fraud and corruption in the tourism supply chain (Huang et al., 2021).

The tourism industry has grown exponentially in the past few decades, with an increasing number of people traveling for leisure, business, and other purposes (UNWTO, 2019). However, this growth has

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come at a cost, as the industry is known to generate significant environmental impacts, including carbon emissions, waste, and water consumption (Scott et al., 2020). To mitigate these impacts and ensure the industry's long-term sustainability, new technologies are being developed and implemented.

Fourth Industrial Revolution (4IR) technologies, such as AI, IoT, and big data, have the potential to transform the tourism industry, making it more sustainable and efficient (Xiang, Du, & Ma, 2020). For example, AI-powered chatbots can be used to provide personalized and eco-friendly travel recommendations, while smart building systems can optimize energy use in hotels (Zhang et al., 2020). These technologies can also enable better management of tourist flows, reducing congestion and enhancing the visitor experience (Gretzel et al., 2020).

As the tourism industry continues to grow and evolve, there is an increasing need for sustainable practices that take advantage of 4IR technologies. Incorporating 4IR technologies in tourism can enhance resource efficiency, reduce carbon footprint, and create innovative solutions for sustainable development.

This can range from using blockchain to create transparent supply chains, to implementing AI-powered systems for energy management and waste reduction. Moreover, virtual reality and augmented reality can also provide tourists with immersive experiences that reduce the need for physical travel while still providing an authentic experience. In addition, the use of big data and analytics can help tourism businesses make informed decisions about their operations, from predicting customer behaviour to optimizing transportation routes, reducing costs and minimizing environmental impact. By adopting sustainable practices and 4IR technologies, the tourism industry can not only reduce its environmental impact but also improve its overall competitiveness in an increasingly digitalized and environmentally conscious market. In conclusion, it is crucial for the tourism industry to prioritize sustainability and leverage 4IR technologies to create innovative solutions that benefit both the environment and the industry itself and its stakeholders.

This research aimed to examine the potential of 4IR technologies in enhancing tourism sustainability, with a focus on their environmental, economic, and social impacts. The study reviewed existing literatures on the topic and analyze case studies of successful implementation of these technologies in the tourism industry. The research will also identify the challenges and opportunities associated with the adoption of 4IR technologies in tourism, including issues related to data privacy and security, including the need for appropriate regulatory frameworks and the potential impact on employment.

1.1 Objectives of the study

To explore the role of Fourth Industrial Revolution (4IR) technologies in promoting sustainable tourism the researcher outlines the following specific objectives.

1. Identify the most relevant 4IR technologies that have the potential to contribute to sustainable tourism.
2. Examine the current state of adoption and use of 4IR technologies in the tourism industry.
3. Assess the environmental, economic, and social impacts of 4IR technologies on sustainable tourism practices.
4. Analyze the challenges and barriers faced by tourism organizations in implementing 4IR technologies for sustainable tourism; and
5. Provide recommendations for tourism organizations to effectively integrate 4IR technologies in their operations and promote sustainable tourism.

1.2 Scope and Limitation of the study

Scope and limitations of the study, "Innovating for Sustainable Tourism: The Role of Fourth Industrial Revolution Technologies," included specific technologies and innovations analyzed, geographic location or tourism industry sector studied, and time frame of research. Limitations were availability and accessibility of data, potential researcher/research participant bias, limited sample size/representativeness of research population, and external factors affecting research outcomes:

1.2.1 Scope:

- The study focused on the role of Fourth Industrial Revolution Technologies in promoting sustainable tourism.
- The study investigated the potential of various Fourth Industrial Revolution Technologies, such as big data analytics, artificial intelligence, and the Internet of Things, in the tourism industry.
- The study explored the impact of Fourth Industrial Revolution Technologies on the sustainability of tourism in different regions of the world.
- The study considered the perspectives of various stakeholders, including tourists, tourism industry professionals, and policymakers.
- The study aimed to provide recommendations for the effective use of Fourth Industrial Revolution Technologies to promote sustainable tourism.

1.2.2 Limitations:

- The study was limited by the availability of data and information on the use of Fourth Industrial Revolution Technologies in the tourism industry.
- The study only reflected the perspectives of a specific set of stakeholders and may not fully capture the diversity of perspectives within the tourism industry.
- The study was limited by the researcher's access to specific technologies or tools needed to conduct the research.
- The study did not fully capture the potential risks and challenges associated with the use of Fourth Industrial Revolution Technologies in the tourism industry.
- The study was limited by the researcher's ability to generalize findings across different regions and contexts, due to differences in cultural, political, and economic factors.

1.3 Significance of the study

The study entitled "Innovating for Sustainable Tourism: The Role of Fourth Industrial Revolution Technologies" was significant for several reasons, including:

a) Advancing knowledge: The study contributed to the existing body of knowledge on sustainable tourism and the potential role of Fourth Industrial Revolution (4IR) technologies in promoting sustainability.
b) Practical implications: The findings of the study provided insights and recommendations for policymakers, tourism industry stakeholders, and technology developers on how to leverage 4IR technologies to achieve sustainable tourism goals.
c) Economic benefits: Sustainable tourism have significant economic benefits, including job creation, income generation, and local economic development. The study helped identify how 4IR technologies can contribute to these economic benefits.
d) Environmental benefits: Sustainable tourism have positive environmental impacts, such as reducing carbon emissions and preserving natural resources. The study helped identify how 4IR technologies can contribute to these environmental benefits.

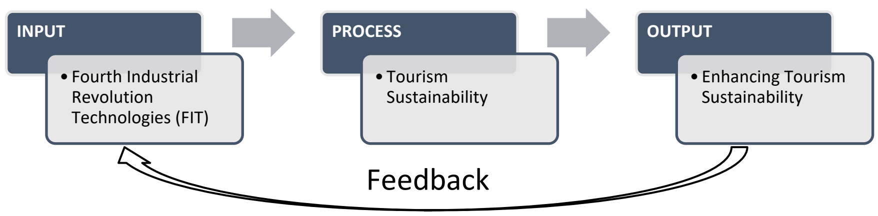
e) Social benefits: Sustainable tourism promotes social and cultural exchange, foster community development, and support social cohesion. The study helped identify how 4IR technologies contributed to these social benefits.

1.4 Conceptual Model

The IPO model, which stands for Input-Process-Output, is a common framework used in systems thinking to describe the flow of information and resources within a system. By using the IPO model in the conceptual framework, the study identified the key inputs, processes, and outputs involved in enhancing tourism sustainability through 4IR technologies, as well as the relationships between them. This helped and guided the research design and analysis, as well as provided a clear and concise way of communicating the main findings and implications of the study.

Table 4

Input Process Output for Innovating for Sustainable Tourism: The Role of Fourth Industrial Revolution Technologies



The Fourth Industrial Revolution Technologies (FIT) refers to a group of advanced technologies such as artificial intelligence, Internet of Things (IoT), blockchain, and virtual/augmented reality, among others. It's importance: FIT has the potential to transform the tourism industry by enhancing sustainability, efficiency, and customer experience.

The Tourism Sustainability refers to the ability of the tourism industry to maintain and improve the natural, cultural, social, and economic environments for present and future generations. It's importance: Sustainability is a critical issue for the tourism industry as it can affect the long-term viability of the industry and the destinations it serves.

Enhancing Tourism Sustainability through FIT, refers to the use of FIT to address sustainability challenges in the tourism industry, such as reducing carbon footprint, preserving cultural heritage, improving waste management, enhancing visitor experience, and promoting local economic development. Its importance is by enhancing tourism sustainability through FIT can help the industry to achieve its triple bottom line goals (economic, social, and environmental), and contribute to the United Nations Sustainable Development Goals (SDGs).

Since Tourism industry including businesses, organizations, and individuals involved in tourism Fourth Industrial Revolution technologies: including artificial intelligence, robotics, the internet of things, and other advanced technologies Environmental, social, and economic factors: including local, regional, and global sustainability goals and indicators.

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Adoption and implementation of Fourth Industrial Revolution technologies in the tourism industry, with a focus on sustainability Integration of sustainable practices and principles into the development and use of these technologies Monitoring and evaluation of the impact of these technologies on sustainability outcomes, including environmental, social, and economic factors.

Improved sustainability outcomes in the tourism industry, including reduced environmental impacts, increased social and cultural benefits, and enhanced economic viability Enhanced competitiveness and innovation in the tourism industry using advanced technologies and sustainable practices Increased awareness and understanding of the potential of Fourth Industrial Revolution technologies to support sustainable tourism development.

Feedback loop for the **c**ontinual monitoring and evaluation of sustainability outcomes and technology use, with feedback incorporated into ongoing decision-making and planning in the tourism industry.

This model highlights the importance of using Fourth Industrial Revolution technologies to enhance sustainability in the tourism industry, while also emphasizing the need for a holistic approach that considers environmental, social, and economic factors. It also emphasizes the need for ongoing monitoring and evaluation to ensure that sustainability goals are being met and to inform ongoing decision-making and planning.

The significance of this study lies in its potential to advance the understanding of the intersection between sustainable tourism and 4IR technologies and how this intersection can be leveraged for positive economic, environmental, and social outcomes.

2. Literature Review

The article by Ekinci and Senyuva (2020) examines the potential of information and communication technologies (ICTs) in promoting sustainable tourism practices in the context of the Fourth Industrial Revolution. The authors argue that these technologies can help create more efficient and sustainable tourism practices, such as reducing energy consumption, waste, and carbon emissions. However, the authors also caution that careful management and regulation is needed to ensure that these technologies are used in ways that benefit both the industry and the environment. They highlight the importance of considering the environmental and social impacts of ICTs in tourism and urge tourism businesses to adopt responsible and sustainable practices. The study suggests that ICTs have the potential to promote sustainable tourism practices, but that their implementation must be carefully managed to ensure that they are used in ways that benefit both the industry and the environment.

The article by Kim and Uysal (2021) focuses on the potential of big data and artificial intelligence (AI) in advancing sustainable tourism practices. The authors argue that these technologies can help identify and address environmental and social issues in tourism, such as carbon emissions and waste management. However, the authors also note that ethical and privacy concerns must be addressed when using these technologies in tourism. They discuss the need for responsible data management and privacy protection, as well as the importance of addressing biases and ensuring that AI algorithms are transparent and accountable. The article suggests that big data and AI have the potential to promote sustainable tourism practices, but that their use must be guided by ethical principles and responsible management practices.

The article by Fuchs et al. (2019) provides a comprehensive review of the potential impacts of Fourth Industrial Revolution technologies on sustainable tourism. The authors discuss various technologies such as artificial intelligence, robotics, and the Internet of Things, and explore their potential to transform the tourism industry in ways that promote environmental and social sustainability. The authors argue that Fourth Industrial Revolution technologies have the potential to create more sustainable tourism practices by improving resource efficiency, reducing waste and emissions, and enhancing the visitor experience. However, they also highlight the need for careful management and regulation to ensure that these technologies are used in ways that are responsible and beneficial for all stakeholders, including the environment, local communities, and visitors. The article suggests that Fourth Industrial Revolution technologies offer both opportunities and challenges for sustainable tourism, and that their use must be guided by a commitment to responsible and ethical tourism practices.

Buhalis and Amaranggana (2019) focuses on the potential of blockchain technology in promoting sustainable tourism practices. The authors argue that blockchain can help address issues of trust and transparency in the tourism industry and promote more responsible and sustainable practices. The article explores various use cases for blockchain in tourism, such as improving supply chain management, facilitating secure and transparent payments, and enabling more effective tracking and reporting of environmental and social impacts. The authors also discuss the challenges and barriers to implementing blockchain in tourism, such as the need for technical expertise and the cost of implementation.

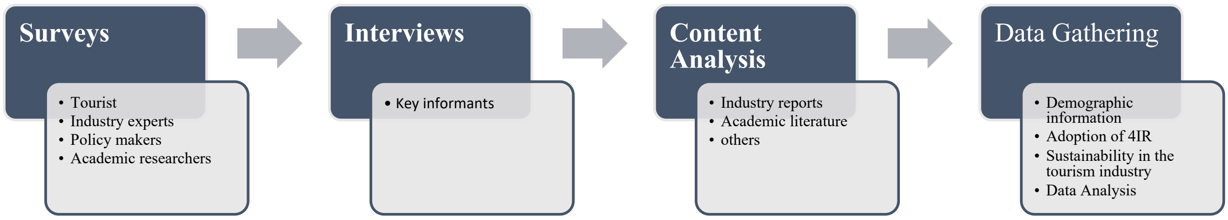
Neuts et al. (2019) examines the potential of virtual reality (VR) in promoting sustainable tourism practices. The authors argue that VR can help reduce the environmental impact of tourism by providing immersive experiences that can replace physical travel. The article explores various applications of VR in tourism, such as virtual tours of destinations and cultural heritage sites, and virtual meetings and events. The authors also discuss the challenges and limitations of VR, such as the need for technical infrastructure and the potential for VR to reinforce inequalities in access to tourism experiences. The article suggests that VR has the potential to promote sustainable tourism practices by reducing the environmental impact of travel and providing more inclusive and accessible tourism experiences. However, the authors note that VR should be used in conjunction with other sustainable tourism practices and that its potential should be carefully evaluated in relation to environmental, social, and economic sustainability criteria.

The Fourth Industrial Revolution technologies such as information and communication technologies, big data and artificial intelligence, blockchain, and virtual reality have the potential to promote sustainable tourism practices by improving resource efficiency, reducing waste and emissions, enhancing the visitor experience, and improving transparency and accountability in the industry. However, their implementation must be guided by ethical principles, careful management, and regulation to ensure their responsible use and beneficial outcomes for all stakeholders, including the environment, local communities, and visitors. Therefore, it is important to consider the environmental and social impacts of these technologies and evaluate their potential in relation to sustainability criteria.

3. Methodology

The study entitled "Innovating for Sustainable Tourism: The Role of Fourth Industrial Revolution Technologies," a mixed-methods approach was an effective methodology. This approach involved combining both quantitative and qualitative methods and gained a more comprehensive understanding of the research topic and specific methods that have been applied a mixed-methods framework:

Figure 2
Methodological framework for the study



3.1.Surveys
Conducted surveys with stakeholders, such as tourists, industry experts, and policymakers, provided a quantitative data on their perceptions of the role of fourth industrial revolution technologies in sustainable tourism.

For the mixed methods approach in the study "Innovating for Sustainable Tourism: The Role of Fourth Industrial Revolution Technologies," the respondents for the survey method included the following:
1. Tourists: Individuals have travelled for leisure or business purposes and have encountered or used fourth industrial revolution technologies in their travels.
2. Industry experts: Professionals who have worked in the tourism industry, such as travel agents, hotel managers, or technology providers.
3. Policymakers: Government officials or representatives from regulatory bodies who are involved in developing policies and regulations related to sustainable tourism and the use of fourth industrial revolution technologies.
4. Academic researchers: Scholars who have expertise in sustainable tourism or fourth industrial revolution technologies and can provide insights into the current state of research and best practices in the field.

Sample size of 300 divided among the four groups of respondents with the following table:

Table 5
Respondents of the study

Respondents type	**Frequency (*f*)**
Tourist	100
Industry experts	80
Policy makers	60
Academic researchers	60
Total	**300**

3.2 Interviews
In-depth interviews were valuable method for gathering qualitative data on the experiences of key informants in the tourism industry, such as industry leaders, policymakers, and other experts. Interviews allowed the researcher to explore the perspectives and insights of the interviewees in greater

depth, gaining a more nuanced understanding of their experiences with implementing fourth industrial revolution (4IR) technologies in sustainable tourism.

Interviews were conducted via face-to-face, over the phone, or online, depending on the availability and preferences of the participants. The interviewer developed a set of open-ended questions that were relevant to the research questions and objectives and has allowed the interviewee to express their thoughts and opinions in their own words.

To ensure the quality and validity of the data collected through interviews, it was important for the researcher to establish rapport with the interviewees, maintain a neutral and non-judgmental attitude, and avoid leading questions or assumptions. The data collected through interviews were analyzed using thematic analysis, which involves identifying patterns and themes in the data and drawing out key findings and insights.

3.3 Content analysis

Content analysis could be used in the study entitled "Innovating for Sustainable Tourism: The Role of Fourth Industrial Revolution Technologies" to analyze the data collected from various sources such as interviews, surveys, and documents. The analysis could be used to identify themes and patterns in the data related to the use and impact of Fourth Industrial Revolution Technologies on sustainable tourism.

3.4 Data Gathering

The process of data gathering was time-consuming as it involved collecting information from various individuals or groups. However, it was an important step in this study as it allowed the researcher gained a deeper understanding of the system or project being studied. It ensured the accuracy of the data; a mixed method approach was employed for data collection. It was crucial and to collect data accurately to minimize the risk of errors and other issues that may compromise the quality of the study's findings.

3.5 Statistical Treatment

The researcher used multiple linear regression to examine the relationship between the adoption of 4IR technologies and the level of sustainability in the tourism industry. The multiple linear regression would need to collect data on both the adoption of 4IR technologies (independent variable) and the level of sustainability in the tourism industry (dependent variable) from a sample of tourism destinations or companies.

The formula for multiple linear regression with 'p' independent variables or predictors:

$$\boldsymbol{y = b0 + b1x1 + b2x2 + \ldots + bp * xp + \varepsilon}$$

Equation 1. Multiple Linear Regression of the study

where:

- y is the dependent variable or response variable
- x1, x2, ..., xp are the p independent variables or predictors.
- b0 is the intercept or constant term.
- b1, b2, ..., bp are the coefficients or regression coefficients that represent the change in y for a unit change in the corresponding x variable, while holding all other x variables constant

- ε is the error term or residual that represents the unexplained variation in y that is not accounted for by the independent variables.

4. Results

The results section of a research paper presents the findings of the study and provided a detailed description of the data analysis. In this section, the researcher reported the main findings of the study in a clear and concise manner, using appropriate tables, graphs, and statistics.

Table 6
Model Summary result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.211[a]	.045	.031	.97802

a. Predictors: (Constant), Q5, Q3, Q4, Q2

The Model Summary table provides information about a regression analysis conducted in a study on the role of Fourth Industrial Revolution technologies in sustainable tourism. The analysis aimed to examine the extent to which independent variables (Q2, Q3, Q4, and Q5) predict the dependent variable (Q1).
The results of the analysis indicate that the independent variables have a weak relationship with sustainable tourism, as evidenced by the low multiple correlation coefficient (R) of 0.211. This means that there is only a small linear relationship between the independent variables and the dependent variable.

The R-squared value of 0.045 suggests that the independent variables collectively account for only 4.5% of the variance in sustainable tourism, meaning that most of the variance remains unexplained by the independent variables. After adjusting for the number of independent variables in the model, the adjusted R-squared value of 0.031 indicates that the independent variables collectively explain only 3.1% of the variance in sustainable tourism.

The standard error of the estimate of 0.97802 indicates that the predicted values generated by the model have an average distance of 0.97802 from the observed values of the dependent variable.

Since the Model Summary suggests that the independent variables in the study have a weak relationship with sustainable tourism, and collectively explain only a small proportion of the variance in the dependent variable. These results suggest that additional variables or factors not included in the analysis may be more important in explaining sustainable tourism.

Table 7
ANOVA test result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.898	4	3.224	3.371	.010[b]
	Residual	276.435	289	.957		
	Total	289.333	293			

a. Dependent Variable: Q1
b. Predictors: (Constant), Q5, Q3, Q4, Q2

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In the context of the study on the role of Fourth Industrial Revolution technologies in sustainable tourism, the ANOVA table indicates that the independent variables (Q2, Q3, Q4, and Q5) collectively have a statistically significant effect on the dependent variable (Q1), which is related to innovating for sustainable tourism. Specifically, the F statistic is 3.371 and the associated significance level is 0.010, indicating that the probability of obtaining such a result by chance is less than 1%. This means that the independent variables explain a statistically significant amount of variation in the dependent variable.

The regression sum of squares (12.898) indicates that the independent variables explain about 4.5% of the total variation in the dependent variable. Although this may seem small, it is important to note that in the context of social sciences, small effect sizes are common and can still have practical significance. Moreover, the study may have other important contributions beyond the effect size, such as identifying specific Fourth Industrial Revolution technologies that can be used to promote sustainable tourism.

Therefore, ANOVA table suggests that the study provides support for the hypothesis that Fourth Industrial Revolution technologies can play a role in innovating for sustainable tourism. The findings indicate that the independent variables in the model have a significant effect on the dependent variable, providing evidence for the potential of using these technologies to promote sustainability in the tourism industry.

Table 8

Coefficients value result

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.828	.422		6.698	.000
	Q2	.134	.052	.157	2.560	.011
	Q3	.098	.071	.083	1.368	.172
	Q4	.030	.046	.039	.636	.525
	Q5	.072	.051	.088	1.409	.160

a. Dependent Variable: Q1

In the context of the study on the role of Fourth Industrial Revolution technologies in sustainable tourism, the Coefficients table provides information about the specific relationships between the independent variables and the dependent variable, after controlling for the effects of other variables in the model.

The figure 5 shows that only one independent variable, Q2, has a statistically significant relationship with the dependent variable (Q1). This variable relates to the extent to which Fourth Industrial Revolution technologies are being used in the tourism industry. The positive standardized coefficient (0.157) suggests that as the use of Fourth Industrial Revolution technologies in the tourism industry increases, the level of innovation for sustainable tourism (Q1) is expected to increase as well. This finding supports the hypothesis that Fourth Industrial Revolution technologies can play a role in promoting sustainable tourism, which is the main topic of the study.

However, the other independent variables (Q3, Q4, and Q5) do not have statistically significant relationships with the dependent variable, indicating that they may not be as important in promoting innovation for sustainable tourism using Fourth Industrial Revolution technologies. Nonetheless, it is worth noting that Q3, Q4, and Q5 may still have some practical significance, as they may be important factors in sustainable tourism innovation in other contexts.

The Coefficients table provides insight into which independent variables are most strongly related to the dependent variable in the context of the study. This information can help to identify which specific Fourth Industrial Revolution technologies may be most effective in promoting sustainable tourism innovation and can guide future research and development efforts in this area.

These findings suggest that Fourth Industrial Revolution technologies, such as artificial intelligence, the Internet of Things, and blockchain, have the potential to play a significant role in promoting sustainable tourism innovation. For example, these technologies can be used to optimize resource use, reduce waste and pollution, improve the guest experience, and increase the efficiency of tourism operations.

5. Discussion and Conclusion

5.1 Discussion and Implications

The study Innovating for Sustainable Tourism: The Role of Fourth Industrial Revolution Technologies, aims to explore the potential of Fourth Industrial Revolution (4IR) technologies in enhancing tourism sustainability. The study identifies the most relevant 4IR technologies that have the potential to contribute to sustainable tourism, examines the current state of adoption and use of 4IR technologies in the tourism industry, assesses the environmental, economic, and social impacts of 4IR technologies on sustainable tourism practices, analyses the challenges and barriers faced by tourism organizations in implementing 4IR technologies for sustainable tourism, and provides recommendations for tourism organizations to effectively integrate 4IR technologies in their operations and promote sustainable tourism.

5.2 Conclusion

With the results provided, the researcher has drawn the following conclusions and recommendations in line with the study objectives:

a) Encourage the adoption of Fourth Industrial Revolution technologies: Tourism industry stakeholders should be encouraged to adopt Fourth Industrial Revolution technologies, such as artificial intelligence, the Internet of Things, and blockchain, to promote sustainability in the industry. This can be achieved through public-private partnerships, incentives, and education and awareness campaigns.

b) Focus on the development of technology solutions that promote sustainable tourism: Technology developers should focus on creating innovative solutions that can promote sustainability in the tourism industry. This can involve the development of smart buildings, waste management systems, and other technologies that optimize resource use and reduce waste and pollution.

c) Increase investment in research and development: There is a need for increased investment in research and development to further explore the potential of Fourth Industrial Revolution technologies in promoting sustainable tourism. This can involve collaborations between academia, industry, and government to identify new solutions and opportunities.

d) Promote industry-wide standards: To ensure that Fourth Industrial Revolution technologies are being used in a responsible and sustainable manner, there is a need for industry-wide standards and guidelines. These can be developed through collaborations between industry stakeholders, policymakers, and technology developers.

e) Foster collaborations and knowledge sharing: The tourism industry should foster collaborations and knowledge sharing between different stakeholders to facilitate the adoption and implementation of Fourth Industrial Revolution technologies. This can involve the establishment of networks, platforms, and events that bring together different actors in the industry.

5.3 Limitations of this study and suggestions for future studies

There are several possible challenges that may affect the study:

a) Sample size: The sample size used in the study may not be representative of the entire population of the tourism industry, which could affect the generalizability of the results.
b) Self-reported data: The data used in the study was based on self-reported surveys, which may be subject to response bias or social desirability bias. This could result in inaccuracies or overestimation of the results.
c) Causality: While the study identified significant relationships between the independent variables and dependent variable, it did not establish causality. There may be other variables that were not measured in the study that could have an impact on sustainable tourism innovation.
d) Limited scope: The study focused specifically on the use of Fourth Industrial Revolution technologies in the tourism industry and did not explore other factors that could contribute to sustainable tourism innovation.
e) Rapidly changing landscape: The landscape of Fourth Industrial Revolution technologies and sustainable tourism practices is rapidly evolving. The findings of the study may become outdated quickly as new technologies and practices emerge.
f) Cultural differences: The study was conducted in a specific geographic region and may not be applicable to other regions or cultures, where attitudes and practices regarding sustainable tourism and technology may differ.

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Temporary Digital Nomads:
The Essence of Remote Work Trip Experiences

Chevtaeva, Ekaterina
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Wang, Maxime
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Lin, Michael
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Abstract:

Remote and hybrid work arrangements settle in organisations, and freedom to work from anywhere and travel becomes available for an increasing number of employed workers. We argue that the experience of employed workers who engage in temporary lifestyle mobility of digital nomads is different in essence from a full commitment to a digital nomad lifestyle. This study is the first attempt to distinguish this novel phenomenon of temporary digital nomads and uncover the essence of their travel experience.

Keywords: remote work trips, transcendental phenomenology, temporary digital nomads, lifestyle mobility

1. Introduction

The norms of knowledge work environment have evolved with time. In the middle of the last century, office work had spirit cabinets, social meetings and long lunches with colleagues, what later evolved into an efficient and productive layout of an opened office (Birtchnell, 2020). A discard for privacy and task-oriented management in a work environment was found to be unhelpful for performance and wellbeing of knowledge workers (Wang et al., 2020). At the turn of the century, development of technologies facilitated a notable shift towards teleworking and freelancing. A radical acceleration of working 'outside the office walls' was enabled by the COVID-19 pandemic due to the rise of work-from-home (Périssé et al., 2021). As such, remote digital work is expected to settle in organizations in the future (Shawkat et al., 2021). Switching to remote work arrangements may help employers to maximize the return on investment from their employees for the possible economic recession of 2023 (Forbes, 2023).

Remote work is not a complete alternative to office work. While some knowledge workers feel more productive and better work-life balance, others struggle with socialization and focus (Šmite et al., 2023). A few companies have adopted remote work practices before the COVID-19 pandemic, most often by accommodating work from home arrangements for a few days a week. The number of companies offering fully remote work arrangements increases, others implement hybrid or semi-remote arrangements. As of 2023, there is a new movement allowing knowledge workers to work one month a year remotely from anywhere (Voll et al., 2022). Remote digital work traditionally was closely

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associated with entrepreneurs and freelancers in the field of information technology (Nash et al., 2018). Nowadays, the freedom to work from home, or from anywhere, becomes available to an increasing number of employed knowledge workers.

With remote or semi-remote work arrangements, knowledge workers get the opportunity to travel during their work. The idea of escaping from the daily routine for a while and establishing a new routine with no detachment from work is observed in digital nomadism. Media portrays the digital nomad lifestyle as glamorous and appealing (Aroles et al., 2020), hiding the elements of stress and anxiety that come with it (Wang et al., 2020). Some of the disadvantages of the digital nomad lifestyle, such as loneliness and visa issues, disappear when travel is just a temporary arrangement and the home base remains the same (Borges et al., 2022; Orel, 2019; Périssé et al., 2021; von Zumbusch & Lalicic, 2020). Combining remote work activities with leisure travel may improve the subjective wellbeing of workers (Chevtaeva et al., 2023). Knowledge workers get the opportunity to experience temporary digital nomad adventure with no burden of being fully location independent.

Travel might be seen as a conscious effort against mortality and a cathartic experience that can help the overall healing post-pandemic process (McKercher & Pine, 2008; Miao et al., 2022). Post-traumatic growth in travel is expected after the COVID-19 pandemic and the opportunity to travel outside of the vacation schedule may become more appealing. Mobile technology and hybrid work practices have made travel a more convenient and accessible experience to pursue. Digital nomads can travel all the time with adjustment for travel cost, visa and tax arrangements. However, remote workers choose or are able to engage in temporary remote work trips with home attachment. We argue that existing conceptualizations of digital nomad travel experiences cannot help to fully understanding how the experience of travelling while working remotely unfolds for employed remote workers. This study aims to explore the essence of voluntary travelling while working remotely among fully employed knowledge workers (How does it feel to work and travel?).

2. Methodology

Previous studies on digital nomadism and lifestyle mobilities widely used qualitative research to study travel experiences (MacRae, 2016; Orel, 2021; Thompson, 2018). However, the essence of travelling while working remotely as a lived experience remains unclear. Considering the novelty of travelling while working remotely among employed workers, an objective description of the 'essence' of the lived experience can offer a first important milestone for a deeper understanding of this phenomenon. In social science disciplines phenomenology is used to study human experiences and focuses on manifold features of conscious experience (Pernecky & Jamal, 2010). In tourism research phenomenology was applied to study distinctive lived experiences (Podoshen et al., 2018; Wassler & Kirillova, 2019; Wassler & Schuckert, 2017). This study focuses on the description of the essence of the new lifestyle mobility emerged by increased flexibility of employed remote workers, therefore it follows Husserl's transcendental phenomenology that focuses on the description.

In order to access both prospective and retrospective of the studied phenomenon, this study engaged in longitudinal analysis from the transcendental phenomenology perspective. Employed remote workers that engage in occasional remote work trips and may have a changing meaning of an experience, especially while they are on a trip or at home. To capture this dynamic a prospective research design is implied, where data is collected during anticipating an event to its retrospective afterwards. Data collection was performed throughout May 2022 to January 2023, and participants were recruited following experience-based purposive sampling. An inclusion criterion was a possibility of remote working/hybrid and a desire to engage in remote work trips with a duration of over a month. In total seven participants from five different countries participated in the study. Data analysis followed Giorgi's (2009) four steps of phenomenological analysis, with bracketing knowledge about the phenomenon, reduction and imaginative variation based on intuition performed throughout the analysis process.

3. Results

The analysis has identified five dimensions of the experience, that are illustrated in Figure 1. The dimension of need to travel is connected with the urge to travel participants felt due to variety of factors. Some saw it as a payback for not travelling during the COVID-19 travel restrictions, others expressed inability to stay too long in-home base because it was boring and monotonous. The dimension of self-awareness is related with participants sense of understanding what work style and agenda feels best for them. The dimension of confusion appeared due to disbalance of using a vacation space for work purposes and people found it hard to connect the two. The dimension of frustration and need to go home correlates with the amount of stress, tiredness and overload of experiences participants felt and lack of relaxation. Finally, the feeling of satisfaction and relief were evident by the time participants returned home until they feel the urge to travel again.

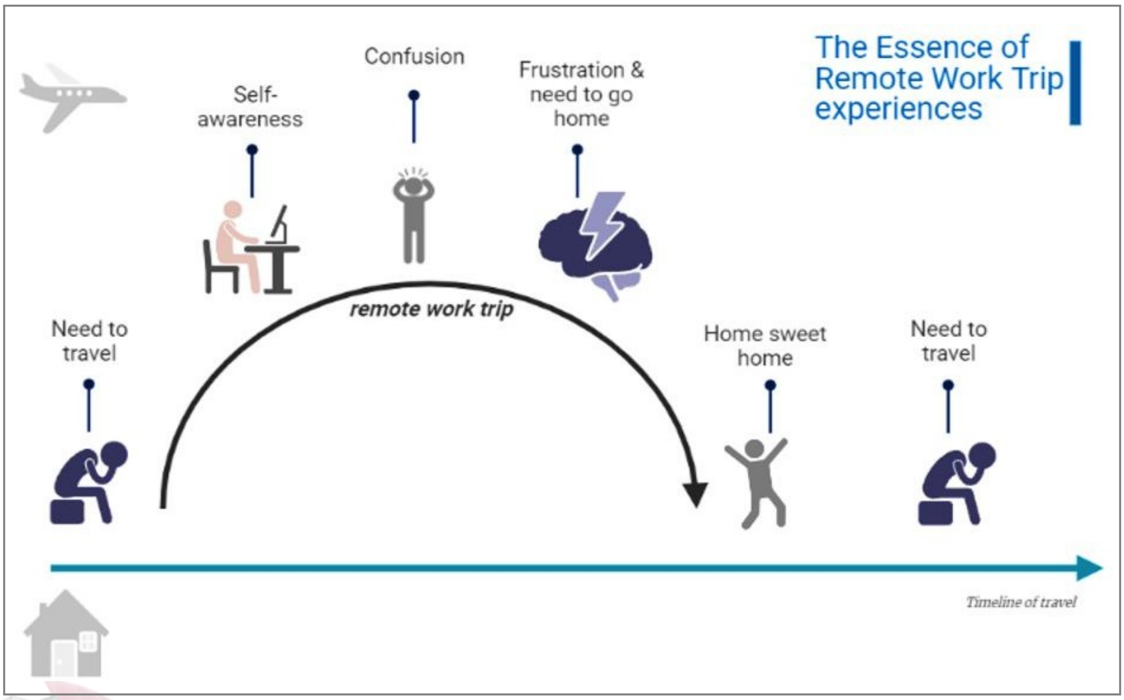

Figure 1. The Essence of Remote Work Trip Experiences

4. Discussion and Conclusion

Before the COVID-19 pandemic knowledge workers were attached to the office and had a recognized low mobility (Ens et al., 2018). The ability of employed knowledge workers to travel while working remotely is a state-of-the-art phenomenon. This study provides a new outlook on the growing lifestyle mobility of employed knowledge workers and the impact the COVID-19 pandemic might have had on forcing the new form of remote work travel. We argue that remote work trip practices by employed remote workers are different from a digital nomad lifestyle. Temporary digital nomads are less effected by some of the contains of a fully remote life. Issues with taxes, visas, social acceptance of 'homelessness', and loneliness are among the burden of a digital nomad lifestyle (Bozzi, 2020; Cook, 2022; Nash et al., 2021; Orel, 2019; Thompson, 2018). However, when travel is just a temporary arrangement these issues are neglected. Nevertheless, the tasks of planning work outside the office, looking for a place to stay and work, and other related meta-tasks that lead to stress (Aroles et al., 2022) might be similar either it is a temporary or a lengthy commitment to a digital nomad lifestyle.

Moreover, engagement in leisure trips with no detachment from work is not necessarily a temporary phase of life, but a new form of tourism that is here to stay. It is important to position remote work trips as a form of tourism that is characterized by various practices (e.g., blending work and leisure, slow travel), rather than as a type of tourism that is identified by united attributes and motivations. Distinguishing differences between lifestyle mobility of living the digital nomad life and occasional engagement in remote work trips helps to segment the potential market for hospitality and tourism providers that target people who engage in online work from destinations and further conceptualize remote work trips as a novel tourism form.

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How to get them involved in the restaurants' hygiene grade certificate system: Operators' perspectives

Kim, Dong Young
Department of Food & Nutrition,
Yonsei University

Ham, Sunny
Department of Food & Nutrition,
Yonsei University

Abstract:

The importance of hygiene in making choices for visiting restaurants and purchasing food has been emphasized after COVID-19. The purpose of the study is to determine behaviors for the restaurants' hygiene grade certificate system in Korea from the operators' perspectives. A self-administered survey will be distributed for data collection to 150 foodservice operators, consist of half who are participated in the system and the other half not participated in it. Benefits and barriers in participation in the system, behavior intention on the system, knowledge and perception on diseases will be examined. This study is expected to give an implication to identify the driving force to participate in the hygiene grade certificate system for foodservice operator.

Keywords: restaurants' hygiene grade, benefits and barriers, foodservice operators, knowledge and perception

1. Introduction

The outbreak of COVID-19 has changed everything in the world. This change has affected most areas, and the food and restaurant industries were no exception. In fact, these industries are the ones that have faced the biggest changes from COVID-19. As the time spent at home has increased, consumers who used to visit restaurants have started to enjoy delivery food through non-face-to-face orders. In addition, the convenience food market, such as meal kits for cooking at home has grown significantly.

Along with changes in consumers' eating out and food consumption behavior, the importance of hygiene in making choices for visiting restaurants and purchasing food was also emphasized. In this respect, a certification system, especially operated by the government, which guarantees food hygiene can be good information for consumers. In case of food industry, HACCP (Hazard Analysis Critical Control Point) is a representative system that certifies food hygiene and safety. In restaurant industry, restaurants' hygiene grade certification system could be the answer for it.

A number of countries already have a grading system, and often mandatory. In Korea, after several preliminary research and pilot projects, the system has been implementing since 2017 (MFDS, 2017). Also, the governments is making efforts to expand the hygiene grade for delivery food to reflect changes in the foodservice industry caused by COVID-19. However, unlike other countries, participation is not mandatory in Korea, and the actual rate of participation in the system is very low at 3.1% of all restaurants (MFDS, 2023). Also, only 30.5% of consumers answered that they were aware of this system (Heo, & Bae, 2020)

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Considering the government's efforts and the positive role of the system, it is necessary to prepare a plan to activate the restaurant hygiene grade system, and to do so, it is necessary to understand the perception of foodservice operators, who are actual participants in the system.

Therefore, the aim of the present study is to determine behaviors for the restaurants' hygiene grade certificate system in Korea from the operators' perspectives. Specifically, there are three research objectives; 1) exploring foodservice operator's perception on the benefits and barriers on the system; 2) identifying behavior intentions to involve the system; and 3) figuring out ways to encourage more operators to participate in the system.

2. Literature Review

2.1. Cases of Restaurants' hygiene grade system

Several countries already have a similar grading system and most of them are mandatory. The representative restaurants' hygiene grade system in the United States, which operates most of the systems by state, is Letter Grading for Restaurants in New York City since 2010. Also, California was adopted a restaurant grading system in 1998. Both displayed hygiene quality grade cards in windows. Food Standards Agency in the United Kingdom has been operating the Food Hygiene Rating Scheme since 2012. It consists of a total of 6 grades from 0 to 5, and the higher the number, the better the hygiene level.

In Korea, restaurants' hygiene grade certificate system started from 2017. It consists of three grades of excellence (good, very good and excellent). It's a voluntary system, so less than 30,000 foodservices have received and maintained hygiene grades, which is about 3% of all foodservices in Korea. 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.

2.2. Studies on Restaurants' hygiene grade certificate system

There have been some studies on restaurants hygiene grade certificate system in Korea. According to Lee, & Baek (2019), it was found that the food hygiene grade system induces restaurants' hygiene management efforts and ultimately suppresses the occurrence of food poisoning, so confirming the effectiveness of the system.

Also, there were studies about consumer who is using a signboard with stars to judge the hygiene level of restaurants. Park, & Bae (2020) studied about consumers' cleanliness expectations and purchase intentions according to hygiene grade system. As a result, it was found that the presence or absence of food hygiene grade had an effect on expectations and purchase intentions. Especially, restaurants with a grade signboard showed higher average expectations of consumers' menu expectations and purchase intentions than restaurants without a signboard.

However, there are few studies targeting on foodservice operators who play an important role in settlement and spread of the system.

3. Methodology

3.1. Sample & Data Collection

To identify foodservice operators' perception on the system, the study will be conducted 150 foodservice operators in Seoul, South Korea. Among the 150 foodservice operators, half will be a group that participates in the hygiene rating system, and the other half will be a group that does not participate. To collect data, there will be a cooperation with Korea Foodservice Industry Association. Data will be collected through an online self-administered questionnaire.

3.2. Measurement

Table 1. Measurements of the study

Part	Construct	Contents
Part 1	Benefits and Barriers	• Reasons for participating/not-participating in the system • Desired benefits • Barriers in participation
Part 2	Behavior Intentions	• Satisfaction of participation • Intention to recommend the system to others • Willingness to participate in the system • Methods of inducement for participation
Part 3	Knowledge and perception on diseases	• Knowledge level and risk perception level on infectious disease • Difference in hygiene and safety management methods after COVID-19
Part 4	Socio-demographic characteristics	• Gender, age, education level, monthly household income, marital status, area
Part 5	Business Information	• Business year, sales, restaurant type

3.3. Data Analysis

The collected data will be analyzed using SPSS for Windows 26.0 program. All variables will be analyzed by descriptive statistics, and differential analysis. Especially, t-test analysis will be used for comparing the difference in perception between foodservice operators who are participating in the certificate system and non-participating. Also, to identify factors influencing system participation, regression analysis will be held.

4. Expected Outcomes

From this study, it is expected to identify the driving force to participate in the hygiene grade certificate system for foodservice operators. Also, it is expected to contribute to the establishment of policies for activating hygiene grade certificate system of restaurants, and ultimately to improve the overall hygiene level of the restaurant industry in the future.

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Influence of Ancient Chinese Philosophies on the Development of Hospitality Culture in China

Zhao, Ying
School of Hotel and Tourism Management,
Hong Kong Polytechnic University

Abstract:

The hospitality industry in Asia exhibits unique characteristics in its decoration, reception and service. China's hospitality industry has also matured in recent years and has developed a unique cultural identity. This paper reviewed the stages of philosophical development in ancient China and briefly summarized the development of the Chinese hospitality industry, and summarized the characteristics of modern Chinese hospitality development by discussing the influence of several philosophical schools on the development of the hospitality industry in ancient China.

Keywords: Ancient Chinese Philosophies, hospitality culture, mainland China

1. Introduction

The hospitality industry in Asia is unique in terms of its style of decoration and the services it offers (Dzhandzhugazova et al., 2016). Since the later half of the last century, Asia has also witnessed the gradual establishment of many influential hotel groups, such as Dusit Thani, Shangri-La, Mandarin Oriental, New World Hotels, Banyan Tree, Lotte, etc. (Angelini, 2022). Especially, with China's reform and opening up, especially after 2008, which further boosted tourism consumption, the hotel industry experienced an explosion of Chinese hotel brands, which include some of the largest international hotel groups (in terms of the number of rooms), such as Jin Jiang and Huazhu (ChinaTravelNews, 2020). Apart from the superficial service and decoration, what makes these Chinese hotels unique? Chen and Chon (2016) pointed out that the uniqueness of Asian hotels can be explained by the unique cultural background of Asia. Sucher et al. (2013) also indicated that Asian culture and values have a strong influence on the way the hospitality industry is served and the culture in Asia. In the meanwhile, the philosophical concept of a people influences its development of self-awareness and the perception of cultural universality (Whitehead, 2007). In this way, we may be able to take a look at their philosophical opinions to find out the answer. This article will focus on the influence of several ancient Chinese philosophical schools on the development of the hospitality industry.

2. A Review of Ancient Chinese Philosophies

Although there was a long-standing cultural and philosophical system of The Hundred Schools of Thought in China as early as the Spring and Autumn and Warring States periods, ancient Chinese philosophy is mainly composed of Confucianism（儒）, Buddhism（释） and Taoism（道）, all of which are essentially characterized by the pursuit of nature (Shen, 2014). After five or six centuries of interaction, Confucianism, Buddhism and Taoism finally moved from contention to convergence, gradually forming a new cultural pattern in which the 'three religions' were in a state of dominance (Duan, 2011). In this section, the author will mainly review these three ancient philosophical schools that had a major impact on China.

2.1. Confucianism

Confucianism began with Confucius and was later consolidated by Mencius and Xunzi, and played a leading role in the reign of successive monarchs (Yao & Yao, 2000). As time went on, the rulers and the great Confucians of the time refined its cultural connotations and philosophical construction, for example, during the Han dynasty, they "dismissed the hundred schools and revered only Confucianism", and during the Song dynasty, they transformed Confucianism, represented by Cheng and Zhu. In general, it is a school of philosophies that guides people to "enter the real world"（入世）, including guidance on the operation of social rules, etiquette, and correct values (Duan, 2011; Yao & Yao, 2000). In fact, some scholars regard it as a kind of sociology (Wang, 2016), although, Confucianism does not have a clear division between the macro and the micro, it usually finds a concept in a micro sense, or a pair of relationships, and extends this to the macro society concept (Wang, 2016). For example, the Confucian saying "Cultivate one's moral character, cultivate one's family, rule one's country and pacify the world" （修身、齐家、治国、平天下"）is used to teach students how to unite personal cultivation and family harmony on a micro level with social governance and peace on a macro level（(Pan, 2008; Yao & Yao, 2000).

In Confucianism, people are naturally born with good virtues such as benevolence and conscience. To be a gentleman is to follow one's innate benevolence ("仁"), while "Li" are instructions on how to express that virtue (Shen, 2014). Confucius studied, argued, and summarized the essence of the "Zhou Li" proposed by the Duke of Zhou, with "Ren" as its core, and the idea of "Rise in Poetry", establish in Li, become in Yue" (Bao, 2014; Gao, 2004; Yang, 2013; Yao & Yao, 2000). In the Analects of Confucius, Confucius elevated Li to a high level of governance, advocating that "the state should be governed by Li" and that "the people should be treated with Li" (Yao & Yao, 2000).

"Li" is of deep relevance to the hospitality industry. For example, the 'Nine Rites of the Guest'（九宾之礼）was the most solemn ritual in ancient China (from the Classic of Rites). It was originally used by the emperor of the Zhou dynasty to receive all the vassals of the world, but it evolved into a guiding ritual for ancient dynastic meetings, large rituals, or large gatherings in terms of ranking. Even today, it is one of the most important guidelines for the reception of distinguished guests at state banquets (when heads of state come to China for important events) (Gao, 2004). In the Analects of Confucius - The Country Party, it is mentioned that " When the king summoned the ambassadors, and greeted, people stood with their hands on left and right, and their clothes were in front and behind him. All these detailed teachings undoubtedly formed the code of conduct and behavior in the ancient Chinese way of receiving people. Even today, these cultural and practical rules can be observed in the modern Chinese hospitality industry.

2.2. Buddhism

Strictly speaking, Buddhism cannot be regarded as a Chinese religion, since it originated in India. However, as it has been spread to China for nearly 2000 years, has developed specific sectarian branches in China, and has had a great influence on ancient Chinese politics and life, it is possible that Buddhism has been an important part of ancient Chinese philosophy from the Han and Wei dynasties onwards (Duan, 2011; Fang, 1991).

As mentioned above, Chinese native religions or philosophies tended to be more theoretically oriented towards the "enter the real world", i.e. they gave less (Lin, 2019) consideration to the other side of the world, for example, Confucius believed that 'if you do not know life, how can you know death' (Yao

& Yao, 2000). In contrast, Buddhism added a fine dimension to this, including a discussion of the nature of life, the human capacity to know, and the nature of the world (Du, 1986; Fang, 1991; Zhang, 1983). It advocated that all realms of knowledge are unreal, which is called 'emptiness', and therefore it rejects worldliness and authority (Du, 1986). In other words, Buddhism was to a certain extent 'out of the world'（出世）, believing that 'the three realms are only mind' and 'only knowledge has no realm', i.e. that there is no reality outside of human awareness (Du, 1986).

It is for this reason that, with the prevalence of Buddhism in China in the later period, meditation, the cultivation of the body, also became an important part of Chinese philosophy (Duan, 2011). Buddhism even had a greater influence on the dialectical thinking of Confucianism's Cheng and Zhu (Gao, 2004). And this is the reason why meditation, cultivation, and other types of tourist destinations, and temple tourism, have come to occupy an important place in the development of modern Chinese tourism.

2.3. Taoism

The Taoist school of thought, with its simple dialectical thinking, has had a profound influence on Chinese philosophy, literature, technology, art, music, health, and religion. Historically speaking, Taoism has been present throughout feudal society since its inception in the Eastern Han Dynasty, and thus constitutes the history of the development of Chinese philosophy (Li, 1980). Taoism acted as a fusion element, subtly linking Confucianism and Buddhism, allowing them to absorb and integrate with each other. The religion of Taoism is based on the philosophy of Taoism, which is a fusion of Confucianism, Mohism, Buddhism, Yin and Yang, and the Immortals. In ancient times Taoism revered nature, with elements of dialectic and atheistic tendencies, but advocated tranquility and inaction and opposed struggle (Li, 1980). The core of Taoist thought is "Tao", which is considered to be the origin of the universe and the law governing all movements in the universe (Shen, 2014).

The essence, qi, and spirit are the three treasures of Taoist nourishment, and when Chinese medicine talks about the spirit, it is more often associated with the specific physiological functions of a person (Li, 1980; Zhai, 2018). This is why a series of Taoist doctrines have had a profound impact on the Chinese people's respect for nature, the balance of yin and yang, Chinese medicine, and natural health care (Duan, 2011; Li, 1980). This natural way of life is still widely practiced in China today. For example, although the concept of "Permaculture" did not originate in China, it has led to the rapid development and popularity of a series of such hospitality lodges or hotels, which are in line with the traditional Chinese philosophy of Taoism and nature.

In general, nature or following nature is the common platform of ancient Chinese moral philosophy, with Confucianism, Buddhism, and Taoism as the mainstays (Duan, 2011; Shen, 2014). For Taoism, to be good and to be human means to follow nature and to reject human actions (Shen, 2014). In traditional Confucianism, human beings are born with virtues such as benevolence, righteousness, and conscience. Chinese Buddhism emphasized the Middle Way of mindlessness and non-action, the attainment of wisdom and nirvana, and the realization of an ideal life. The basic spirit of Buddhism was also to follow nature (Duan, 2011).

3. A review of the Development of Hospitality Culture in China

People believe that the culture of hospitality in China has a long history. From ancient pavilions to modern hotel hospitality to modern diversified destination hospitality, its development has also shown different characteristics at different stages of political and economic development (Huang & Chen, 2017).

3.1. Hospitality culture development in ancient times

During the 2,000-year-long feudal period initiated by Emperor Qin Shi Huang, China vigorously consolidated its economic and political foundations internally and actively pursued a system of vassal states and tribute policies externally (Xuan, 2022). To better communicate with neighboring countries in a multidimensional manner, each Chinese dynasty built places in the capital to provide accommodation for foreign visitors, including guests and apostles from as far away as the frontier and from foreign countries(Huang & Chen, 2017; Xuan, 2022). Such a hospitality service was heavily influenced by the Confucian Book of Rites. The Book of Rites recorded the position in which the vassals were to be arranged when they met the emperor, and the officials responsible for receiving the guests and envoys and the arrangements for their accommodation and other rituals. As the development of the function became clearer, the guest hall was gradually adapted to the actual political role. Under the powerful Tang dynasty, a boom in the clash of ideas and friendly exchanges between the East and West was set in motion, and to deal with the more detailed political and cultural exchanges, a concierge department was added to assist the existing Four Square Pavilions in their handling (Hua, 2019; Xuan, 2022).

In addition to this, as China has been a vast country since ancient times, there was a complex turnover of officials in terms of adjustments and examinations under a centralized system of official management (Hua, 2019; Mu, 2021). To a certain extent, this constituted a form of 'tourism' in ancient times. To cater to the movement of officials, the transmission of information from official officials, and the need for students to catch examinations, ancient China also set up 'post lodges'. These 'post lodges' were used only by the officials mentioned above, and the public was not allowed to stay overnight (Hua, 2019; Huang & Chen, 2017). These inns provided basic meals and accommodation for the guests staying there. However, they were still largely restricted by the hierarchy and there were clear restrictions on the type of rooms that could be occupied by different levels of people (Mu, 2021). There were, of course, inns for the common people in ancient China, but these small inns were usually converted from ordinary houses and were smaller in size (Hua, 2019).

In general, the hospitality industry culture in ancient China was mainly set up for official communication and management, was influenced by Confucianism, and was characterized by a strict hierarchy (Xuan, 2022).

3.2. Modern hospitality industry development

In modern China, hotels were still an important venue for official hospitality, and it was only after the reform and opening up that the development of diversified hotels began to make its presence felt (Huang & Chen, 2017; Leisure Club, 2018). Before the reform and opening up, hotels in China were more often in the form of 'guest houses', similar to the 'post stations' of ancient China, which were used to receive official staff or transient people with supporting letters (People Information, 2021).

In 1979 (after the reform and opening up), China decided to build one tourist hotel per province. A number of joint ventures with classic hotels emerged, such as the White Swan in Guangzhou, the China Grand Hotel, and the Jianguo Hotel in Beijing. These hotels were of a high standard and had Chinese characteristics, both in terms of specification and hospitality (Hotel Commission, 2018). Especially in terms of hospitality etiquette, they combine Chinese and Western characteristics, with modern Western hospitality management and Confucian etiquette (Sohu, 2019). It is also worth emphasizing that the design of these hotels incorporates the Taoist philosophy of feng shui, the integration of Taoism into nature, into the design of the buildings (Hotel Commission, 2018). The most representative of these hotels is the White Swan Hotel in Guangzhou, which incorporates the flow of the Pearl River and the eight trigrams of the surrounding mountains (Qian, 2019).

Since the 1990s, foreign hotel brands such as Hilton and Sheraton began to enter the Chinese market one after another, which was not a particularly large market at the time, but slowly created a high-end hotel business model - local owner + foreign hotel management style (Huang & Chen, 2017; Leisure Club, 2018; People Information, 2021). At this stage, the spread of advanced professional management concepts from abroad promoted the professional management level of the Chinese hotel industry, which also became increasingly conglomerate and chain, and gradually emerged a number of international top-ranking hotel groups, such as Jinjiang International Hotel Group, Huazhu Hotel Group, etc. (Mu, 2021; People Information, 2021). Traditional Chinese philosophy, whether it be the Confucian culture of etiquette or the Taoist philosophy of the Way of Nature, did not form a large influence at this stage, standardization and group expansion were the characteristics of Chinese hotels in this period.

Extreme standardization was followed by the emergence of distinctiveness (James et al., 2017). As the hospitality market diversified, the need for local Chinese specialties became apparent. More and more hotels or destinations are no longer featuring purely luxury brands of hotels or creating leisure resorts, but are gradually transforming into culturally oriented holiday destinations (Sohu, 2019). Even international brands entering China are beginning to emphasize the integration of local cultural characteristics. A representative one, Six Senses Qing Cheng Mountain, is worth mentioning. As a branded hotel with Asian characteristics, in addition to the standard Six Senses Hotel services, this hotel incorporates the architectural features of Qingcheng Mountain (a famous Taoist mountain) and emphasizes the Taoist method of health care and Tai Ji features into the hotel's health care services (Six Senses, 2022). The special rooms are a perfect embodiment of the Taoist spirit of the unity of heaven and man (Six Senses, 2022).

4. Methodology

In this paper, the author attempts to use a case study approach to explore the influence of ancient Chinese philosophy on the current state of development of Chinese hospitality culture. Flyvbjerg (2011) supported that a case study is an intensive analysis of an individual unit. Meanwhile, he noted that case study emphasizes development factors related to context and chronology (Flyvbjerg, 2011). Previously in the literature review, some features of the development of hotels in ancient and modern China have been reviewed. Then the author will focus more on the characteristics of the modern hospitality industry and its influence by ancient Chinese philosophy. Here three cases are selected that are quite representative of the current stage of tourism development in China. The main sources of data for the cases are secondary data, including the official websites, or research by scholars on the cases and the market performance of the destinations. Finally, the author explored the coherent characteristics and impacts behind the typical projects through 'development factors' that these cases demonstrate.

5. Case study

As mentioned previously, Chinese tourism is becoming more and more diverse as the travel demand continues to develop. People are no longer satisfied with staying in traditional star hotels and visiting standardized 4A and 5A scenic spots (The Paper, 2020). Even in recent years, there has been a breakout of large scenic areas being de-listed and large hotels being de-starred to transform (Hotel Commission, 2018). At the same time, the epidemic has also changed people's choice of hospitality products, with people opting more for experiential, participatory "real holidays" rather than shuttle tours. More and more destinations are packaging cultural features to appeal to certain market segments (The Paper, 2020). In China, elements of traditional culture are colliding with the attributes of tourism and sparking new possibilities.

5.1 Aranya-- A hospitality destination that seeks to create a Confucian Great Harmony

The influence of Confucianism on the hospitality industry is implicit, for example, the series of hospitality manners mentioned earlier, where the influence of Confucianism on the hierarchical order of guests has led Chinese hotels and the hospitality industry to pay more attention to the order of seating and other arrangements. While these are some of the superficial influences, the Confucian emphasis on "cultivating one's moral character, ruling one's family, and pacifying the country" has been deeply applied by many hospitality destinations to build their core culture and competitiveness (Hu, 2007). Aranya is an example of a destination that has successfully become a hospitality benchmark by internalizing Confucianism and by emphasizing personal cultivation, family harmony, neighborhood coexistence, and a commonwealth.

Cultivating the body （修身）- in contrast to the previous consumerist, extravagant and materialistic lifestyle, people are gradually turning to the needs of the heart (Zhang et al., 2018). In spiritual terms, this value means returning to family, to nature, and to the local community. In terms of living, it means quality simplicity, and modest abundance(Ma, 2022). This coincides with Confucianism, which advocates "cultivating the body and nurturing the mind" and cultivating one's inner will (Gao, 2004). Therefore, Aranya has designed its destination with different products to provide customers with a space for self-reflection and the pursuit of their own hearts (Ma, 2022; Zhang et al., 2018). The "Lonely Library" has become an instant hit due to its unique shape and meaning (a place for people to "cultivate their heart"), which has also brought in a lot of visitors (Zhang et al., 2018; Zhao, 2020).

Ruling the family （齐家） - influenced by Confucianism, family relations and the harmonious coexistence of neighborhood societies are very important in China (Tomba, 2009). However, with the development of modern material society, although flats and houses are being built higher and higher, people probably don't know each other in the same neighborhood (Lin, 2019). Aranya has therefore created a community-based destination that aims to reconstruct the intimacy of human relationships (Ma, 2022). Here, family ties and neighborhood relationships are reconstructed, and Aranya's managers have even created over 100 WeChat interest groups covering self-driving, theatre, film, football, and more. There are almost 1,000 events a year of various kinds (Ma, 2022). It is also these activities that help visitors to further their family ties and, as a result, Aranya is becoming one of the premier family tourism destinations in China (Zhang et al., 2018).

Great Harmony in the world （"天下大同"） - it is originally the ideal society of " all for the public" as preached by Confucianism, was the basic ideological framework of ancient Chinese society (Yao & Yao, 2000). "天下" is the ancient expression for the world; from the Book of Rites; "大同" refers to the absence of differences and wars, and is the ultimate path to Ren （仁）, it is also a Chinese term for an ideal society, equivalent to the Western 'utopia' (Hu, 2007). Aranya's destination managers have

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gradually developed the community governance model into a mature model of 'autonomy within the community and services provided by Aranya', which feeds and drives the development of Aranya and the realization of its values (Ma, 2022). In addition to the harmony of the family, visitors leave behind their worldly status and contribute to the community with their own talents. This is in line with the Confucian philosophy of 'all for the common good', where individual cultivation in the microcosm is superimposed on social progress in the macrocosm (Bao, 2014; Gao, 2004). Although Aranya is only a tourist and hospitality destination and does not constitute a true 'one world' society, it does create a Chinese 'utopia'.

5.2 The impact of Buddhism on tourism in China, with Nianhua Bay as the main case study

Unlike Confucianism, which is held as a classic in China, the influence of Buddhism on the hospitality industry is more in the areas of religious tourism and religious accommodation (Xi et al., 2006). There is a wealth of resources on religious tourism in China, but it is relatively traditional, mostly in the form of visits to famous temples or religious mountains or acts of worship (Huan, 2009). Many Buddhist believers, of course, also spend regular periods of time in temples to purify their souls.

Botton (2008) mentioned that "A profound sense of anxiety has gripped the whole world's mind", and with the popularity of tourism, a holiday is not a luxury. However, destinations that truly relieve the stresses of life and the anxieties of the psyche are scarce. The creation of Nianhua Bay is an attempt to address today's widespread anxiety with the unique Zen relaxation of Buddhism (Nianhua Bay, 2022).

Zen culture is the cultural essence of the entire resort, with the intention of creating a 'Buddhist + resort = Zen lifestyle' (Institute of Characteristic Towns, 2020). The name of the resort is taken from the Buddhist allusion to the Buddha's smile, signifying his enlightenment of Zen. Situated on the edge of Taihu Lake, the shape of Nianhua Bay is just like the Buddha's finger flicking a flower, so the landscape of the resort reveals a "Zen state"(Nianhua Bay, 2022). In addition to the basic hospitality functions of the hotel, the design of Nianhua Bay includes a Zen music hall, a flower hall to spread the Flowers Culture, the iconic Nianhua Bay Temple, and a number of shops selling Buddhist-related merchandise (Nianhua Bay, 2022). To cater more deeply to the cultural experience of visitors, the resort set up themes for cultural activities such as Zen lanterns, scripture reading, and Zen food (Institute of Characteristic Towns, 2020).

To a certain extent, Nianhua Bay is leading a new form of religious tourism, which allows traditional religion to help people to calm down and return to their own identity in a more popular way. It is these Buddhist philosophies of "no work in the mind, follow the nature of the world and be more compassionate than the mind" that have taken root in people's hearts, giving the modern hospitality industry a new opportunity for development and a new cultural core.

5.3 The influence of Taoism on the modern hospitality industry

Many Taoist concepts and practices actually occupy a high place in the behavioral habits of the Chinese people, such as the nature-seeking way of wellness, or taijiquan, which has been integrated into people's daily exercise life (Lu, 2003). However, for the tourism industry, there are few representative tourist destinations or resorts in China that showcase Taoist culture, as mentioned in the previous two sections.

As one of the main representatives of the Taoist school, Zhuangzi advocated a state of mind and body that is in tune with nature, where the mind absorbs all things and returns to its true nature, to liberate the self and ascend to the state of "enlightenment" (Lu, 2000). There are some hotels around famous

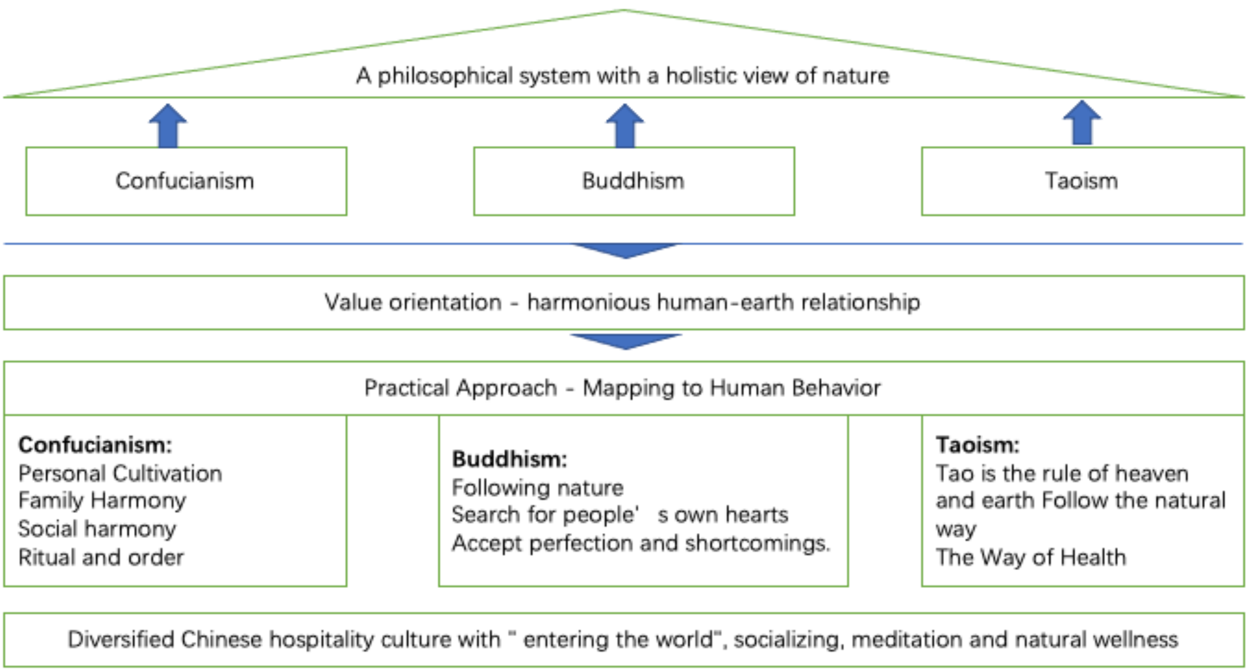
Taoist mountains that have been influenced by the Taoist culture and have launched hotels with a Taoist cultural theme (Tang & Zhao, 2012). The Sitting and Forgetting Hotel is a hotel based on the Taoist philosophy of harmony with nature advocated by Zhuangzi. The development of the concept of "sitting and forgetting" can be summarized in four dimensions: sensual experience, the aspect of well-being, the way of thinking, and the philosophical dimension (Zhaiersan, 2022). The hotel creates a Taoist atmosphere through the integration of nature into the architectural design and the spirituality of the tea ceremony and Taoist culture, advocating the healing of guests on two levels: the cultivation of body and mind and spiritual thinking, guiding them to release their emotions, return to the basics, feel the calmness and purity, and then sublimate to the philosophical level of self-examination, ultimately reaping the abundance of self (Zhaiersan, 2022).

Generally speaking, in China, there are Taoist-themed hotels such as the Sitting Forgetting Hotel and the Six Goodness Hotel, which have Taoist thought as their cultural core. Although the impact of Taoist culture in the overall hospitality industry is not very significant, the Taoist culture of wellness is reflected in the hospitality of many destinations. Some wellness bases or "Tai Ji" themed tours are popular in China (Wudang Taijiquan, 2018).

6. Results

As a whole, ancient Chinese philosophies are, in their review, philosophical schools with a holistic view of nature. It is the idea of the unity of heaven and man and the oneness of things that have influenced the modern Chinese tourism and hospitality industry in several ways. And the author has developed a concept map based on a preliminary summary of the characteristics of ancient Chinese philosophy and the development of the modern hospitality industry (figure 1)：

Figure 1: Conceptual map of the influence of ancient Chinese philosophy on the modern hospitality industry



a) Value orientation - harmonious human-earth relationship (Shen, 2014)
Confucianism, Taoism and Buddhism, as mentioned earlier, all lead toward the harmony between man and nature and the pursuit of the Way of Nature. The value of the unity of heaven and man forms an overall unified Chinese philosophical view of nature, and at the same time, such values guide the different implementation paths of Confucianism, Buddhism and Taoism respectively. Influenced by the different schools of thought, as mentioned previously, the Aranya, Nianhua Bay, and the Sitting Forget Hotel all adopt the attitude of conforming to nature rather than conquering it when choosing their sites. In other words, people are relaxed in the natural landscape and the destination and resort complement the local nature (Gong & Xu, 2007).

b) Practical Approach - Mapping to Human Behavior
Based on the guidance of a unified nature as a guideline, the schools of philosophies have different emphases. How to be a human being is the core issue of Confucianism, as long as people maintain a benevolent heart, they can become a gentleman, family harmony, social harmony, and therefore more in the "worldly" hospitality destinations to promote the harmonious coexistence between people and themselves, people and people, and people and society; Buddhism emphasizes no work in the mind, follow the nature, and therefore guide people to find the original heart, accepting perfection and defects; Taoism emphasizes no work in the mind, and follow the nature, and therefore guide people to find the original heart, accepting perfection and defects. The Taoists believe that the Tao is the rule of heaven and earth, and therefore leads people to follow the natural way. Because of these different cultural emphases, modern Chinese hospitality destinations also present a diversity of cultural expressions and exhibit their own characteristics. It is due to the influence of ancient Chinese philosophical pluralism and unity that modern China has developed a distinctive Chinese hospitality culture with a diversity of " entering the world ", socializing, meditation and spirituality, and natural health.

7. Discussion and Research contribution

Although many scholars have reviewed the hotel industry in China in past studies, research related to the influence of ancient Chinese philosophies on the development of the hotel industry has almost never been covered. This paper combined in some detail the different stages of development of the Chinese hotel industry with the stages of development of ancient Chinese philosophies and their influence, bridging the gap in relevant research. In addition, the author pioneered the idea that the cultural core of hotels with Chinese characteristics is influenced by ancient Chinese philosophical ideology, and that the pursuit of a harmonious human-earth relationship is the key to all changes, and tries to propose a relevant relationship model.

8. Limitation and future research suggestions

This paper focused on a selected number of representative modern hospitality destinations and resorts to illustrate the influence of ancient Chinese philosophy, which is somewhat limited in its breadth and could be considered more comprehensively in the future to illustrate related issues by considering more cases. The author suggests that in future related studies, an attempt could be taken to find more hotels with Chinese cultural characteristics and to further validate and refine the model proposed in the previous section.

In addition, the paper focused on the influence of ancient Chinese philosophies on hotels in mainland China. Indeed, for historical reasons, ancient Chinese philosophies have also had a profound influence on the cultural development of neighboring Asian countries and the development of modern hotels. Therefore, the author also suggests that more research in the future could be conducted to further refine the impact of ancient Chinese philosophy on the development of hotels in neighboring countries.

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Acceptability of spent coffee grounds as an ingredient in selected bakery product

Andaya, Reinald
College of Tourism and Hospitality Management
University of Santo Tomas

Bandojo, Agnes Jocelyn
College of Commerce and Business Administration
University of Santo Tomas

Abad, Jonathan
College of Tourism and Hospitality Management
University of Santo Tomas

Contreras, Jose Miguel
College of Tourism and Hospitality Management
University of Santo Tomas

Cristobal, Kobe Bryan
College of Tourism and Hospitality Management
University of Santo Tomas

Esguerra, Kevin
College of Tourism and Hospitality Management
University of Santo Tomas

Kho, Jillan
College of Tourism and Hospitality Management
University of Santo Tomas

Serrano, Keiko Cedric
College of Tourism and Hospitality Management
University of Santo Tomas

Abstract:

The study used spent coffee grounds as an ingredient in quickbread. The products underwent sensory and acceptability tests from selected panel of experts and consumer-based respondents. The optimum amount of SCG is 15%. All sensory attributes passed the upper limit of 7 (moderately like)and the texture attribute contributed the most . A serving can meet as much as 26% of the dietary fiber requirement of Filipinos. It can lessen the direct material cost by 1.8%. The study can contribute able to determine three Sustainable Development Goals of the United Nations

Keywords: *Bakery, Sustainable, Spent Coffee grounds, Product Development, SCG*

1. Introduction

Coffee enthusiasts continue to appreciate their preferred beverage just as much as they always have as

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the industry continues to grow (*MacDonnell, 2022*) as shown in its growth which amounted to more than $100 billion (*Menke, 2018*). Approximately 500 billion cups of coffee are typically consumed worldwide yearly; the sector is valued at $20 billion and is only expected to grow.

A study conducted by the World Bank shows that the world generates 2.01 billion tonnes of solid waste yearly. In that number, restaurants contribute 915,400 tonnes of waste which includes 199,100 tonnes of food waste, while hotels produce 289,700 tonnes of waste, which includes 79,000 food waste annually.

In February 2017, Martinez-Saez et al. conducted a study called "*Use of spent coffee grounds as a food ingredient in bakery products*." The study shows that spent coffee grounds (SCG) contain antioxidants, insoluble fiber, amino acids, etc. They created low-calorie biscuits with the healthy benefits from the spent coffee grounds.

While on 2019, Victoria Guadalupe Aguilar-Raymundo conducted a study on *"Spent coffee grounds cookies: Sensory and texture characteristics, proximate composition, antioxidant activity, and total phenolic content"* which focused also on the nutritive effects of spent coffee grounds. The researchers decided to use 5, 10 and 15% concentrations

STATEMENT OF THE PROBLEM

1. What is the optimum concentration of spent coffee which can be added to selected bakery products without any adverse effect on the baking quality?
2. What is the respondent's perception of the attributes of the selected bakery products with spent coffee in terms of the following sensory attributes
   - 2.1 Color
   - 2.2 Appearance
   - 2.3 Odor
   - 2.4 Texture
   - 2.5 Taste
3. What is the distribution of the respondents' acceptability of the quickbread with spent coffee?
4. Which among the 5 attributes of the product with spent coffee contributes to the acceptability of the consumer?
5. What is the amount of dietary fiber of the most acceptable product?
6. What are the direct material costs of the product?
7. Which sustainable development goals of the United Nations can be addressed by implementing the study?

2. Literature Review

2.1 Spent coffee grounds in an environment

According to Krishnan (2017), coffee has been a livelihood with an estimated 125 million people depending on it in Latin America, Africa, and Asia, with an annual production of 9 million tons of green beans. In 2015, the total world production of coffee was 143,306 (in 1000 60-kg bags), almost 112,722 were exported, and 81,188 were consumed by the importing countries. Brazil, Vietnam, and Columbia were the top 3 producers of coffee in 2015, and together they produced almost 60% of the global total. In a study by Zabaniotou, A., & Kamaterou, P. (2019), the estimated production of 9.34

million tons of coffee worldwide in 2016–17 resulted in enormous amounts of biowaste that were either burned or disposed of in landfills, or composted.

2.2 Food and non-food use of SCG

Previous studies suggest that spent coffee grounds can still be used for food and non-food products. Egyptian researcher Ali et al. (2019, of the National Research Centre, Department of Food Technology in Giza, Egypt, wrote a study about Formulating nutraceutical biscuits based on dried spent coffee grounds. Their study aims to show the effects of using SCG as a food additive in creating biscuits. Aside from biscuits, fermenting the carbohydrates in SCG can also be used as fermented sugar. In 2019, a study conducted by Verhagen of Wageningen University, it was found that carbohydrates found in spent coffee grounds can be fermented to become fermentable sugar.

Aside from food products, spent coffee grounds can also be used in creating non-food products. In a study conducted by Hoang Chinh Nguyen et al. in the year 2020, it was discovered that spent coffee grounds could be used to create sustainable biodiesel. Wet SCGs were being used as the green solvent and catalyst, which is used in creating sustainable biodiesel. SCGs can also be used in creating lightweight clay aggregates. In 2019, researchers Fernanda Andreola et al. developed lightweight clay aggregates with spent coffee ground fillers.

2.3 Recipe Formulation

According to Gislen (2018), the bakers percentage sets the right ratio for every ingredient. the formula is mainly based on the amount of flour used because flour is the main ingredient of most baked products.

2.4 Hedonic and sensory evaluation on bakery products

The data-gathering tool was the most used tool in measuring food acceptability. Johnson, Jones, Peryam, and Thurstone first developed the hedonic scale tone at the University of Chicago in 1955. The main purpose of the scale is to measure the food preference of the US Armed Forces. The Food Industry later on adopted the scale.

2.5 Acceptability

According to a study conducted by Maina in 2018, the acceptability or the rejection of the food product will depend on the expectations and needs whether if it was met or not.

2.6 Dietary fiber

In an article published by Mayo Clinic, Dietary Fiber is a food component that is being consumed but not absorbable by humans. consuming food with dietary fiber helps in the bowel movement, sugar level, cholesterol level, and bowel health of humans. In 2020, Angeles-Agdeppa and Custodio of National Center for Biotechnology and information, conducted a study about Food Sources and Nutrient Intakes of Filipino Working Adults. The study showed that only 7.97 g of dietary fiber, compared to the recommended nutrient intake of 20 to 25 g. studies showed that dietary fiber decreases the risks of cardiovascular disease since dietary fiber is a non-digestible form of carbohydrates (*G. A. Soliman, 2019*).

2.7 Costing

Costing is an important aspect in business especially in food service industry. In an article published by Unilever Solutions, a manufacturing company, the company stated that food costing is important as this has direct impact on the profitability of the products. Food costing determines the amount of ingredients that are being used in a recipe.

2.8 Sustainable Development

The food service industry can be part of attaining the sustainability goals of the United Nations. One of the goals for sustainable development is SDG 2, which is zero hunger. The main goal of this SDG is to end hunger, achieve food security and improve nutrition and promote sustainable agriculture. SDG 12 is responsible for consumption and production; one of the objectives of this SDG is to reduce waste generation through prevention, reduction, recycling, and reuse. Encouraging large companies to adopt sustainable practices is also one of the objectives of this SDG. The 13th goal for sustainable development is for climate action; one of the goals of this SDG is to promote mechanisms for raising capacity for effective climate change-related planning and management.

2.9 Factors that affect the sensory attributes

In a study conducted by Lang in 2020, it was found that mono/di-O-caffeoyl quinides and hydroxylated found in coffee roasting give the coffee a bitter taste. It is also mentioned in the study conducted by Starowicz in 2019 that the Maillard reaction is responsible for the aroma that coffee grounds produce. The fiber content in spent coffee grounds contributed to the change in appearance and texture. Wen Han (2017), posits that incorporating fiber into flour can weaken gluten formation, thus affecting its appearance and texture. Aguilar-Raymundo (2019) mentioned that it was through adding spent coffee grounds to cookies gives more protein and fiber and, at the same time, gives less moisture to cookies, and less moisture gives less hardness to the cookie products.

3. Methodology

Experimental Design:

There are five (5) general stages of the study, namely:

Stage 1 dealt with the formulation and standardization of recipes selected baked products to determine optimum levels of spent coffee grounds that can be added to baked products as a means to reduce food waste as a bakery ingredient, lower greenhouse emissions, bring down food costs and increase the dietary fiber of selected baked products. Stage 2 dealt with the sensory evaluation and acceptability of the experimental products Stage 3 dealt with dietary fiber laboratory tests. Stage 4 computed for the raw materials used. Lastly, stage 5 identified the sustainable development goals of the United Nations that can be achieved with the utilization of the study.

Stage 1 Formulation and Standardization

Phase 1: Recipe Formulation

Phase 1 dealt with the formulation and standardization of quickbread and determined the optimum levels of spent coffee grounds that can be added. The recipes of a bakeshop in Meycauayan City were used, and different concentrations of Arabica variety SCG were incorporated using baker's percentage, specifically 5%, 10%, and 15%.

Quick Bread Recipe

INGREDIENTS	Control	Bakers %	5%	B%	10%	B%	15%	B%
APF	10	8	10	8	10	8	10	8
Cake Flour	115	92	108.75	92	112.5	92	96	92
Banana	125	100	125	100	125	100	125	100
White Sugar	25	20	25	20	25	20	25	20
Brown Sugar	100	80	100	80	100	80	100	80
Salt	0.575	0.6	0.575	0.6	0.575	0.6	0.575	0.6
B.powder	1.25	1	1.25	1	1.25	1	1.25	1
B.Soda	1.25	1	1.25	1	1.25	1	1.25	1
butter	41	32.8	41	32.8	41	32.8	41	32.8
Vanilla	1.08	0.86	1.08	0.86	1.08	0.86	1.08	0.86
Egg	1	0.8	1	0.8	1	0.8	1	0.8
Essence	0.05	0.04	0.05	0.04	0.05	0.04	0.05	0.04
Walnut	10	8	10	8	10	8	10	8
ChocoChips	20	16	20	16	20	16	20	16
SCG	0	0	6.25	5	12.5	10	19	15

Table 1B: Quickbread recipe with different concentration of spent coffee grounds.

Recipe Formulation and Standardization

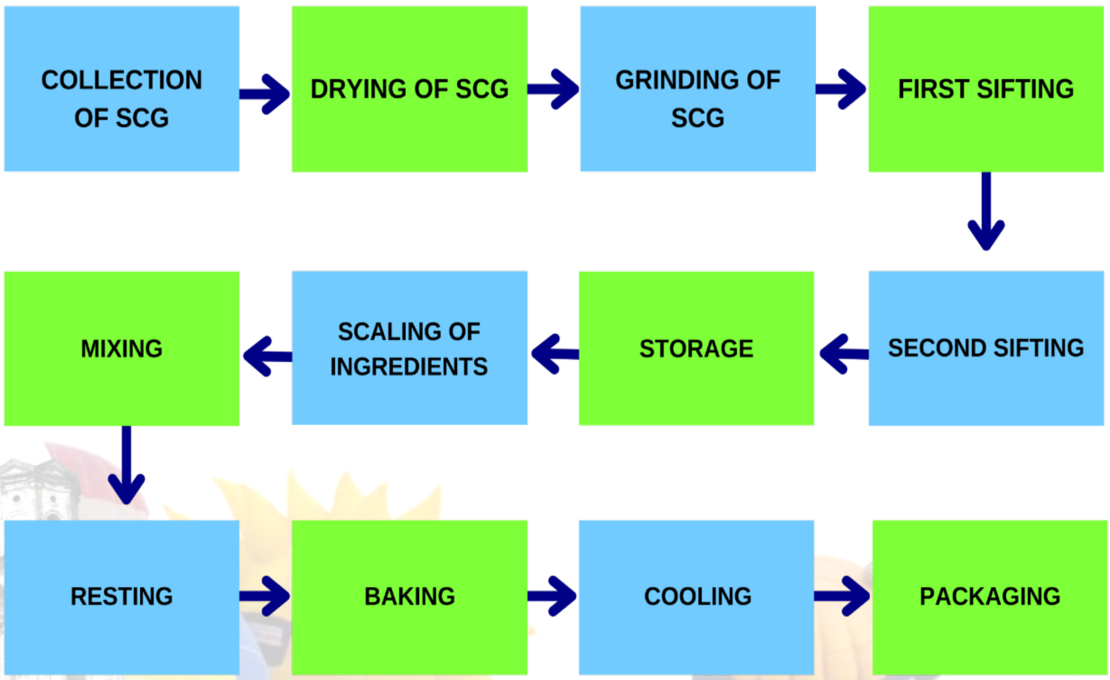

Figure 4. Production/process flow

Phase 2: Experts' evaluation
Purposive sampling was used to identify the panel of experts. Three (3) chef instructors with industry and academe experience from selected universities in the city of Manila awarded with Center of Excellence (COE) for the Hospitality Management program by the Commission on Higher Education (CHED) were the experts who initially evaluated the sensory attributes using a survey questionnaire with a 9-point hedonic scale and acceptability of the quickbread. It was conducted in the third week of October 2022.

The researchers conducted a sensory evaluation through the use of a 9-point hedonic scale. The data-gathering tool was the most used tool in measuring food acceptability (*Maren Johnson, 2021).* The hedonic scale, adopted by the study, was first developed by Jones, Peryam, and Thrudstone at the University of Chicago in 1955. The main purpose of the scale is to measure the food preference of the US Armed Forces. The scale was later on adopted by the Food Industry.

Phase 3: Recipe standardization
Mean scores were used to identify the experimental lots with the highest rating and were used to determine the product with the optimum amount of spent coffee grounds. Necessary adjustments were implemented to standardize the recipes.

Stage 2: Consumer Sensory and Acceptability test

Stage 2 dealt on the sensory and acceptability of the products with optimum amounts of spent coffee grounds. The researchers used random sampling from 150 respondents within the 1-kilometer radius from the study site. A survey questionnaire with a 9-point hedonic scale was used to rate the sensory attributes and acceptability question. The respondents' reactions will be indicated by descriptive words on a scale with their corresponding numerical values. The borderlines of acceptability will be 5 and 9, corresponding to Neither Liked or Disliked and Extremely Liked for the 9-point hedonic scale, respectively. The data gathering lasted for 3 weeks from October 22 to November 7, 2022.

Stage 3: Dietary Fiber Analysis

The products with optimum concentration of spent coffee ground and control were subjected to theoretical computation and laboratory test for dietary fiber analysis at the Philippine Institute of Pure and Applied Chemistry (PIPAC). The test was able to determine the increase of fiber content coming from the spent coffee grounds.

Stage 4: Direct Material Cost

The direct material cost of the experimental products and control were computed and compared using the prices of the the suppliers of the study site in Meycauayan, Bulacan. The computation will determine the selling price of the products.

Stage 5: Identification of Sustainable Development Goals

The researchers identified the sustainable development goals of the United Nations that can be achieved by the food service establishments that will be implementing the study.

4. Results

This section presents the results from three experts from the city of Manila and 150 respondents within 1 kilometer radius from the study site in Meycauayan Bulacan .

4.1 .Quick bread sensory mean scores table

	Q1	Q2	Q3
COLOR	7.3333333	8	7.3333333
APPEARANCE	8	8	8.3333333
ODOR	8	8	8.3333333
TEXTURE	7.6666667	7	7
TASTE	7.6666667	7.3333333	7
GENERAL ACCEPTABILITY	3	3	2

4.2. Summary of respondents' level of preference for the attributes of Quick bread with spent coffee.

Hedonic Scale / Attributes of Bread	SLD		N		SLL		ML		VML		EL		Mean	SD	Verbal Interpretation
	n	%	n	%	n	%	n	%	n	%	n	%			
Color	1	.7	3	2.0	4	2.7	16	10.7	43	28.7	83	55.3	8.31	.983	Extremely Liked
Appearance	0	0	1	.7	1	.7	21	14.0	49	32.7	78	52.0	8.35	.794	Extremely Liked
Odor	2	1.4	2	1.3	4	2.7	14	9.3	43	28.7	85	56.7	8.32	1.032	Extremely Liked
Texture	1	.7	0	0	3	2.0	6	2.0	43	28.7	97	64.7	8.53	.808	Extremely Liked
Taste	1	.4	3	2.0	3	2.0	13	8.7	34	22.7	96	64.0	8.43	.958	Extremely Liked

Legend: SLD -Slightly Disliked; N- Neutral; SLL-Slightly Liked; ML- Moderately Liked; VML- Very Much Liked; EL- Extremely Liked

4.3 Respondent's Distribution of acceptance of the bakery products (n = 150)

Product	Accept		Not to Accept		Total
	n	%	n	%	
Bread	134	89.33	16	10.67	150
Quick bread	149	99.33	1	0.67	150
Cookies	145	96.67	5	3.33	150

4.4 Summary of Binary Logistic Regression Analysis for Quick bread

Predictors	Coefficient estimate (β)	Standard Error	Wald	p-value	Odds Ratio
Color	-1.106	2.328	.226	.635	.331
Appearance	-1.588	2.543	.390	.532	.204
Odor	.551	.453	1.475	.224	1.734
Texture	.949	.574	4.242	.039*	2.583
Taste	-.627	2.089	.090	.764	.534
Diagnostics					
Likelihood Ratio Chi-Square	8.860			.035*	
Nagelkerke R^2	.270				
Hosmer & Lemeshow Test	.781			.377	

* Significant at <0.05

4.5. Classification Table for Quickbread

Observed	Predicted		Correct Percentage
	Do not Accept	Accept	
Do not Accept	0 (0%)	1 (100%)	0%
Accept	0 (0%)	149 (99.33%)	99.33%
Overall			**99.33%**

4.6 Theoretical computation for dietary fiber (Angeles-Agdeppa 2020)

Product	Spent Coffee Grounds Weight	Recipe Yield	Dietary Fiber per piece	Dietary content per 100g	Weight Per serving	Dietary fiber percentage per piece
QUICKBREAD	19g	5	2.28g	2.5	91g	11.4%

4.7. Comparison between the theoretical computation and Laboratory testing

PRODUCT	CONTROL(PER 100g)	LABORATORY TEST (PER 100g)	FIBER INCREASE	THEORETICAL DIETARY FIBER INCREASE	PERCENTAGE DIFFERENCE OF LABORATORY VS THEORETICAL
QUICKBREAD	4.6	5.2	0.6	2.5	-24%

4.8 Direct Material Cost

	CONTROL (Php)	BAKERY PRODUCTS WITH SPENT COFFEE GROUNDS (Php)	PRICE DIFFERENCE (Php)	PRICE PERCENTAGE DIFFERENCE	Yield	Suggested Selling Price (35% food cost)
QUICK BREAD	67.02	64.85	1.23	1.8%	5	37.59/pc

5. Discussion and Conclusion

5.1. The optimum concentration of spent coffee grounds in quickbread
The optimum concentration of the selected experimental bakery products based on the sensory and general acceptability evaluation of the panel of experts, where 5%, 15% and 10% for quickbread

The quickbread with the highest mean scores for the color attribute is the experimental lot with 5% concentration. The “appearance’ and “odor” were rated extremely liked. while “color”, “texture” and “taste” were rated very much like. For the appearance and odor, the 10% concentration has the highest mean score. Lastly, for the taste and texture, the experimental lot with 15% concentration rated highest. For the general acceptability, both 5% and 15% concentration were accepted unanimously by the respondents. Banana bread is known for its less airy texture. That's why the quickbread with more fiber with less air content has the highest score among the three attributes. It is also mentioned in the study conducted by M. Starowicz in 2019 that the Maillard reaction is responsible for the aroma that coffee grounds produce.

5.2 Respondent’s perception of the attributes of quickbread with spent coffee in terms of the following sensory attributes
For the attributes of Quick bread with spent coffee, based on the results, respondents rated “texture” (Mean = 8.53, SD = .808) as the number 1 attribute, followed by “taste” (Mean = 8.43, SD = .958),

and “appearance” (Mean = 8.35, SD = .794). In 2019, Heo, et al conducted a study about the effects of adding dietary fiber to muffins which showed that adding fiber rich ingredients in muffins makes the muffin more hard due to weakening of the network structure of gluten.

Furthermore, results showed that 64.7% of the respondents extremely liked the “texture” (Mean = 8.53), 64.0% extremely liked the “**taste”** (Mean = 8.43), and 52% of the respondents extremely liked the “appearance**”** (Mean = 8.35) of the quick bread with spent coffee.(See Appendix E for reference)

5.3 Distribution of acceptance of quick bread with spent coffee.
The respondent’s distribution of acceptance of the bakery products, revealed that 89.33% (134 out of 150) of the respondents were willing to accept bread with spent coffee. Likewise, 99.33% (149 out of 150) of the respondents were willing to accept the quickbread with spent coffee. This indicates that the bakery product with spent coffee has the potential to be introduced in the market.

Logistic Binary Regression analysis was conducted. It is the regression technique appropriate when the outcome of the dependent variable is nominal with two categories (dichotomous). In this study, whether the respondents will accept or not the bread with spent coffee was taken as the dependent variable (0-do not accept; 1-accept) while the five attributes of bakery products such as color, appearance, odor, texture, and taste were taken to be the predictor variables.

5.4 Binary Logistic Regression Analysis for Quick bread
Based on the results, the LR chi-square test (LR $\chi 2$ (6) = 8.860, p=.035) indicates that the full model represents a significant improvement in fit relative to the null model. Likewise, results revealed that Nagelkerke R^2 (R^2 = 0.270) implied that the five predictor variables (color, appearance, odor, texture, and taste) could explain 27.0% of the variance in respondents’ acceptability of quick bread with spent coffee.

Furthermore, results showed that the Hosmer and Lemeshow test indicates a good-fitting model as indicated by the $\chi 2$ (7) = .781, and p-value = .377 which implied a good model fit. (See Appendix J for reference)

5.5 Effect of the five attributes of bakery product on the acceptability of QuickBread with spent coffee
Based on the results, texture (β = 0.949, p = .039) is positive and statistically significant contributor to the ***acceptability of Quick Bread with spent coffee***, as shown by the positive β-coefficient and the p-value of less than 0.05. This result indicates that the acceptability of quickbread with spent coffee is more likely for those consumers who rated texture more highly than others. Furthermore, the Odds Ratio = 2.583 indicates that the acceptability of quickbread with spent coffee was 2.583 times higher among those who gave a higher rating to the texture of quickbread. ***Thus, Hypothesis 4b is supported. This signifies that there is sufficient evidence to accept hypothesis 4b. The Texture of the Quickbread with spent coffee contributes to the acceptability of the consumer***.

However, color (β = -1.106, p = .226), appearance (β = -1.1588, p = .3903), odor (β = 0.551, p = .224), and taste (β = -.627, p = .764), were insignificant in influencing the respondents’ acceptability of quick bread with spent coffee. Thus, H1b, H2b, H3b, H5b are not supported.

5.6 Likelihood of acceptance of the quick bread with spent coffee
The classification table summarizes that 149 cases were correctly predicted to be in the group where respondents will accept the quickbread with spent coffee and none were wrongly predicted. Likewise, only 1 case was correctly predicted. From these values, it can be observed that 99.33% (Hit ratio = (0 + 149)/150 = 99.33%) of data were correctly classified and this hit ratio indicates a good predictive capacity, as shown in Table 5B. Thus, the likelihood of acceptance of the quick bread with spent coffee is 99.33%.

5.7 Dietary Fiber Analysis
The researchers computed theoretically using secondary data from previous studies to show the increase of dietary fiber content with the amount used in the recipe formulation using the value from the study of Lintas & Cappeloni in 1988 with the value of 60g of fiber per 100g of SCG. The control and experimental lots were also brought to Philippine Institute of Pure and Applied Chemistry (PIPAC) at the Ateneo de Manila University for the dietary fiber analysis using Enzymatic Gravimetric Method.

5,8 Theoretical computation for dietary fiber
Consuming one piece will yield an additional 11.4% of the total dietary fiber requirement of an adult Filipino. According to a study conducted by Imelda Angeles-Agdeppa (2020), it was found that Filipino adults only take 7.97 g, or about 30% to 40% of dietary fiber, compared to the recommended daily nutrient intake (RDNI); 20 to 25 g of dietary fiber.

5.9 Comparison between the theoretical computation and Laboratory testing
The laboratory test conducted by the Philippine Institute of Pure and Applied Chemistry (PIPAC) shows that 0.6% increase for the quickbread. For the quickbread, dietary fiber yielded higher, 5.2% which is higher than the study of Martinez-Saez et al., in 2017, 3.34g/100g.

5.10 Direct Material Cost
The addition of spent coffee grounds decreased the cost to 1.8%. The percentage difference for quick bread is higher than 1%, as the recipe requires a higher proportion of flour. The percentages may be significant for bakeries as the average profit margin ranges from 4%-9%, according to an article published by Restaurant Accounting in 2020 authored by its founder, Zachary Weiner. Presently, global wheat prices have increased since the Russian invasion in Ukraine (Berkhout, 2022). Thus, adding spent coffee grounds can reduce the impact of the wheat flour price increase, lessen the direct material cost and increase bakery profit.

5.11. Sustainable Development Goals
The researchers identified three Sustainable Development Goals by the United Nations that can be achieved by the study

SDG 2, Zero Hunger, which encompasses ending hunger, achieving food security and improving nutrition. The researchers created selected sustainable bakery products with the use of SCG as a bakery ingredient that can help improve nutrition, specifically the recommended daily fiber intake. Bakery goods are staple food, eaten by all ages and economic group (Bijlwan et al., 2019). According to Alessio Cappelli and Enrico Cini of Department of Agriculture, Food, Environment and Forestry in Florence, Italy, bread, and bakery products are considered worldwide as essential foods for human nutrition. It is considered as a staple by developing countries and other territories in the world(Bolarinwa et al., 2019). A study by Saez, et al, 2017, mentioned in their study that SCG is a natural source of antioxidant dietary fiber, food grade ingredient and can be used in bakery products and other foodstuffs.

SDG 12, Responsible Consumption and Production, which include the reduce food waste and food losses, encourage establishment to adopt sustainable practices and support developing countries to strengthen their scientific and technological capacity to move towards sustainable production. According to study conducted by, Anais Lemaire and Sabine Limbourg titled How can food loss and waste management achieve sustainable development goals?.

SCG waste amounted to 6 million ton figure from household, commercial and industrial sources and there are countless ways to use of SCG in the food industry (Franca & Oliveira, 2022).With the large amount of coffee production, food industry can utilize the study and help in achieving the SDG 12.

SDG 13, Combat Climate Change, which is to improve awareness on climate change mitigation and impact reduction

SCG incineration, landfilling, anaerobic digestion, composting and direct application to land do impose a negative impact on the environment (Rivera et al., 2020). According to a study by Santos et al in 2017, composting will produce carbon dioxide, methane and nitrous oxide though in small quantities but may still affect the environment.

5.12. Conclusion

1. The addition of SCG in quickbread resulted favorably in all attributes. All experimental products with SCG passed the upper limit of 7 or MODERATELY LIKED.
2. The general acceptability for quickbread was accepted by the majority of the respondents..
3. The texture of the quickbread with SCG contributed the highest to its acceptability.
4. An increase of fiber was seen both in theoretical computation and in laboratory test, 11.4% and 13% respectively. The amount of SCG added increased the fiber content at 3% and one serving of the quickbread (100g) can suffice as much as 26% of the total dietary fiber requirement of Filipinos
5. Adding SCG can reduce the impact of the wheat flour price increase, lessen the direct material cost by 1.8% and may help in achieving 20% to 45% of the average profit margin of bakeries.
6. The addition of SCG to the selected bakery products can help attain the Sustainable Development Goals of the United Nations. Specifically, SDG 2-Zero Hunger, SDG 12-Responsible Consumption and Production, and SDG 13- Combat Climate Change.

5.13. Limitations of this study

The researchers used a mixed method of quantitative and qualitative research design. Qualitative research gathers data through participants, perceptions and behavior. On the other hand, quantitative research uses mathematical, statistical, and computational techniques (*O, Adedoyin, 2020*). The sensory and general acceptability used quantitative research design while the rest used qualitative research design. The researchers used true experimental research design. According to Darci Harland, Experimental research is a study that strictly observes a scientific research design. This research includes a hypothesis, a variable that can be manipulated by the researcher, and variables that can be measured, calculated and compared. Experimental research is also used if researchers want to know the cause-and-effect relationship between dependent and independent variables. The researchers attempted to incorporate spent coffee grounds with different concentrations into the selected bakery products. The researchers aimed to determine the optimum concentration of spent coffee that can be added without any adverse effect on the baking quality. Responses from the panel of experts and randomly selected respondents within the (1) one-kilometer radius from the study site were gathered.

Mean, and standard deviation were used to determine the perception of the respondent on the attributes. Binary logistics regression will be employed to know the likelihood of acceptance of quickbread with spent coffee grounds. Likewise, Binary logistics regression was utilized to test the hypotheses.

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Evolving Coffee Shop Culture

Moriuchi, Emi
Saunders College of Business
Department of MIS, Marketing, and Digital Business
Rochester Institute of Technology

Agrusa, Jerome
Shidler College of Business
School of Travel Industry Management
University of Hawaii

Lema, Joseph
William F. Harrah College of Hospitality
University of Nevada, Las Vegas

Abstract:

The emergence of coffee shops has demonstrated unprecedented growth on a local and global scale. Examining cross-cultural perspectives and factors that affect perceptions of coffee shop service quality and re-patronage intention can support further understanding of this unique hospitality experience. Among 496 respondents consisting of 198 Americans and 298 Japanese tourists, the findings suggested that the antecedents affecting service quality consisted of dimensions including purpose, physical environment, and product offerings. Satisfaction components and consumption trends serve as mediators between service quality and consumers repatronage intentions.

Keywords: Coffee shop, consumer trends, evolving service quality

1. Introduction

The allure of coffee shops has a long and important history particularly among a variety of economic, social, political, and cultural dynamics. The competitiveness of coffee shops is evident from the high level of rapid growth fuelled by increasing mobility, consumer expectations and lifestyles, workplace dynamics, and levels of social interaction (Wood, 2020). For a business to qualify as a coffee shop, 40% of the revenue must be from the sale of coffee beverages, coffee, and accessories (National Coffee Association, 2016). The number of coffee shops amounted to 38.4 thousand in the United States (U.S.) consisting of a wider coffee consumer spending market of $82 billion in the U.S. at year end, 2021 (Statista, 2021). While the 2022 global market for coffee shops is estimated to be valued at $156.9 billion, it is projected to exceed $229.9 billion by 2030 (Global Industry Analysis, 2023). In consideration of increasing global coffee consumption coupled with changing consumer trends, new dynamics exist for coffee shop culture. The purpose of this study is to examine the relationships among service quality preferences and intentions to visit a coffee shop between two sample groups consisting of Japanese and English-speaking tourists. For the purpose of this study, the term “American” was used to indicate the English-speaking tourists from the United States.

2. Literature Review

Oldenburg (1999) proposed the emergence of a café society that exists within coffee shops as being

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places of networking and socializing taking place in between home and work. Oldenburg and Brissett (1982) argued that after the first and second place of one's home and work respectively, a third place existed as an in between for relaxation and socialization that has been uniquely coined as "third places". The third place has become known as more than simply satisfying a desire for eating and drinking but rather an escape between home and work for a variety of motivations across multi-dimensional contexts. Unique social, personal, and cultural encounters outside of a usual work or home environment offers further implications for the coffee shop experience that is increasingly relevant across diverse cultures. McCracken (1986) proposed that there is a continuous flow of cultural meaning among social worlds facilitated by consumers themselves, suppliers, marketers, and designers of the customer servicescape.

Differentiated among aspects of context, power distance, uncertainty avoidance, time orientation, and individualism/collectivism, cultural distance exists between the U.S. and Japan, (Steenkamp et al., 1999). To differentiate between cultures, Hofstede's (1999) cultural dimensions are used in the context of this study. For native visitors and cultural tourists of Japan, the paradoxes continue to emerge along traditional and progressive dimension as related to contextual Japanese consumer behaviour (Drew, 2015). Fan et al. (2017) argues that there is a positive relationship among the perceived cultural distance due to the quality of the encounter rather than the frequency alone. The context of the service-encounter among consumers has widely varying implications from increased competition, service expectations, as well as the need for greater control over the time and pace of activities within the service experience.

Service quality has been traditionally defined as the key element in service distinction (Baker & Magnini, 2016), which plays a vital role in customer satisfaction. In the hospitality context, service quality has a direct and indirect impact on customer satisfaction (Chau et al., 2015; Khudri and Sultana, 2015). The underlying factors that form a consumer's perception, in addition to the behavioural aspects, are becoming increasingly important in managing the dynamics of the service-encounter (Chase & Dasu, 2001). Prior research indicates that menu variety is important and influential in impacting customer satisfaction and behavioural intentions in restaurants (Law et al., 2004). Han and Hyun (2017) argued that menu variety contributes toward high service quality and plays an important role in increasing customers' satisfactory experiences. Other studies indicated that the physical environment of a restaurant shapes patron's perception of the place and has a significant impact on customer's revisit intention (Bitner, 1992, Ryu et al., 2011). Prior studies proposed and verified that there is a significant association between quality dimensions (e.g. service quality) and customer satisfaction (Ryu & Han, 2010). Preference behaviours are found to be the most accurate predictor of behavioural outcomes (Pecotich et al., 1996).

3. Methodology

In order to determine perceptions of how two tourists' groups select a coffee shop a questionnaire was developed. The questionnaire included multi-item scales and seven-point Likert item scales ranging from "Not Important" to "Very Important" and "Strongly Disagree to "Strongly Agree". Scales were adapted from previous literature to gain an understanding of selecting a coffee shop and coffee consumption. The sample was comprised of Japanese and English-speaking tourists from the United States with AMOS software being used to perform structural equation modelling with a two-stage analysis (Anderson & Gerbing, 1988). The questionnaire was originally developed in English and then translated into Japanese. The double translation method (McGorry, 2000) was used to create the survey in consideration of being one of the most reliable translation methods (Lau & McKercher, 2004).

Among a total of 496 valid respondents, 198 were identified as Americans and 289 respondents were Japanese.

4. Results

An overall structural model fit for the two groups was estimated without any constraints imposed. The two-group structural equation modelling (SEM) model provided a satisfactory fit of data with $\chi 2$ = 2940.43, df = 1516, p = .000; CFI = .90; RMSEA = .04; TLI = .93. Next, the procedures turned to a test of moderation using the country variable. Overall fit measures of the "totally free" model indicated that the model was consistent with the data ($\chi 2$ = 2956.05, df = 1550, p = .000; CFI = .90; RMSEA = .04; TLI = .90.). By constraining all structural coefficients to be equal in both groups, the model fit with $\chi 2$ =2956.95, df = 1558, p = .000; CFI = .91; RMSEA = .04; TLI = .90. The constrained model was significantly different from the free model ($\Delta\chi 2$ = 16.52, df =42, p = .000). Thus, it indicated that the model was moderated by country.

The SEM structural paths indicated that all but one relationship was significant in both samples. Purpose of visit was not related to service quality (American β = .03, p=n.s.; Japanese β = .04, p=n.s.). Physical environment has a positive impact on service quality (American β =.65, p<.01; Japanese β=.65 p<.01). Menu has a positive impact on service quality for Japanese consumers (β = .10, p<.01) but not for American consumers (β=.07, p=n.s.).

5. Discussion and Conclusion

The contribution of the research extends perspectives on cross-cultural findings that suggest the antecedents affecting service quality, consisting of the three "P" dimensions: purpose, physical environment, and product offerings. The consumption trends and satisfaction components serve as mediators between service quality and consumers re-patronage intentions. Although the results of this study reported that Japanese consumers view coffee drinking in a more holistic manner when compared to American consumers, the changing nature of the coffee shop service experience within the global context may be more highly driven by mobile digital technologies, such as ordering one's coffee on an app and being able to pick up the coffee without any human interaction. These encounters or lack thereof, not only blur the traditional human centric contact service industries that exists within traditional coffee shop culture but new dimensions of personalization far beyond what has existed through the past notion of physical spaces in addition to the cross-cultural service experience and expectations evolving of the future.

To examine optimal consumer choices in the context of highly personalized space it may be beneficial for future research to examine options for coffee shop consumers who may prefer alternatives through digital pre-ordering, take-away, delivery, drive-thru, and/or traditional in store styles of service among day parts and cultural characteristics that exists on the guests' terms.

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The Effect of Visitors' Attitudes toward Interactive Digital Technologies on Overall Satisfaction: The Case of Singapore's Art Science Museum

Zainal, Farahdiana
Hospitality Business Program
Business, Communication, and Design Cluster
Singapore Institute of Technology

Raihan, Muhammad
Hospitality Business Program
Business, Communication, and Design Cluster
Singapore Institute of Technology

Zaheer, Deena
Hospitality Business Program
Business, Communication, and Design Cluster
Singapore Institute of Technology

Loh, Yan Qi
Hospitality Business Program
Business, Communication, and Design Cluster
Singapore Institute of Technology

Zuhri, Zanadirah
Hospitality Business Program
Business, Communication, and Design Cluster
Singapore Institute of Technology

Kim, Sungsoo
Hospitality Business Program
Business, Communication, and Design Cluster
Singapore Institute of Technology

Abstract:

In museums, immersive displays attract visitors' attention and elicit positive responses by allowing them to anticipate their experience before using the device, thereby enhancing the realism of the virtual experience. In other words, technology has the potential to affect visitors' satisfaction. According to Yung and Khoo-Lattimoore (2019), the evolution of immersive technologies, such as augmented reality, has altered visitor opportunities, experiences, and education. When combined with various design components and interactions in museums, immersive technology can positively affect museum visitors. This study investigates the effect of visitors' attitudes toward the interactive digital technology adopted in the Singapore ArtScience Museum based on the technology acceptance model. In addition, the study intends to assess any demographic differences that may influence overall satisfaction.

Keywords: Attendee Satisfaction; Interactive Digital Technology; Perceived Ease of Use, Perceived Usefulness; Enjoyment; Technology Acceptance Model

1. Introduction

Tourism is one of the largest, fastest-growing, and most dynamic economic sectors attracting external economic activity (Creaco & Querini, 2003; Reddy, Basha & Kumar, 2014). Tourism contributed 10% of the world's GDP in 2015, making it the most prominent industry worldwide (Meyer & Meyer, 2015). This percentage rose to 10.4% of the global GDP in 2018 before declining to 5.3% during the pandemic and 6.2% in 2021. (World Travel & Tourism Council, 2022). In Singapore, international tourist arrivals reached 6.3 million in 2022, or 33 percent of 2019 (Singapore Tourism Board, 2023). The number of visitors has exceeded the forecast of 4 to 6 million for the year. Accordingly, the total tourism receipts are estimated to be between $13.8 million to $14.3 million, approximately half of the amount earned in 2019. This growth indicates Singapore's sustainable recovery as the country welcomes visitors again. With returning international tourists, Singapore's hospitality industry must adapt to changing trends, particularly anticipating visitor satisfaction with tourist attractions, museums, and other tourist locations. In 2013, the then-Secretary of the Smithsonian Institution, G. Wayne Clough, stated that museums, libraries, and archives must embrace digitization alongside educational institutions (Stromberg, 2013), creating an opportunity for museums to be places of interest for various visitors.

For instance, the ArtScience Museum (ASM), which opened in February 2011 and is situated at Marina Bay Sands, centres on the intersection of art, science, culture, and technology and offers a variety of exhibitions and programs (Marina Bay Sands, n.d.). Over 50,000 square feet of exhibition space is spread across three stories and 21 galleries to create an immersive and interactive visitor experience (Singapore Tourism Board, n.d.). The museum brings to life science and technology through exhibitions like 'The Deep,' featuring abyssal deep sea creatures; 'Future World: Where Art Meets Science,' a permanent exhibition on interactivity elements, and 'DreamWorks Animation: The Exhibition,' showcasing DreamWorks' creative legacy, are among the various exhibitions. (Singapore Tourism Board, n.d.). ASM also offers educational programs and workshops to inspire visitors to participate innovatively in art, science, culture, and technology (Marina Bay Sands, 2018). Future World attained two million visitors in November 2019 (Marina Bay Sands, 2018), with exhibitions featuring interactive digital technology and augmented reality (AR) technologies. The exhibition invites people of all ages and has been designed to be family-friendly by including installations that children and their parents can experience together.

Tourism is one of the largest, fastest growing, and most dynamic economic sectors attracting external economic activity (Creaco & Querini, 2003; Reddy, Basha & Kumar, 2014). Tourism contributed 10% of the world's GDP in 2015, making it the most prominent industry worldwide (Meyer & Meyer, 2015). This percentage rose to 10.4% of the global GDP in 2018 before declining to 5.3% during the pandemic and 6.2% in 2021. (World Travel & Tourism Council, 2022). In Singapore, international tourist arrivals reached 6.3 million in 2022, or 33 percent of 2019 (Singapore Tourism Board, 2023). The number of visitors has exceeded the forecast of 4 to 6 million for the year. Accordingly, the total tourism receipts are estimated to be between $13.8 million to $14.3 million, approximately half of the amount earned in 2019. This growth indicates Singapore's sustainable recovery as the country welcomes visitors again. With returning international tourists, Singapore's hospitality industry must adapt to changing trends, particularly anticipating visitor satisfaction with tourist attractions, museums, and other tourist locations. In 2013, the then-Secretary of the Smithsonian Institution, G. Wayne Clough, stated that museums, libraries, and archives must embrace them alongside educational institutions (Stromberg, 2013), creating an opportunity for museums to be places of interest for various visitors.

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Various research has shown that interactive digital technologies (e.g., immersive display) attract visitors' attention and elicit positive responses in museums. Immersive technology allows visitors to anticipate their experience before using the device, increasing the reality of the exploit in a virtual environment (Soliman et al., 2017). As such, technology has the potential to influence visitors' satisfaction. According to Yung and Khoo-Lattimoore (2019), the evolution of immersive technologies such as augmented reality has resulted in changes in visitor opportunities, experiences, and education. When combined with various design components and interactions in museums, immersive technology can create positive user changes (Chen et al., 2022). In order to identify the factors that influence visitors' attitudes toward interactive technology and AR technology, based on the technology acceptance model, this study seeks to investigate the effect of visitors' attitudes toward the technology adopted in the Singapore ArtScience Museum on their overall satisfaction. In addition, the study intends to assess any differences influencing overall satisfaction across various demographics.

2. Literature Review

2.1. Technology Acceptance Model

The technology acceptance model (TAM) is a theory of reasoned action model (Ajzen & Fishbein, 1980). According to Davis (1989), two variables, perceived ease of use and perceived usefulness, determine an individual's acceptance of information systems. Chuttur (2009) found that TAM explains and predicts users' technology acceptance. Marangunić and Granić (2015) further discovered that prior research on the evolution of TAM from 1986 to 2013 primarily applied TAM in the context of information and computer technology. Surprisingly, the initial TAM model was only capable of analyzing workplace behaviour. As a result, over the past two decades, many studies have used and extended the TAM model to explain behaviours in other contexts, such as healthcare (Pai & Huang, 2011) and clinical (Melas et al., 2011) information systems.

2.1.1. Perceived Ease of Use

The degree to which an individual perceives using a specific technology will be free of effort is perceived ease of use (PEOU) (Davis, 1989). PEOU was also defined by Im et al. (2008) as an individual's subjective evaluation of effort and performance. PEOU directly affects attitudes toward technology (Holden & Karsh, 2010). When users perceive technology as easy to use, they are more likely to adopt it. Users are more likely to consider an easy-to-use technology positively if they believe it is simple. PEOU influences the user's desire to use the technology, resulting in actual usage. In other words, a positive attitude toward technology and a perception of ease of use are essential factors affecting the intention to use it. Therefore, PEOU is critical for predicting new technology adoption.

2.1.2. Perceived Usefulness

Perceived usefulness (PU) is the extent to which an individual thinks using a specific system would enhance job performance (Davis, 1989). Similarly, Holden and Karsh (2010) define PU as the degree to which the system provides support. An individual's attitude towards using technology is influenced by their perception of its usefulness, ease of use, and social influence (the extent to which others in their social network endorse it). For example, people who perceive technology as beneficial are more likely to support it, and people will likely have a negative impression of technology if they think it is unusable. As a result, PU plays a vital role in determining how a user perceives new technology and their intention to adopt and use it.

2.1.3. Enjoyment

Perceived enjoyment refers to the extent to which using a particular information system is perceived to be fun and enjoyable (Venkatesh, 2000). Some studies have extended the TAM by including enjoyment as a variable (Talantis et al., 2020). In their study, Talantis et al. (2020) found that enjoyment substantially influenced users' attitudes toward deploying a mobile event application for a conference, showing that enjoyment directly affects users' attitudes. Hence, enjoyment can be considered a variable that affects a user's perception of any technology. If users enjoy using technology, they are more likely to perceive it as valuable and easy to use, increasing their likelihood of acceptance and adoption.

2.2. Overall Satisfaction

According to Lim et al. (2013), satisfaction is a post-consumption assessment in which customers report feeling satisfied with their consumption. Pope et al. (2017) also noted that visitor satisfaction is the happiness or contentment experienced after attending an event. In other words, it measures how well an event meets the needs and expectations of its participants. Similarly, Mitchell et al. (2023) pointed out that visitor satisfaction is the degree to which participants are satisfied and impressed with their overall experience relative to their initial evaluation. It assesses the event's worth and whether it met or exceeded visitors' expectations and needs. In addition, Severt et al. (2007) found that experiential goods (e.g., exhibitions) support and provide opportunities to stimulate visitors' multisensory links to learn, feel, and participate. For instance, festival visitors' active participation in the surrounding festival environment should involve their multisensory senses, making them a part of the festival experience (Rivera et al., 2015). One of the critical elements of marketing strategies to ensure a successful exhibition is overall satisfaction to meet visitors' needs and wants effectively (Severt et al., 2007). In order to determine what worked well and could be enhanced for future events, exhibitions must measure visitor satisfaction (Manis & Choi, 2019). Kim et al. (2010) also highlighted that measuring visitor satisfaction is crucial as they believe there is a relationship between the attendees' satisfaction and their intention to return to the exhibition.

Hence, based on the literature mentioned earlier, the following hypotheses are proposed:

- H1: Perceived ease of use positively influences the overall satisfaction of using interactive digital technology in the Singapore ArtScience Museum.
- H2: Perceived usefulness positively influences the overall satisfaction of using interactive digital technology in the Singapore ArtScience Museum.
- H3: Enjoyment positively influences the overall satisfaction of using interactive digital technology in the Singapore ArtScience Museum.

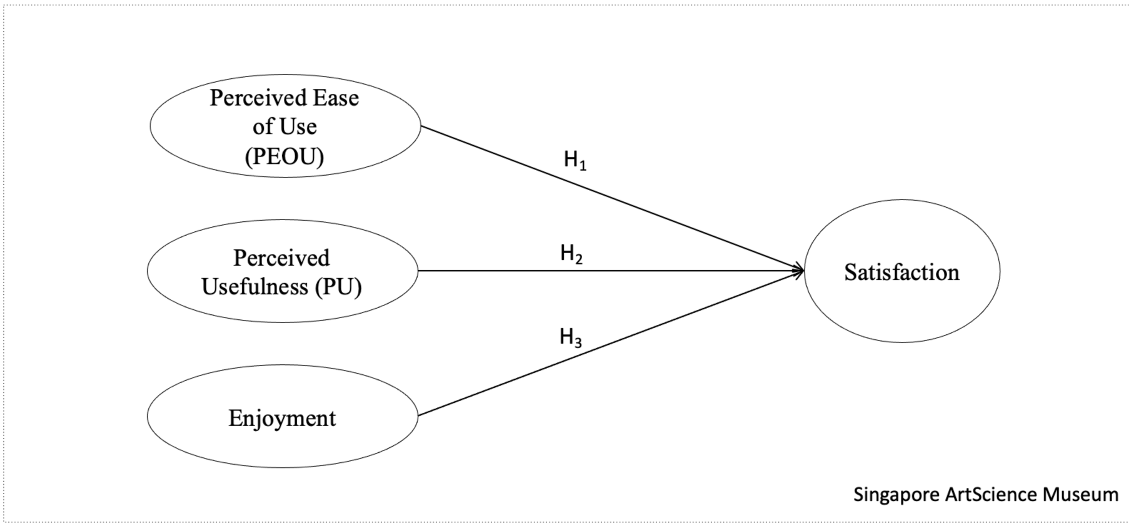

Figure 1. Conceptual Model

3. Methodology

3.1. Measurement

In order to test the proposed model (see Figure 1), three independent variables, perceived ease of use, perceived usefulness, and enjoyment, will be measured by three items, respectively (Kim et al., 2010; Holden & Karsh, 2010; Talantis et al., 2020) using a five-point Likert scale, where 1 indicates strongly disagree, and 5 indicates strongly agree. There will be a not applicable (N/A) option for those without relevant experience. Overall satisfaction will be measured by three items (Jung & Tanford, 2017; Dolasinski et al., 2021) on a five-point Likert scale, with 1 representing extreme dissatisfaction and 5 representing extreme satisfaction. In addition, demographic variables, including gender, age, education, income, and marital status, will be collected. The sample questionnaire for the survey is provided in Appendix A.

Concerning interactive digital technology in the Singapore ArtScience Museum, argument technology at Sketch Flight, 4D vision technology at the Crystal Universe, 3D scanning at Sketch Aquarium, and projection mapping at Flowers and People will be targeted.

3.2. Data Collection

The samples will be randomly collected at the Singapore ArtScience Museum, beginning in the first week of May, until at least 200 samples are collected. The survey will be collected during various periods of the day and on both weekdays and weekends to include a broader range of visitors more representative of the general population. Before the data collection, five research assistants will be trained regarding the study's primary purpose. On each day of data collection, they will select a random number from a random table after being allocated to one of four distinct locations within the museum, which feature different interactive digital technologies. For instance, if a random number was five, a participant who visits each museum exhibition five times will be asked to complete a self-administered survey questionnaire. If there is more than one person in a group, only one will be asked to submit the survey.

3.3. Data Analysis

In order to test the three hypotheses in the model, perceived ease of use, perceived usefulness, and enjoyment as independent variables will be entered into the model to predict visitors' overall satisfaction. This study will perform multiple regression analyses to test the three hypotheses. The statistical package for social science (SPSS) version 29 will be employed to analyze the data. More importantly, to measure any differences, if they exist, influencing overall satisfaction, the relationship between three independent variables and overall satisfaction will be examined across various demographic groups.

4. Discussion and Conclusion

This study, based on the technology acceptance model (TAM), examines the impact of visitors' attitudes toward the interactive digital technology (e.g., augmented technology) presently utilized in the Singapore ArtScience Museum. In relation to the sample's demographic disparities, this study evaluates any difference influencing their overall satisfaction with interactive digital technology. In particular, the results of this study will benefit the museums and other related industries, including the event industry, threefold. First, understanding the visitors' satisfaction and acceptance of the interactive digital technology (e.g., augmented reality technology) will be established, which will help determine if such an implementation should be repeated at other exhibitions in the ArtScience Museum and (potentially) other museums. Setting this also allows museums to explore other areas where augmented reality is feasible, such as for educational purposes. For instance, augmented reality (AR) can provide audio descriptions and sign language interpretation for museum exhibits, making the museum more accessible to all visitors.

Second, the number of museum visitors would increase by enhancing visitors' experience through interactive digital technology. Using interactive technologies as a competitive edge allows the ArtScience museum to attract individuals who seek interactive digital experiences in a place of interest. Moreover, by incorporating learning into exciting activities like ITs, visitors (e.g., young children) are more likely to absorb and recall information more effectively. Based on the study's findings, the ArtScience Museum can continue to expand into other types of ITs for Future World or other exhibitions that help convey a message to visitors.

Last, as the ArtScience Museum does not have a mobile application, it can look into the potential of integrating augmented reality into a mobile application. Visitors can engage with the gallery's various exhibits using this mobile application. Visitors, for example, can virtually gaze beyond the world with AR technologies. Other features, such as ticket registration and product purchase, can also be incorporated. Hence, this mobile application can serve as a value-added perk, as it is readily accessible from their fingertips.

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Appendix A. Survey Questionnaire

Survey questionnaire	Variable
I know how to use interactive digital technologies	PEOU1
I find interactive digital technologies easy to use during the exhibition	PEOU2
Learning how to use the interactive digital technologies is easy for me	PEOU3
I find interactive digital technologies useful at exhibitions	PU1
Interactive digital technologies enhance the quality of the exhibition	PU2
Interactive digital technologies enable me to have more convenience at exhibitions	PU3
I find interactive digital technologies to be fun	ENJ1
The process of using the interactive digital technologies is pleasant	ENJ2
I enjoy using the interactive digital technologies	ENJ3
Overall, I am satisfied with the exhibition	OST1
As a whole, I am happy with the exhibition	OST2
Attending the exhibition was the best decision made	OST3

PEOU = Perceived Ease of Use; PU = Perceived Usefulness; ENJ = Enjoyment; OST = Overall Satisfaction

To Compare or Not to Compare? The Impact of Comparative Appeal on Viewers' Processing and Response towards Hotel Advertisements

Leung, Daniel
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Wang, Regina
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Abstract:

The primary goal of this research is to enrich the theoretical understanding about the impact of including (vs excluding) comparative appeal in hotel advertisements on viewers' processing and response towards them. Drawing on the results from two scenario-based experimental studies conducted with 298 prospective hotel customers, comparative hotel ads are found to be more persuasive than non-comparative counterparts by viewers. Viewers' attitude toward comparative hotel ads is more positive than that of non-comparative hotel ads. Viewers' intention to click comparative hotel ads is also found to be higher than that of non-comparative hotel ads.

Keywords: Comparative advertisements; Comparative appeal; Ad persuasiveness; Click-through intention.

1. Introduction

Comparative advertisements (ads), a form of advertisements that explicitly or implicitly compares an advertised brand with competing brands based on objectively measurable attribute/s such as price and functionality, has been frequently used by advertisers in promoting automobiles (e.g., Mercedes vs Audi), computers (e.g., Toshiba vs Compaq) and many different types of products (Soscia, Girolamo, & Busacca, 2010). Beard's (2016) study shows that 4.9% and 19.7% of television ads on the major broadcast networks were explicitly comparative and implicitly comparative, respectively. Kalro, Sivakumaran and Marathe (2017) also note that the use of comparative ads has grown rapidly in emerging countries like China, India and the Philippines. In the hospitality and tourism realms, airlines (e.g., Lufthansa vs American Airline), restaurant chains (e.g., Burger King vs McDonald's) and other tourism businesses have also frequently comparative ads for marketing and promotional purposes.

Considering that the inclusion of comparative appeal in ads can effectively attract viewers' attention and deliver previously unavailable information to them, many studies tested and proved that comparative ads are more effective than non-comparative counterparts in terms of enhancing consumers' attention, message awareness and brand awareness (e.g., Kim, Jeong, & Hwang, 2018; Muk, Chung, & Chang, 2017). Although many studies recognize that the inclusion of comparative appeal in ads is a promising idea, prior studies mainly focus on search goods like automobiles and game consoles. The efficacy of comparative ads in promoting experience goods (e.g., hotel accommodations, dining, spa service) remains unclear due to the dearth of empirical investigations.

To fill this knowledge void, the primary goal of this research is to enrich the theoretical understanding about the impact of including (vs excluding) comparative appeal on viewers' processing and response towards hotel ads. In this research, viewers' processing towards hotel ads refers to viewers' ad persuasiveness and ad attitude. Viewers' response towards hotel ads is measured by their click-through intention after viewing the stimuli. Drawing on the results from two scenario-based experimental studies conducted with 298 prospective hotel customers, the findings of this research are expected to enrich academic researchers' understanding about the underlying mechanism between the inclusion (vs exclusion) of comparative appeal in hotel ads and viewers' behavioral consequences. The findings of this research are also expected to provide some managerial guidance for hotel marketers in designing sound promotional materials.

2. Literature Review

2.1. Comparative advertisements

The advent and growth in comparative ads can be dated back to the year 1979. According to Pillai and Goldsmith (2008), the United States' Federal Trade Commission defined and legalized the use of comparative ads in 1979. This informal encouragement motivated businesses to leverage comparative ads for promoting goods and service.

The pros and cons of comparative ads have been discussed in various studies. Compared to non-comparative counterparts, comparative ads are more informative to viewers because specific competitors are identified as a reference point for interpreting claims about the advertised brand's merits (Woźna-Burdziak, 2021). Besides, since non-comparative ads focuses solely on the merits of the advertised brand, comparative ads – which include brand comparisons in the content – can deliver previously unavailable information to viewers (Wilkie & Farris, 1975).

While comparative ads have some merits, Beard (2013) state that the use of comparative ads may lead to brand confusion and undesirable exposure for competitors' brands. Beard (2013) add that mentioning competing brands and posting comparative ads may result into escalation of hostilities in ongoing advertising wars and increase the likelihood of legal actions.

2.2. Comparative versus Non-comparative advertisements

The debate of whether comparative or non-comparative ads are more effective remains equivocal even though that question has already been examined in numerous studies under different contexts. One group of scholars claim that comparative ads evoke undesirable outcomes such as lower source believability, lower ad credibility, and more competition reprisal (Goodwin & Etgar, 1980). Several studies show that consumers perceive comparative advertising as more aggressive (Wilson & Muderrisoglu, 1979), offensive (Wilson, 1976), less believable (del Barrio-García & Luque-Martínez, 2003) than non-comparative advertising. If consumers believe that comparative claims try to manipulate them, they are likely to feel threatened in their free opinion formation and show reactance to cope with the persuasive attempt. Reactance in turn influences ad evaluations and consumer behavior (Bambauer-Sachse & Heinzle, 2018; Chang, 2007). Beard's (2015) study shows that non-comparative advertisements were more believable than comparative ads. Viewers' attitude toward the ad, brand, purchase intention and recommendation intention were also higher when they are exposed to non-comparative (versus comparative) ads. According to Beard's (2013) survey study with advertising agencies, non-comparative ads were more effective than comparative ads in brand name recognition, attitude toward the brand, and brand loyalty.

While many studies show that comparative ads do not outperform non-comparative counterparts, more studies exhibit that comparative ads provide advantages that are not associated with non-comparative counterparts in terms of attention grabbing, message recall, brand differentiation and others. Wilkie and Farris (1975) illustrated that the inclusion of additional information would give consumers a basis for evaluating the relative merit of competing brands, and thereby easing their task of evaluating the suitability of the advertised brand against rival brands. Muehling, Stoltman and Grossbart (1990) added that comparative ads, with point-by-point comparisons between the advertised and competing brands, are expected to be more effective in inducing consumers' mental elaboration than noncomparative ads do. The higher stimulation would motivate consumers to argue in support of or against the main appeal in presented in the ads (Pechmann & Esteban, 1993). Several studies (e.g., Dröge & Darmon 1987; Pechmann & Ratneshwar 1991) verify that comparative ads can induce positive attitudes toward the advertised brands by helping consumers differentiate the advertised brands from other rival brands. Byun and Jang's (2018) study on ski resort shows that viewers consider comparative advertisements more persuasive than non-comparative advertisements.

Since most of prior studies show that the inclusion of comparative appeal in ads (i.e., comparative ads) is more effective in inducing viewers' positive affect and behavioral intent, the following hypotheses are postulated:

H1: The inclusion of comparative appeal in hotel ads positively affects viewers' processing and response towards the shown ads.

Specifically, this research postulates that comparative hotel ads are perceived as more persuasive than non-comparative hotel ads by viewers (H1a). Moreover, this research hypothesizes that viewers' attitude toward comparative hotel ads is more positive than that of non-comparative hotel ads (H1b). Viewers' intention to click comparative hotel ads is also hypothesized to be higher than that of non-comparative hotel ads (H1c). On the other hand, to elucidate the underlying mechanism between advertisement type and viewers' click-through intention, following the findings from past literature, this research postulates the following hypothesis and Figure 1 graphically illustrates the conceptual model proposed in this research:

H2: Ad persuasiveness and ad attitude operate as serial mediators between advertisement type and click-through intention.

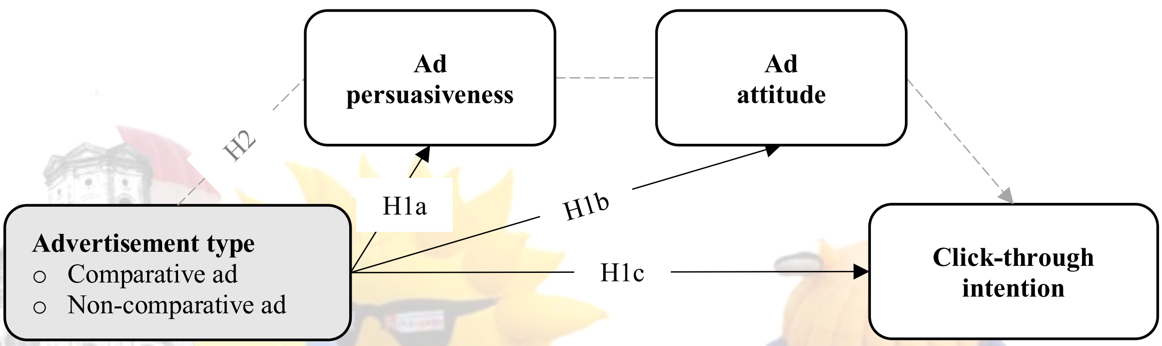

Figure 1. Research model

3. Methodology

To understand the impact of including (vs excluding) of comparative appeal on viewers' processing and response towards hotel ads, two experimental studies were conducted in this research. In brief, both studies utilize hotel guestrooms as the advertised product and the creator of those advertisements is a real hotel operating in Hong Kong, namely Hotel ICON. The key message embedded in those advertisements is to encourage viewers to make reservations via Hotel ICON's brand website (or so-called official channel) rather than other unofficial channels. The research participants as well as the stimuli used in the two studies were different. Specifically, Study 1 was conducted with Chinese customers while Study 2 was conducted with American customers. The replication of the same study with different types of participants aims to cross-validate the findings in order to enhance their generalizability.

3.1. Experimental Design

Both experiments were conducted online, and Qualtrics was used to design and administer those online experiments. In the beginning of the two experiments, the background information of this research was firstly presented to the participants. Afterwards, participants' informed consent was sought and eligibility check was conducted to assure that appropriate candidates were recruited. Given that the target respondents of this research are those who have seen hotel mage advertisement in the past, one question (*"Have you ever seen any hotel image advertisement in the past? [Yes/No]"*) was asked and only those who gave a positive answer (i.e., Yes) can proceed to the next phase.

In the main body of the experiments, a cover story – asking qualified participants to *"Imagine that you are planning a leisure trip to Hong Kong with friends. When you search for a hotel, you see the following image advertisement"* – was presented to the participants. After reading the cover story, one (out of two) version of the designed stimulus materials was shown to the participants for 20 seconds. Next, participants were asked to complete a questionnaire with main questions (e.g., ad persuasiveness, ad attitude, click-through intention), manipulation-check questions, and profile checking questions (e.g., gender, age, education level).

3.2. Stimuli

The stimuli created and used in this research are a set of hotel image ads, which aim to encourage viewers to make reservations via Hotel ICON's brand website rather than other unofficial channels. The advertisement type has two levels – with comparative appeal (i.e., comparative ad) and without comparative appeal (i.e., non-comparative ad). The non-comparative ad solely shows the benefits customers can acquire if they book through hotel website (e.g., priority room upgrade and priority late check-out). The comparative ad adds that customers cannot acquire those benefits if they book through other channels. The choice of highlighting those two benefits was recommended and approved by the Director of Marketing of the advertised hotel. The stimuli were designed by the lead author together with the chief designer of the hotel being advertised. Figure 2 shows the stimuli used in Study 2.

3.3. Measures

The measures of the key variables included in this research were adapted from past studies. Viewers' ad persuasiveness was assessed using the five-item measure suggested in Fransen and Fennis (2014). Viewers' attitude towards the shown image ad was assessed using the four-item measure suggested in Lee (2000). Click-through intention was checked based on the single-item measure used in Lee (2000).

3.4. *Data Collection*

As noted earlier, Study 1 was conducted with Chinese customers while Study 2 was conducted with American customers. Study 1 was conducted in August 2022, and the participants were recruited from a Hong Kong-based market research company. A total of 175 participants completed the experiment, but 18 responses were discarded because the contributors stayed in the advertised hotel before. As participants' past experience and knowledge about the advertised hotel may influence the results, these 18 responses were excluded from the analysis. Among those 157 participants who provided the complete response, 52.9% (n = 83) are male and 58% (n = 91) are aged between 20 and 39. Nearly 80% of them are Bachelor degree holders.

(a) Comparative ad (b) Non-comparative ad

Figure 2. Stimuli used in Study 2

Study 2 was conducted in December 2022, and the participants were recruited from Amazon Mturk. One hundred and fifty Mturkers completed the experiment, but nine incomplete responses were discarded. None of those 141 participants visited or heard of Hotel ICON before. Of those 141 participants, 53.2% (n = 75) are male and 82% of them are Bachelor or even Master degree holder. Most of them are aged between 30 and 39 (n = 57, 40.4%).

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4. Results

4.1. Manipulation Check and Realism Check

The manipulation of advertisement type was considered successful. In both Study 1 and Study 2, all participants who saw non-comparative ad reported that the stimuli presented to them do not include a comparative appeal. The stimuli only indicated what the advertised hotel would offer. Conversely, all participants who saw comparative ad claimed that the shown stimuli include a comparative appeal. Participants could also correctly indicate that customers can gain additional benefits via booking through hotel's official website (but not non-official website).

Regarding the realism of the stimuli, participants generally agreed that the cover story presented to them was realistic (Study 1: M = 5.42, SD = 1.15; Study 2: M = 5.37, SD = 1.16). The hotel image ad presented to them was also similar to those that participants would see in the Internet (Study 1: M = 5.63, SD = 1.18; Study 2: M = 5.59, SD = 1.29).

4.2. Hypotheses Testing

Multivariate analysis of variance (MANOVA) was conducted to analyze those two sets of data. As shown in Table 1, both Study 1 and 2 findings are concordant to what H1 suggests. In Study 1, comparative hotel ads are found to be perceived as more persuasive than non-comparative hotel ads by Chinese hotel customers ($M_{CA} = 5.58$; $M_{NCA} = 4.62$). The MANOVA results of Study 2 also show that comparative hotel ads are perceived as more persuasive than non-comparative hotel ads in the eyes of American hotel customers ($M_{CA} = 5.49$; $M_{NCA} = 4.63$). Hence, H1a is supported.

In line with what H1b postulates, viewers' attitude toward comparative hotel ads is found to be more positive than that of non-comparative hotel ads. In Study 1, viewers of comparative hotel ads report a higher average rating on attitude toward the shown ads than that of non-comparative hotel ads ($M_{CA} = 5.55 > M_{NCA} = 4.63$). Similar findings were found in Study 2 even though the research subjects are different. Hence, H1b is also supported. H1c postulates that viewers' intention to click comparative hotel ads is higher than that of non-comparative hotel ads. Again, both Study 1 and 2 provide empirical proof which support this postulation. Hence, H1c is supported.

Table 1. Multivariate analysis of variance results

Dependent variables	Type III	F	p [a]	η2	Contrast test [a]
Study 1: 157 Chinese samples (Wilks' Λ = 0.885; F = 6.602, p < 0.01)					
Ad persuasiveness	36.302	18.863	< 0.01	0.108	$M_{CA} = 5.58 > M_{NCA} = 4.62$ (**)
Ad attitude	33.100	13.039	< 0.01	0.078	$M_{CA} = 5.55 > M_{NCA} = 4.63$ (**)
Click-through intention	33.903	9.576	< 0.01	0.058	$M_{CA} = 5.42 > M_{NCA} = 4.49$ (**)
Study 2: 141 American samples (Wilks' Λ = 0.905; F = 4.799, p < 0.0					
Ad persuasiveness	25.821	14.124	< 0.01	0.092	$M_{CA} = 5.49 > M_{NCA} = 4.63$ (**)
Ad attitude	24.814	9.868	< 0.01	0.066	$M_{CA} = 5.47 > M_{NCA} = 4.63$ (**)
Click-through intention	28.220	7.942	< 0.01	0.054	$M_{CA} = 5.37 > M_{NCA} = 4.47$ (**)

Note. [a] CA = Comparative ad; NCA = Non-comparative ad; (**) = p < 0.01.

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To test H2, Hayes' (2013) PROCESS Model 6 (serial mediation model) was used to examine the serial relationship among advertisement type, ad persuasiveness, ad attitude and click-through intention. As presented in Table 2, the direct impact of advertisement type on click-through intention (i.e., Model 1) was proven to be insignificant after considering ad persuasiveness and ad attitude. Model 2, which suggests that advertisement type will affect click-through intention through ad attitude, was also proven to be insignificant in both Study 1 and Study 2.

Although Table 2 shows that Model 3 (Indirect: Comp à AdPer à Click) was a significant in both studies, Model 4 (Indirect effect: Comp à AdPer à AdAtt à Click) is comparatively better (Study 1: Model 3's effect value = 0.377, Model 4's effect value = 0.716; Study 2: Model 3's effect value = 0.371, Model 4's effect value = 0.628). This suggests that advertisement type has a significant indirect impact on click-through intention through enhancing viewers' perceived persuasiveness and attitude towards the shown ad.

Table 2. Regression analysis (PROCESS macro model 6) results

		Dependent variable: **Click-through intention (Click)**				
Independent variable		*B*	*SE*		*p* [a]	
Study 1: 157 Chinese samples (R^2 = 0.820, F(3,153) = 232.562, p < 0.01)						
Constant		- 0.809	0.240		< 0.01	
Advertisement type	(Comp)	- 0.140	0.139		(n.s.)	
Ad persuasiveness	(AdPer)	0.392	0.094		< 0.01	
Ad attitude	(AdAtt)	0.754	0.082		< 0.01	
			Effect	*SE*	*LLCI*	*ULCI*
Model1: Direct effect (Comp à Click)			- 0.140	0.139	- 0.417	0.136
Model2: Indirect effect (Comp à AdAtt à Click)			- 0.024	0.105	- 0.222	0.190
Model3: Indirect effect (Comp à AdPer à Click)			0.377	0.145	0.127	0.689
Model4: Indirect effect (Comp à AdPer à AdAtt à Click)			0.716	0.193	0.369	0.912
Study 2: 141 American samples (R^2 = 0.819, F(3,137) = 207.915, p < 0.01)						
Constant		- 0.954	0.260		< 0.01	
Advertisement type	(Comp)	- 0.096	0.147		(n.s.)	
Ad persuasiveness	(AdPer)	0.433	0.098		< 0.01	
Ad attitude	(AdAtt)	0.739	0.083		< 0.01	
			Effect	*SE*	*LLCI*	*ULCI*
Model1: Direct effect (Comp à Click)			- 0.096	0.147	- 0.385	0.194
Model2: Indirect effect (Comp à AdAtt à Click)			- 0.008	0.109	- 0.213	0.222
Model3: Indirect effect (Comp à AdPer à Click)			0.371	0.148	0.124	0.704
Model4: Indirect effect (Comp à AdPer à AdAtt à Click)			0.628	0.186	0.286	0.940

Note. [a] (n.s.) = not significant

5. Conclusions

To conclude, the findings of this research empirically prove that the inclusion of comparative appeal in hotel ads can effectively enhance the persuasiveness of an ad. Concordant to the findings presented in prior studies (e.g., Byun & Jang, 2018), viewers' attitude toward comparative hotel ads is more positive when comparative appeal is included. Viewers' intention to click comparative hotel ads is also comparative higher when comparative appeal is included. These results provide hotel marketers with some managerial guidance in designing sound promotional materials.

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A descriptive-correlational investigation of teachers' political skills and credibility

Casurao, Gypsy Mae B.
Joji Ilagan Career Centre Foundation, Inc., Davao City

Ligan, Victoria O.
Research and Development Institute
Joji Ilagan Career Centre Foundation, Inc., Davao City

Lanozo, Randy Roldan B.
Joji Ilagan Career Centre Foundation, Inc., Davao City

Abstract:

Credibility is essential in establishing trust and engagement that impact reputation. In the academe, students perceive their teachers as credible persons, worthy of their trust and confidence. Students consider credibility by connecting teachers' words with actions in this unpredictable, complex, ambiguous environment. Political studies have shown a vast and positive association between political skills and credibility. However, only a few studies were available in the academic setting. This investigation concerning these variables is the first at the Joji Ilagan Career Center Foundation, Inc. The study assumed neither a significant relationship existed between political skills and teachers' credibility nor did political skills predict credibility. This quantitative, non-experimental descriptive-correlational investigation described the political skills and credibility of Joji Ilagan Career Centre Foundation, Inc. teachers, including the levels and association of the variables. It also determined which domain of political skills best predicts the credibility of the teachers. The simple random sampling technique that utilized a randomizer identified 278 student respondents from the Hospitality Management (HM) and Tourism Management (TM) programs. The mean and standard deviation showed very high political skills and credibility overall. The Pearson product-moment correlation test revealed a solid, positive, and significant relationship between political skills and credibility. Furthermore, the regression analysis of data yielded a 74.7% influence of political skills over credibility and that apparent sincerity is the overall best predictor of credibility. The study inferred that sincerity is critical in shaping credibility, and students look for it in their teachers. Students want their teachers to be always sincere in dealing with them.

Keywords: political skills, credibility, teachers, Hospitality Management, Tourism Management, Joji Ilagan Career Center Foundation, Inc., Philippines

1. Introduction

Teachers are front-line people responsible for honing students' skills and helping them reach their full potential to realize their dreams (Goh & Abdul-Wahab, 2020). Because of this role, students expect them to be credible. Credibility is essential in establishing trust and engagement that impact reputation. In this unpredictable, complex, ambiguous environment, students can easily detect whether their teachers are credible by connecting teachers' words with actions (Zheng, 2021). As a result, they tend to trust credible teachers and are satisfied with how teachers deal with and treat them. Furthermore, because they trust their teachers, they also trust the school (Petricone, 2020).

On the other hand, political skills are moderate small-scale interventions used by teachers in dealing with students (Scherer, 2020). Teachers need political skills because they work in complex environments where multiple stakeholders, such as parents, administrators, and policymakers, have different interests and priorities. For teachers to be effective, they must be able to steer these various interests and build relationships with stakeholders to achieve their goals. Political skills help teachers to communicate effectively, negotiate conflicts, and advocate for their students' needs. Additionally, teachers with solid political skills can influence policy decisions that impact their students and the education system (Danielson, 2006; Hess & McAvoy, 2014).

Incidentally, research has shown that political skills are hugely and positively related to perceptions of credibility in various organizational settings, including education (Fairchild, 2019; Innes, 2021). For instance, school principals with higher levels of political skills are perceived by their teachers as credible **(Konakli, 2016).** Similarly, teachers who demonstrate networking ability, interpersonal influence, social astuteness, and apparent sincerity are perceived by their students as credible as well, and they are trusted by their students and their colleagues and viewed as influential leaders (Bryan, 2019; Chapman, 2019; Mintrom, 2019). In addition, students observe how teachers use their power and authority over their students. These observations developed trust and confidence, establishing teachers' credibility while fulfilling students' satisfaction (Gorgijevski, 2021; Haslam, 2021). Political skills can enhance a person's credibility in educational settings and other organizational contexts.

With that as a premise, this study becomes relevant and timely. Although there were studies on these topics, they were studied separately and in other settings. Thus, there is a research gap in that aspect, which this study wanted to bridge. Moreover, students, teachers, and the entire academe can benefit from this study's findings. Therefore, this study used descriptive-correlational design to achieve the following objectives:

1. Describe teachers' political skills and credibility in the Hospitality Management and Tourism Management programs.
2. Determine the significance of the relationship between political skills and the credibility of teachers.
3. Identify the domain of political skills that best influences the credibility of teachers.

Hypothesis

H_o1. There is no significant relationship between political skills and credibility.

H_o2. There is no domain of political skills that best influences credibility.

2. Literature Review

2.1. Political Skills

Political skills refer to the ability to navigate political situations and relationships effectively. It involves understanding and influencing others, building networks, and negotiating effectively. They are aptitudes to manage impressions, cope with stress, influence others at work, and use such influence to effectively enhance personal and organizational objectives (Blickle, Frieder, & Ferris, 2018). Therefore, political skills are essential to teachers. They need to be able to navigate the political landscape of their schools, which includes working with administrators, school board members, and other teachers. They must be able to advocate for their students and their profession and negotiate for resources and support. Additionally, teachers must understand and address the diverse needs and perspectives of their students and their families, which requires a certain level of cultural competence and political awareness (Bostanci, 2020; Salisu & Awang, 2019).

In addition, political skills help people form beliefs, desires, inclinations, and judgments, which have become vital in the 21st century of globalized and interconnected control dynamics (Fairchild, 2019; Roy, Hauptmann, & Van Durme, 2019; Scherer, 2020). In education, teachers and school heads use micropolitics and political skills, such as networking ability, interpersonal influence, social astuteness, and apparent sincerity in dealing with stakeholders (Colegio, 2018; Ferris et al., 2005).

Networking ability is the ability to converse and exchange ideas and information with individuals and groups, especially those with similar interests. Teachers should have networking abilities to help them build relationships with other educators, share best practices, and access resources to improve their teaching (Elfring, Klyver, & van Burg, 2021). Networking can also provide teachers with opportunities for professional development, collaboration, and advocacy. With networking abilities, teachers can increase their contacts which can help augment their shared interests (Wolfe, 2019). Also, teachers may encounter difficulties leading their students without networking ability. So, by networking with other educators, teachers can learn from their peers and gain new insights into teaching strategies and techniques. They can also share their experiences and expertise, which can benefit other teachers and contribute to a culture of continuous learning. Additionally, networking can help teachers stay up-to-date with the latest trends and developments in education, which is crucial in a constantly evolving field (Cullen, Gerbasi, & Chrobot-Mason, 2018).

Moreover, in this era of social media supremacy, leaders, people in business, teachers, and students belong to a network where they share information about their subjects of interest, making networking groups essential. Networking can also provide teachers access to resources they may not have otherwise (Elfring et al., 2021). For example, by building relationships with community organizations, teachers can connect their students with enrichment programs and other opportunities that can enhance their learning. Networking can also help teachers to secure funding for classroom resources and professional development opportunities (Chanana, 2020; Habibi et al., 2018). Finally, networking can help teachers to advocate for their students and the education profession as a whole. By building relationships with policymakers and other stakeholders, teachers can influence policy decisions that impact their students and the entire education system. They can also work with other educators on policy advocacies and practices supporting student learning and teacher professional development. In summary, networking abilities are essential for teachers because they can help them to build relationships, share best practices, access resources, engage in professional development, and advocate for their students and the education profession.

Interpersonal influence is essential to teachers because it enables them to build rapport with teachers and students and effectively communicate with and influence their students, colleagues, and other stakeholders in the education system (Briggs, Briggs, & Briggs, 2019). Teachers with solid interpersonal influence skills can build positive relationships, establish trust, and motivate others to achieve their goals (Bostanci, 2020; Jasni, 2018). In the context of teaching, interpersonal influence can take many forms. For example, teachers may use their influence to motivate students to learn and engage in the classroom or to encourage colleagues to adopt new teaching strategies or collaborate on projects. In addition, interpersonal influence can build relationships with parents and other stakeholders and advocate for policies and practices that support student learning (Danielson, 2006; Mainhard et al., 2018).

Research has shown that teachers with solid interpersonal influence skills are more effective in the classroom and significantly impact student learning. For example, a study published in the Journal of

Educational Psychology found that teachers who could establish positive relationships with their students were more effective at promoting student engagement and academic achievement (Weiner & Woulfin, 2018). In summary, interpersonal influence is essential to teachers because it enables them to build positive relationships, establish trust, motivate others, and ultimately significantly impact student learning (Deng et al., 2018; Pennings & Hollenstein, 2020).

Social astuteness is a knack for understanding people. It involves reading social cues, understanding social dynamics, and responding appropriately. Socially astute people can accurately read and respond diplomatically to norms. Teachers should have this skill to have powerful coalitions and alliances around diverse and competing interests (Alramdhan & Sattar, 2021; Hartley et al., 2019). Without social astuteness, teachers will have difficulty achieving positive student satisfaction ratings, as the latter expect teachers to look after their welfare (Kwon, 2020; Wang & Hall, 2019). Because of this, teachers need to be socially astute because it enables them to understand and respond effectively to their students' social and emotional needs.

In the classroom, social astuteness can take many forms. For example, socially astute teachers can recognize struggling students, especially those with social or emotional issues, and provide appropriate support. They can also create a positive classroom culture that promotes inclusivity, respect, and empathy (Fidan & Koç, 2020). In summary, social astuteness is essential to teachers because it enables them to understand and respond effectively to their students' social and emotional needs, create a positive classroom culture, and ultimately significantly impact student learning.

Finally, *apparent sincerity* is a neutral term for sincere and insincere actions. People will see and hear sincerity in words and actions if the person is sincere (Barkacs, 2021). Teachers need apparent sincerity to build positive student relationships (Bozbayindir & Alev, 2019; Miller, 2021). On the other hand, insincerity can damage the teacher's credibility and relationship with students (Moeller & D'Ambrosio, 2021). When teachers are sincere, they create an environment where students feel valued and understood. Being sincere is vital for engaging and motivating students and acknowledging their efforts and achievements through effective praise (Moeller & D'Ambrosio, 2021; Morin, 2022). Therefore, teachers should focus on building positive relationships based on sincerity to improve the lives of their students (Martin & Collie, 2019).

Furthermore, research shows that apparent sincerity enhances interpersonal relationships between teachers and students, supervisors and subordinates, and leaders and members. It also gives the impression of genuine care and support, promoting understanding, respect, and trust (Hasan et al., 2020; Kim, LePine, & Chun, 2018; Xu et al., 2019). Students are good at discerning authentic actions from pretenses. Therefore, teachers must be careful in interacting with members to earn their trust (Barkacs, 2021; Ma et al., 2019).

2.2. Credibility

Credibility is the quality of being plausible. Theorists defined credibility as consistent accuracy in presenting valuable information and performance, influencing others to believe and trust them (Hovland, Janis, & Kelley, 1953; Sobel, 1985). Credibility involves integrity, intent, capabilities, and results. The credibility of teachers plays a vital role in a student's academic success. A meta-analysis of over 10,000 students published in 2009 shows a significant relationship between teacher credibility and student achievement (Killian, 2017). Teachers must form trusting relationships with their students based on care and concern for them as individuals and learners. They should be good at teaching and managing student behavior for students to see them as competent. Finally, the passion of teachers for their work and helping their students succeed make them more credible than those without passion. Moreover, nurturing better relationships with students, knowing the content well, being good at teaching it, managing student behavior effectively, and being passionate about teaching and helping students succeed are ways to increase teacher credibility (Derrick, 2020; Fisher, Frey, & Smith, 2020; Killian, 2017).

Integrity. Integrity refers to moral uprightness, generating trust (Xuetong, 2019). It is the quality of honesty, trustworthiness, and strong moral principles. It involves being truthful, transparent, and consistent in one's actions, words, and beliefs (Huberts, 2018). Integrity is crucial for teachers to gain credibility. In addition, intent also makes a good teacher since it provides a clear purpose for achieving results (Ahmad & Rochimah, 2021). Teachers must have the integrity to become credible because they play a crucial role in shaping their students' academic and personal development. Teachers who demonstrate integrity by upholding high ethical standards and being honest and trustworthy in their interactions with students and colleagues are more likely to be respected and trusted by their students and colleagues. Demonstrating integrity, in turn, enhances their credibility as educators, as students are more likely to take their lessons seriously and follow their guidance. Moreover, teachers who demonstrate integrity are more likely to be seen as fair and objective in their grading and evaluation of student work, which can further enhance their credibility as educators (Tanase, 2022; Liao & Hitchcock, 2018).

Intent. Intent is a term that refers to the underlying purpose or motive behind a person's actions. Teachers' intent is pivotal in the success of their careers, requiring a roadmap with clear directions (Stark, Reif, & Schiebler, 2021). In addition, the intent is linked to the credibility of teachers because it reflects their underlying motives, values, and beliefs, which can influence their actions and decisions in the classroom. When teachers act with good intent, their students are more likely to perceive them as trustworthy, competent, and caring, enhancing their credibility as educators (Derrick, 2020; Zheng, 2021; Tanase, 2022).

Capability. Teachers' capability refers to their knowledge, skills, expertise, and effectiveness in teaching. Credible teachers are capable teachers. Capabilities are linked to teacher credibility because they are essential to effective teaching. Teachers with the necessary knowledge, skills, and expertise to teach their subject matter are more likely to be perceived as credible by their students because they bring out the best in them (Haley & Parise, 2017). In addition, capable teachers are better equipped to provide clear explanations, create engaging learning experiences, and effectively manage their classrooms, leading to improved student outcomes. All these contribute to building credibility. So, teachers should be good at communication, flexible, unassuming, confident, self-aware, and capable of sharing to bring out the best in their students (Charteris & Smardon, 2020; Dunn, 2017).

Additionally, teachers who continuously demonstrate their capabilities through ongoing professional development and improvement efforts can enhance their credibility and earn the respect and trust of their students. Overall, teacher capabilities are critical for building and maintaining teacher credibility and essential for effective teaching and student learning (Donohoo, 2018). However, teacher self-efficacy, personality, and stress levels can also affect teacher capability, highlighting the importance of supporting teachers' well-being to enhance their effectiveness in the classroom (Darling-Hammond, Hyler, & Gardner, 2017; McCarthy, 2019).
Results. Results refer to the measurable outcomes of teachers' efforts, such as student learning and achievement (Borisenko, 2018). Credible teachers are results-oriented. Even if the teacher has integrity, intent, and capability but cannot deliver results, his credibility becomes doubtful. On the other hand,

teachers who demonstrate their effectiveness through visible learning gains and other positive outcomes are more likely to be perceived as credible by their students and colleagues. Additionally, reflecting on and learning from results can help teachers continually improve their practices and effectiveness in the classroom (Borisenko, 2018; Marsh et al., 2021; Quinn, 2019). Indeed, delivering results is a universal challenge for all teachers and other leaders to succeed (Gambill, 2021).

2.3 Conceptual Framework

This study found its theoretical underpinning in the Source Credibility Theory of Hovland, Janis, and Kelly (1953). Source credibility theory is a communication theory that explains how the perceived credibility of a source affects the persuasiveness of the message it delivers. According to this theory, a source is credible if perceived as trustworthy, knowledgeable, and expert in the subject matter. The theory suggests that the perceived credibility of a source can influence how persuasive a message is and that people are more likely to accept and be persuaded by messages delivered by credible sources. In addition, credible sources are more likely to provide accurate information and advice. Factors that can influence the perceived credibility of a source include their reputation, expertise, trustworthiness, and likeability. The context of the delivery of the message can also affect its perceived credibility. Overall, source credibility theory highlights the importance of considering the source's credibility when evaluating a message's persuasiveness to inspire trust (Hovland, Janis, & Kelly, 1953). Source Credibility Theory applies to various fields, including advertising, politics, and public health communication (Hovland & Weiss, 1951; O'Keefe, 1990; Perloff, 2010; Petty & Cacioppo, 1986).

Interestingly, there is a significant relationship between political skills and credibility. Political skills refer to the ability of individuals to navigate and influence social situations in the political context effectively. Research has shown that individuals who possess higher levels of political skills are perceived as more credible by others in the political arena. One study, for example, found that political skills were positively related to perceived credibility among politicians in the United States (Enli & Rosenberg, 2018). Another study found that political skills were positively related to perceived credibility among managers in the workplace (Ferris et al., 2018).

Several factors affect the relationship between political skills and credibility. First, individuals with higher levels of political skills are often better able to communicate their ideas and persuade others to support their positions, enhancing their credibility. Additionally, individuals with higher levels of political skills are often viewed as more trustworthy and competent, which can also enhance their credibility. In summary, political skills are essential in determining an individual's credibility.

This study assumed a significant correlation between teachers' political skills and credibility. For teachers to have political skills, they must possess networking ability, interpersonal influence, social astuteness, and apparent sincerity. Incidentally, students evaluate teachers' political skills against their credibility—integrity, intent, capabilities, and results— to earn their trust. Below is the study's conceptual framework.

3. Methodology

This research was a descriptive-correlational study because it intended to describe the significance of the relationship between political skills and credibility. It also intended to determine the relationship between these variables and ascertain political skills' influence on credibility. Descriptive research allows the researcher to study the facts about the respondents, such as their characteristics, behaviors, and experiences (Apuke, 2017). In a descriptive correlational study, the researcher does not seek a causal connection between variables but only describes their relationships. The investigators only measure the variables occurring naturally (Atmowardoyo, 2018; Siedlecki, 2020). The respondents of this study were 278 randomly selected students from Hospitality Management and Tourism Management. These are two of the Joji Ilagan Career Center Foundation, Inc. program offerings in Davao City. A confidence level of 95%, a 5% margin of error, a population proportion of 50%, and a population size of 1000 yielded a sample size of 278. Data analysis used the mean and standard deviation, Pearson correlation, and regression analysis.

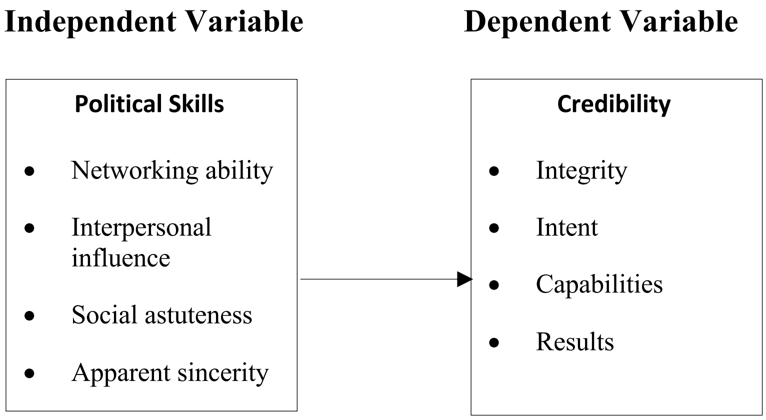

Figure 1. Conceptual Framework of the Study

4. Results

4.1 Level of Political Skills of Teachers

Table 1 presents an overall high mean score (M=4.37; SD=0.55) of teachers' political skills. A standard deviation indicates the spread of the data from the mean. A standard deviation of less than one denotes that the responses clustered around the mean and that the responses are the expected answers. The table shows very high results in all indicators of political skills: networking ability (M=4.44; SD=0.56), interpersonal influence (M=4.32; 0.51), social astuteness (M=4.33; SD=0.49), and apparent sincerity (M=4.38; SD=0.48). The values indicate that respondent students agreed that they consistently observed these traits from their teachers. For example, under *networking ability*, they observed that teachers always have time to connect with students and their co-employees, the administration, and other support groups. As for *interpersonal influence*, students always observed that teachers have a good rapport with students and that students are comfortable with them. Teachers communicate effectively and are good at getting people to like them. As for *social astuteness*, students always observed that teachers know what to say and do to influence their students and that teachers also know how to present themselves to others. Moreover, for *apparent sincerity*, students observed that teachers are sincere in what they say and do in the classroom and are genuinely interested in their students.

Table 1.
Level of Political Skills of Teachers

Indicator	Mean	SD	Descriptive Level
Networking Ability	4.44	0.56	Very high
Interpersonal Influence	4.32	0.51	Very high
Social Astuteness	4.33	0.49	Very high
Apparent Sincerity	4.38	0.48	Very high

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Overall	4.37	0.55	Very high

4.2 Level of Credibility of Teachers

Table 2 displays the data on teachers' credibility as perceived by students. Again, the overall mean score is very high (M=4.28; SD=0.45). Except for results that got a high rating (M=4.17; SD=0.54), the rest of the indicators got very high mean scores: intent (M=4.28; SD= 0.49), capabilities (M=4.34; SD=0.53), and integrity (M=4.34; SD=0.47). The results suggest that students always observe these qualities from their teachers. For example, in the survey, items for *integrity* are the following: teachers are truthful people, they do what they say, can stand firmly on what they believe as truth, and are open-minded. Under *intent* are fairness, good intentions, and fair sharing of resources and opportunities in class. As for *capabilities*, students always observed these from their teachers: capability of doing their job, knowledge about their job, and work and life skills. Finally, under *results*, students often observe the following qualities from their teachers: delivering outputs, being humble with their track record, finishing what they started, and being concerned about results.

Table 2.
Level of Credibility of Teachers

Indicator	Mean	SD	Descriptive Level
Integrity	4.28	0.49	Very high
Intent	4.34	0.53	Very high
Capabilities	4.34	0.47	Very high
Results	4.17	0.54	High
Overall	4.28	0.45	Very high

4.3. Relationship between Political Skills and Credibility

Table 3 shows the result of the correlation test. Again, the overall data show that the relationship is positive and significant (r=.690; p=.000), rejecting the null hypothesis of no significant relationship between the two variables. The result means that as political skills increase, credibility also increases. The same goes for the other indicators. For example, the correlation coefficient between *networking ability and credibility* is .676, significant at p=.000. As teachers' networking ability rises, credibility also rises. *Interpersonal influence and credibility* (r=.649; p=.000), *social astuteness and credibility* (r=.689; p=.000), *apparent sincerity and credibility* (r=.705; p=.000).

Table 3
Relationship between Political Skills and Credibility of Barangay Officials

Political Skills	Credibility				
	Integrity	Intent	Capabilities	Results	Overall
Networking Ability	.581** (.000)	.602** (.000)	.545** (.000)	.642** (.000)	.676** (.000)
Interpersonal Influence	.575** (.000)	.576** (.000)	.535** (.000)	.591** (.000)	.649** (.000)
Social Astuteness	.625** (.000)	.597** (.000)	.626** (.000)	.578** (.000)	.689** (.000)

Apparent Sincerity	.597** (.000)	.645** (.000)	.587** (.000)	.643** (.000)	.705** (.000)
Overall	.647** (.000)	.567** (.000)	.596** (.000)	.616** (.000)	.690** (.000)

The Pearson product-moment correlation used in this test shows the association between the two variables, not causation. Therefore, it would be a mistake to understand that the increase in political skills caused the increase in credibility. Instead, the explanation is that knowing the value of political skills would provide information about the value of credibility. In other words, The primary aim of using the Pearson correlation coefficient ® is to calculate the magnitude and path of the linear relationship between two quantitative variables. Data analysts use it to evaluate the significant association between two variables. The coefficient can also be used as a descriptive statistic to summarize the relationship between two variables. Additionally, researchers can use Pearson's r to make predictions or estimate one variable's value given the other variable's value. However, it is essential to note that Pearson's *r* only measures the linear relationship between two variables and may not capture other types of relationships or correlations (Harrer et al., 2021; Kenton, 2021; Obilor & Amadi, 2018).

4.4. Influence of Political Skills on Credibility

One of the objectives of this study was to identify the domain of political skills that best influences credibility. Table 4 has the result of the regression analysis. The regression result showed that *apparent sincerity*, with the highest beta coefficient (.341), is the best predictor or domain of political skills that best influences credibility. Regression analysis measures the dependence of credibility on political skills and its indicators. It estimates the relationship between the explanatory variable (independent: political skills) and a response variable (dependent: credibility). It also determines the effect of each indicator of political skills (explanatory variable) on the response (credibility) and predicts the credibility value for a given indicator value.

Table 4 shows that all regression results are significant ($p<0.01$), thereby rejecting the null hypothesis of no significant influence of political skills on credibility. Rejecting the null hypothesis in a regression analysis means a significant relationship exists between the independent and dependent variables. However, it is crucial to note that rejecting the null hypothesis does not necessarily imply causality between the variables. In this research, rejecting the null hypothesis means that political skills are significantly related to changes in credibility. The regression model provides a good fit for the data, suggesting that political skills are significant predictors of credibility.

Furthermore, the correlation coefficient (R) of .766, or 76.6%, signifies a strong relationship between the variables. The R-squared (R^2=.747) means that political skills can explain 74.7% of teachers' credibility. In other words, other factors not within the scope of this study can explain the remaining 25.3% of the variance for the teachers' credibility. Finally, the F-value (41.871) shows the capacity of political skills to predict and influence credibility.

Table 4

Influence of Political Skills on the Credibility of Teachers

Political Skills (Indicators)	Credibility B	β	t	Sig.
Networking Ability	.227	.280	5.444	.000
Interpersonal Influence	.190	.238	4.176	.000
Social Astuteness	.211	.227	3.574	.000
Apparent Sincerity	.277	.341	5.355	.000
	R	.766		
	R^2	.747		
	F	41.871		
	ρ	.000		

5. Discussion and Conclusion

5.1. Discussion and implications

The findings of this study are relevant additions to the research literature about political skills and credibility. Teachers' very high political skills and credibility are good news for the profession because these are competencies necessary to survive in an organization. Also, organizations with these employees become effective (Ferris et al., 2018). For example, teachers with social networking skills can invite more students to enroll in the institution because of their ability to connect with students (Danielson, 2006; Mainhard et al., 2018; Weiner & Woulfin, 2018). **These employees need organizational support and empowerment (**Block, 2016) because, besides their very high political skills vis-à-vis networking ability (NA), interpersonal influence (II), social astuteness (SA), and apparent sincerity (AS), they are also credible people as the result of the correlation test suggests. The correlation test conveys that their credibility also rises as teachers' political skills rise. In other words, teachers with very high levels of NA, II, SA, and AS are credible people.

The results have implications for the hiring of job applicants, as well as for company leadership. To explain further, human resource managers should look for these competencies (political skills and credibility) in their job applicants. Moreover, employers should take these types of employees seriously as they are assets to the company toward company effectiveness. Moreover, future research on the political skills and credibility of teachers could explore the impact of political skills on teacher-student relationships and student outcomes. Additionally, investigating how formal training in political skills can enhance teacher credibility and effectiveness could be beneficial. It is also helpful to examine the relationship between school-based politics and teacher leadership and the effects of politics on teacher credibility. Finally, future research could also focus on developing strategies to help teachers navigate school politics and improve their credibility in the classroom.

5.2. Conclusion

The study concludes a significant relationship exists between teachers' political skills and credibility. Teachers with political skills and influence are likelier to build positive relationships and improve their credibility with their students. Additionally, teachers with strong political skills are more engaged at work and better equipped to navigate the political landscape of their school environment. Formal training can also support teachers in developing their political skills and increasing their awareness of organizational politics. Therefore, teachers with political skills and formal training can improve their credibility and effectiveness in the classroom. Conspicuously, the study concludes that credibility has significant predictors that employers can use when hiring applicants. Notably, people can learn and develop political skills. Therefore, employers can introduce these competencies to their employees and support them in building a strong workforce for the growth and development of the organization.

5.3. Limitations of this study and suggestions for future studies
The limitation of this study is in its scope, comprising only the students and faculty in the Hospitality Management (HM) and Tourism Management (TM) programs of Joji Ilagan Career Centre Foundation, Inc., also known as JIB-CBT—one of the eight schools of Joji Ilagan International Schools. Therefore, the researchers suggest replicating this study in other settings for more robust findings. For example, future researchers can use model-building or mixed-method studies using the same variables. Their studies' findings may either strengthen or debunk the results of this study, which can be a springboard for another investigation.

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Behaviors and Attitudes of Students toward Sustainable Tourism: Exploring Environmental, Economic, and Socio-Cultural Dimensions

Talabucon, Amiel C.
College of Business and Accountancy, Angeles University Foundation

Felomino, Raquel S.
College of Business and Accountancy, Angeles University Foundation

Park, Maria Cecilia C.
College of Business and Accountancy, Angeles University Foundation

Abstract:

This study investigates the attitudes and behaviors of hospitality and tourism management students in Pampanga, Philippines, towards sustainable tourism practices. The study employed a correlational research design and used a survey questionnaire as the instrument to collect data. The Sustainable Tourism Attitude Scale was used as the basis of the research instrument. The results show that most students are somewhat or very familiar with the concept of sustainable tourism. Behavior towards sustainable tourism was found to be correlated with different dimensions of tourism, including environmental, economic, and socio-cultural, indicating that engagement in these dimensions rises as behavior towards sustainable tourism improves. Attitude towards sustainable tourism was also found to be positively correlated with environmental, economic, and socio-cultural interactions.

Keywords: Behavior, Attitude, Sustainable tourism, Sustainable tourism dimensions

1. Introduction

Sustainable tourism has become an increasingly important concern in the hospitality and tourism industry as more people become aware of the environmental, economic, and socio-cultural impacts of tourism activities. The concept of tourism sustainability is gradually growing globally and becoming a dominant aspect in modern business, as companies need to meet stakeholders' demands regarding environmental management. (Andrei et al, 2014; Boboc, et al, 2019). Sustainable tourism incorporates environmental, social, economic, and cultural issues into operations. (Palazzo, et al 2022). In recent years, there has been a growing emphasis on the need for sustainable tourism practices that support the preservation and protection of natural and cultural resources while also providing benefits to local communities and the economy.

In the Philippines, particularly in the province of Pampanga, the tourism industry has been growing rapidly in recent years, with more tourists visiting the region to experience its rich cultural heritage, scenic attractions, and culinary delights. According to the National Economic and Development Authority (NEDA), the tourism industry in Central Luzon, which includes Pampanga, has been proliferating. In 2019, the region recorded 5.46 million tourist arrivals, a 17.8% increase from the previous year. The report also highlighted the potential for further growth in the region's tourism industry due to infrastructure development and other tourism-related projects. The Philippine Statistics

Authority's (PSA) Annual Survey of Philippines Business and Industry (ASPBI), reports that the accommodation and food service activities in Central Luzon registered a growth rate of 7.1% in 2019. Moreover, in 2019, the Department of Tourism (DOT) reported that Pampanga welcomed 1,032,557 tourists, a 10.2% increase from the previous year. This growth, however, has also led to various environmental and social issues, such as pollution, overcrowding, and the displacement of local communities. Furthermore, DOT reported an increase in domestic tourism in Pampanga by 38.16% from 26,982,233 in 2020 to 37,279,282 in 2021, even when the country is in the face of the pandemic. Research has been conducted on how sustainability is included in tourism higher education (Cotterel et al., 2020; Wilson & von der Heidt, 2013). Education is a significant factor in shaping environmental awareness and related behavior (Kollmuss and Agyeman, (2002). The authors note that environmental education can play a key role in shaping environmental awareness and behavior and that education can increase people's knowledge and understanding of environmental issues, leading to more pro-environmental behavior. Jiang, M., & Tribe, J. (2009) suggest that sustainability is a key component of tourism education. Still, there is a need for more integration of sustainability principles into the curriculum. Additionally, the authors noted that education could play a significant role in fostering environmental concern and related behavior, which supports the statement that education is one of the most important reasons for high environmental concern and related behavior

Given these concerns, it is crucial to investigate the attitudes and behaviors of hospitality management and tourism management students of Pampanga towards sustainable tourism practices. These students are the industry's future leaders and will play a critical role in shaping the industry's sustainability practices.

The general objective of this study is to investigate and understand the behaviors and attitudes of students toward sustainable tourism, with a focus on environmental, economic, and socio-cultural dimensions. Specifically, it aims:

- To determine the level of familiarity of students with the concept of sustainable tourism.
- To gain an understanding of how students perceive sustainable tourism, including the importance of minimizing negative environmental impact, the contribution of tourism to local economy and community well-being, the impact of sustainable tourism on quality of life, the significance of respecting cultural traditions and heritage, and the effectiveness of promoting responsible and respectful tourist behavior.
- To identify the relationship between students' attitudes towards sustainable tourism and the environmental, economic, socio-cultural, and sustainable dimensions.
- To investigate the correlation between students' behavior towards sustainable tourism and its environmental, economic, socio-cultural, and sustainable dimensions.

The results of this study will provide valuable insights into the current state of sustainable tourism in Pampanga, and identify areas for improvement in sustainability education and training. The findings can also provide insights for policymakers, educators, and industry professionals to develop effective strategies for promoting sustainable tourism practices in Pampanga. By fostering a culture of sustainability among the next generation of hospitality and tourism professionals, we can ensure that tourism development in Pampanga and the Philippines is sustainable and benefits both visitors and local communities.

2. Literature Review

2.1. The Triple Bottom Line (TBL) framework
TPL is an essential theoretical foundation in the study of sustainability and emphasizes the significance of balancing economic, social, and environmental dimensions in achieving sustainability in various sectors, including tourism.(Matthew and Kuriakose, 2017). It aims to incorporate environmental, economic, and social considerations into business and policy decisions. This framework recognizes that sustainability is about protecting the environment, ensuring economic viability, and promoting social equity.

Sustainability is defined in the Brundtland Report (1987) as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." This definition recognizes the importance of meeting current needs while preserving resources and opportunities for future generations. (WCED, 1987). It aligns with the United Nations' Sustainable Development Goals (SDGs), which aim to end poverty, protect the planet, and ensure prosperity for all (UN, 2015).

In this study on Behaviors and Attitudes of Students toward Sustainable Tourism: Exploring Environmental, Economic, and Socio-Cultural Dimensions, the TBL framework guides the researchers in exploring the behaviors and attitudes of students toward sustainable tourism. The environmental dimension of TBL focuses on the impact of tourism on the environment. The economic dimension highlights the importance of tourism in creating employment, generating income, and contributing to the local economy. The socio-cultural dimension involves the impact of tourism on local culture, traditions, and values. Lastly, the sustainable dimension emphasizes the importance of promoting sustainable tourism practices that aim to balance tourism's economic, social, and environmental aspects.

Utilizing the TBL framework, the researchers can analyze and evaluate the behaviors and attitudes of students toward sustainable tourism across these dimensions. The results of the study can provide insights into how sustainable tourism practices can be promoted and integrated into the education and training of future hospitality and tourism professionals. Ultimately, this study can contribute to the development of a more sustainable tourism industry that can benefit local communities, the environment, and the economy.
Sustainable tourism is increasingly recognized as an important means of promoting economic development while minimizing negative impacts on the environment and local communities. Understanding the behaviors and attitudes of students toward sustainable tourism is critical for ensuring the future sustainability of the tourism industry. In this review of related literature, we explore the environmental, economic, and socio-cultural dimensions of sustainable tourism from the perspective of students.

2.2. Environmental Dimension:
Students' attitudes toward sustainable tourism in the environmental dimension are focused on preserving and protecting natural resources. A study by Kim, Gursoy, and Lee (2006) found that students' environmental attitudes were positively related to their willingness to engage in sustainable tourism practices. Similarly, a study by Poria, Reichel, and Biran (2006) found that environmentally conscious students were more likely to prefer eco-friendly tourism products and were more willing to pay a premium for sustainable tourism products.

2.3. Economic Dimension:
Students' attitudes toward sustainable tourism in the economic dimension focused on the economic benefits of tourism for local communities. A study by Correia, Kozak, and Gonçalves (2013) found that students believed that tourism could contribute to economic development in local communities. However, the study also found that students were concerned about the negative economic impacts of tourism, such as inflation and the concentration of tourism benefits in the hands of a few individuals.

2.4. Socio-Cultural Dimension:
Students' attitudes toward sustainable tourism in the socio-cultural dimension focused on preserving and respecting local cultures and communities. Tan, Wang, and Liu (2017) found that students believed sustainable tourism should respect local cultures and traditions. The study also found that students believed that sustainable tourism could promote cultural exchange and understanding.

2.5. Attitudes of Hospitality and Tourism Management Students towards Sustainable Tourism:
Several studies explored the attitudes of hospitality and tourism management students toward sustainable tourism practices. According to Buhalis and Crotts (2013), majority believe that sustainable tourism practices are important for the long-term sustainability of the tourism industry. However, some students may lack knowledge about sustainable tourism practices and their importance. In a study by Lai and Vinh (2017) on hospitality students in Vietnam, students had positive attitudes toward sustainable tourism practices, but were less likely to practice them in their personal lives. Generally, although an understanding of tourism perceptions and attitudes has increased in recent years, there is a limited understanding of how these perceptions of impacts result in sustainable and unsustainable behavior (Prayag et al, 2018)

2.6. Behaviors of Hospitality and Tourism Management Students Towards Sustainable Tourism:
Several studies have also explored the behaviors of hospitality and tourism management students toward sustainable tourism practices. The analysis of Saleh et al (2022) demonstrated that sustainability knowledge and attitude significantly impact the students' sustainability intention. Nevertheless, the effect of sustainability knowledge was less than the sustainable attitude.

The results confirmed that sustainability intention is important in influencing sustainable behavior among university students in Malaysia and Indonesia. A study by Kim et al (2018) on tourism students in South Korea, students had moderate levels of sustainable tourism behavior, but lacked knowledge and understanding of sustainable tourism practices. Similarly, a study by Brouder et al. (2016) on hospitality students in Ireland found that while students had positive attitudes toward sustainable tourism, they lacked the skills and knowledge necessary to implement sustainable tourism practices in their future careers.

While the priority given in the past was mostly directed toward the economic benefits of tourism, nowadays, the greater concern is given to sustainability in tourism (Higgins-Desbiolles, et al, 2019). Sustainable tourism became one of the main goals in many countries' agendas as a main tourism policy component (Hall, 2019).

Understanding today's young people is crucial as their knowledge influences their worldviews, behaviors, and values toward future environmental protection and social change (Bøhlerengen & Wiium, 2022). Notably, this cohort has the potential to drive sustainable development in the tourism industry (UNWTO, 2016).

3. Methodology

3.1. Measurement

This study employed a correlational research design. A purposive sampling technique was used to select respondents based on their relevance to the research topic. The study made use of survey questionnaires as an instrument to collect data which was done from December 2022 to January 2023. The Sustainable Tourism Attitude Scale (SUS-TAS) was used as the basis of the research instrument in this study. SUS-TAS is a reliable and valid measure of attitudes towards sustainable tourism practices and has been used in a variety of studies to assess attitudes towards sustainable tourism among both tourists and local residents. The scale measures attitudes towards sustainable tourism practices in four key areas: economic, socio-cultural, and environmental, and governance.

The research team adapted the SUS-TAS questionnaire to the study's specific research objectives and context. The modifications included adjustments to some of the questions to better capture the attitudes and behaviors of students toward sustainable tourism practices in the study's target setting. A pre-testing was conducted to ensure that the questions were clear, understandable, and relevant to the target population. This involved administering the questionnaire to a small sample of participants and collecting feedback on the questions, response options, and overall questionnaire structure.

After making necessary revisions based on the pre-testing feedback, the research team conducted a reliability test using Cronbach's alpha, a statistical measure of internal consistency. A reliability coefficient higher than 0.8 indicates that the questionnaire is considered reliable, meaning that the questions in the questionnaire are consistent and measure the same underlying construct. This suggests that the modified SUS-TAS questionnaire is a reliable research instrument for measuring attitudes toward sustainable tourism practices in the context of this study.

To collect data on students' attitudes and behaviors toward sustainable tourism practices, the researchers administered the modified version of the SUSTAS through an online survey form created using Google Forms. The survey form contained a series of closed-ended questions that aimed to explore various aspects of sustainable tourism, including students' attitudes toward environmental, economic, and socio-cultural dimensions of sustainability. By using an online survey form, the researchers were able to efficiently collect data from a large number of participants while ensuring the anonymity and confidentiality of their responses.

The survey form was distributed by the HM/TM program advisers of HEIs in Pampanga, and the responses were collected electronically. The data collected were analyzed using Statistical Package for Social Sciences (SPSS), with descriptive statistics used to summarize the data.

Ethical considerations were observed in this study, with informed consent obtained from respondents, and their privacy and rights protected. However, the study had some limitations, including a small sample size and reliance on self-reported data, and the study only focused on the perceptions and opinions of HM/TM students without including other stakeholders such as faculty members or industry partners.

4. Results

4.1. Profile of respondents

The distribution of profiles of the students according to gender showed that the majority 352 (71.40%) are female, and 141 (28.60%) are male. The respondents are fairly evenly distributed across the different year levels. The largest group is composed of 153 fourth-year students, accounting for 31.03% of the total, followed by 116 third-year students (23.53%), 113 second-year students (22.92%), and 111 first-year students (22.52%). The majority of the respondents are enrolled in private higher education institutions (HEIs), with 262 respondents or 53.14%, while the remaining 231 respondents or 46.86% are enrolled in state universities and colleges (SUCs). Bachelor of Science in Hospitality Management (BSHM) and Bachelor of Science in Tourism Management (BSTM), had 235 respondents (47.67%) and 258 respondents (52.33%), respectively.

4.2. Level of Familiarity with the Concept of Sustainable Tourism

Table 1 provides an overview of the students' familiarity with the concept of sustainable tourism. The results indicate that a majority of the students, with 49.70% (245) of the respondents, have some familiarity with the concept. A significant proportion of the students, with 37.73% (186) of the respondents, reported being very familiar with the concept. However, a small number of the students, with 12.57% (62) of the respondents, reported not being familiar with the concept of sustainable tourism.

Table 1-Level of Familiarity on the Concept of Sustainable Tourism

Level of Familiarity	Frequency	Percentage
Very Familiar	186	37.73%
Somewhat familiar	245	49.70%
Not familiar	62	12.57%
Total	493	100%

4.3. Mean and Standard Deviation on the factors influencing sustainable behavior toward sustainable tourism

Table 2 displays the results of a study examining the factors that influence sustainable behavior toward sustainable tourism. The data reveals that participants rated sustainable behavior with equipment as the most significant factor, with a high grand mean of 4.86. On the other hand, sustainable traveling received the lowest grand mean score of 3.99, indicating that it is the least impactful factor among the variables measured.

Table 2- Mean and Standard Deviation on the factors influencing sustainable behavior toward sustainable tourism

1.1 SUSTAINABLE SHOPPING	Mean	Standard Deviation	Descriptive Interpretation
I carefully choose products that are labeled as ecologically friendly when I'm shopping. (e.g., organic shampoo.	4.79	1.06	Agree
I made a conscious choice to buy mainly body care items with an eco-friendly label.	4.64	1.14	Agree

I made a conscious decision to buy mostly organic goods.	4.64	1.14	Agree
I made conscious purchases at all-natural products store (e.g., healthy options)	4.62	1.23	Agree
I made a conscious effort to purchase mainly local and/or seasonal goods.	4.70	1.14	Agree
I carefully choose to only purchase from a sustainable clothing store when I shop.	4.78	1.08	Agree
I made an intentional choice to buy paper towels, toilet paper, and copy paper that could be recycled	4.81	1.06	Agree
I decided to stop purchasing plastic shopping bags.	4.87	1.12	Agree
Grand Mean	**4.73**	**1.13**	**Agree**
1.2 SUSTAINABLE BEHAVIOR WITH EQUIPMENT	**Mean**	**Standard Deviation**	**Descriptive Interpretation**
When I am not using my electric fan or air conditioner, I intentionally turn them down.	5.02	1.05	Agree
If I don't use my electronic devices for a long period of time, I intentionally turn them off	4.86	1.22	Agree
In my work environment or study area, sustainability is a priority for me.	4.96	1.08	Agree
To save water, I purposely take short showers.	4.60	1.22	Agree
Grand Mean	**4.86**	**1.14**	**Agree**
1.3 THRIFTY USAGE OF GOODS	**Mean**	**Standard Deviation**	**Descriptive Interpretation**
I try to buy used clothing whenever I can.	4.59	1.23	Agree
I try to purchase used electronic devices whenever I can.	4.18	1.35	Agree
Instead of purchasing new ones, I either fix or let others repair my electronic devices.	4.78	1.15	Agree
Grand mean	**4.52**	**1.24**	**Agree**
1.4 SUSTAINABLE TRAVELING	**Mean**	**Standard Deviation**	**Descriptive Interpretation**
I consciously refuse to travel by car.	4.01	1.37	Agree to a certain Extent
I consciously refuse to travel by airplane.	3.95	1.47	Agree to a certain Extent
I consciously refuse to travel long distances.	4.04	1.45	Agree to a certain Extent

Grand Mean	3.99	1.43	Agree to a certain Extent

4.4. Mean and Standard Deviation on the factors influencing sustainable attitude toward sustainable tourism

Table 3 presents the findings of the study that explored the factors affecting sustainable attitudes toward tourism. The results show that Increased Community Participation and Visitor Satisfaction were rated as the most significant factors, with a high grand mean score of 5.23. In contrast, Perceived Social Impact had the lowest grand mean score of 4.44, indicating it was the least impactful variable measured.

Table 3-Mean and Standard Deviation on the factors influencing sustainable attitude toward sustainable tourism

2.1 PERCEIVED ECONOMIC AND MANAGERIAL BENEFIT	**Mean**	**Standard Deviation**	**Descriptive Interpretation**
When preparing for the development of tourism, we must have a long-term perspective.	5.08	0.89	Agree
Planning that is coordinated is required for tourism development.	5.17	0.86	Strongly Agree
The travel and tourism sector needs to boost economic growth.	5.06	0.92	Agree
Success in tourism management requires in-depth preparation.	5.06	0.92	Agree
The economy of our town benefits from tourism.	4.96	1.01	Agree
We cannot be inaccurate when preparing for tourism.	4.91	1.02	Agree
New markets are opened by tourism for our local products.	4.98	1.05	Agree
Tourism benefits businesses in our community in addition to the tourism sector.	4.99	0.97	Agree
Tourism organizations should keep track of guest satisfaction.	5.14	0.90	Agree
The tourism sector needs to make an effort to use local suppliers for its goods and services.	5.16	0.92	Strongly agree
Residents of a country should receive a fair share of the economic benefits from tourism.	5.01	1.08	Agree
Grand Mean	**5.05**	**.96**	**Agree**
2.2 PERCEIVED DEMAND FOR ENVIRONMENTAL SUSTAINABILITY	**Mean**	**Standard Deviation**	**Descriptive Interpretation**
The tourist sector values and preserves the variety of nature in our country.	4.98	0.98	Agree

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The tourist sector protects our country's natural ecosystem now and in the future.	4.95	1.01	Agree
The growth of tourism in our area promotes ethical environmental behavior.	5.0	0.99	Agree
The ecology in our community is getting better for future generations because of tourism.	4.99	1.0	Agree
The growth of tourism in our country safeguards animals and natural habitats.	4.88	1.12	Agree
Grand Mean	**4.96**	**1.02**	**Agree**
2.3 INCREASED COMMUNITY PARTICIPATION AND VISITOR SATISFACTION	**Mean**	**Standard Deviation**	**Descriptive Interpretation**
Regardless of a person's background, everyone should have an equal voice in tourism decisions.	5.27	0.84	Strongly agree
For tourism to develop successfully, everyone must participate fully in all decisions.	5.17	0.98	Strongly agree
The beauty of the countryside is a big part of the "ecological appeal" for tourists.	5.24	0.89	Strongly agree
Grand Mean	**5.23**	**.90**	**Strongly agree**
2.4 PERCEIVED SOCIAL IMPACT	**Mean**	**Standard Deviation**	**Descriptive Interpretation**
Visitors to our country interfere with my quality of life.	4.43	1.34	Agree
Our country is congested as a result of tourism.	4.72	1.13	Agree
Because of tourism, the quality of life has decreased in our community.	4.16	1.55	Agree
Grand Mean	**4.44**	**1.34**	**Agree**

4.5. Test of significant relationship between behavior towards sustainable tourism and dimensions of sustainable tourism

Table 4 presents the correlation of the respondents' behavior towards sustainable tourism. Analysis of data via Spearman's rho revealed behavior is correlated with the different dimensions of tourism, environmental ($r=.424$, $p<.001$), economic ($r=.376$, $p=<.001$), and socio-cultural ($r=.537$, $p=<.001$). This means that people's behavior is influenced or related to their preferences and engagement in different dimensions of tourism. The positive correlation coefficients indicated that engagement in the environment, economy, and socio-cultural dimensions rises as behavior toward sustainable tourism improves.

Table 4-Test of significant relationship between behavior towards sustainable tourism and dimensions of sustainable tourism

	Environmental Dimensions	Economic Dimensions	Socio-cultural Dimensions
Behavior toward sustainable tourism	.424**	.376**	.537**

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

4.6. Test of significant relationship between attitude towards sustainable tourism and dimensions of sustainable tourism

Table 5 presents the correlation of the respondents' behavior towards sustainable tourism. Analysis of data via Spearman's rho revealed behavior is correlated with the different dimensions of tourism, environmental (r=.645, p <.001), economic (r=.608, p=<.001), and socio-cultural (r=.591, p=<.001). The positive correlation coefficients indicated that as attitudes towards sustainable tourism evolves, so does environmental, economic, and socio-cultural interaction.

Table 5- Test of significant relationship between attitude towards sustainable tourism and dimensions of sustainable tourism

	Environmental Dimensions	Economic Dimensions	Socio-cultural Dimensions
Attitude toward sustainable tourism	.645**	.608**	.591**

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

5. Discussion and Conclusion

5.1. Discussion and implications

The level of familiarity with the Concept of Sustainable Tourism showed that the students are somewhat familiar with the concept of sustainable tourism. This indicates that a significant number of students are aware of the importance of sustainable tourism and its potential benefits for the environment, society, and economy. This could be a positive sign for the future of the tourism industry, as the next generation of travelers and tourism professionals will be more aware of the need to make sustainable choices. This is in contrast to the result of the study of Camargo, B & Gretzel, U. (2017) wherein the findings reveal that while the majority of tourism students acknowledge the significance of sustainable tourism, their comprehension of sustainability principles and technical facets pertinent to sustainable tourism is restricted.

The data collected on factors influencing sustainable behavior toward sustainable tourism showed that the participants rated sustainable behavior with equipment as the most significant factor among the different dimensions of sustainable tourism. This means that when it comes to sustainable tourism practices, the participants considered sustainable behavior related to equipment as the most important factor. Sustainable behavior with equipment could include actions like reducing energy consumption in hotels, using eco-friendly transportation, or properly disposing of waste. This finding is significant as it shows that students prioritize sustainable practices that have a direct impact on the environment and can lead to tangible results. This coincides with the study of Banytė J. et al., (2020) which states that behavior mostly influences sustainable consumption behavior at home and in the workplace.

Furthermore, the results of the study indicated that increased community participation and visitor satisfaction were rated as the most significant factors among the different dimensions of sustainable tourism. This means that the participants considered increased community participation and visitor satisfaction as critical factors for sustainable tourism. Increased community participation could include involving local residents in tourism planning and decision-making, promoting local culture and traditions, and providing opportunities for local businesses to benefit from tourism. In their paper "Evaluating residents' support for sustainable tourism development in rural destinations: Role of community attachment, tourism impact, and motivation, Ali et al., (2018) suggest that community attachment, tourism impact, and motivation are important predictors of residents' support for sustainable tourism. The authors note that involving local residents in tourism planning and decision-making is a key strategy for increasing community attachment and support for sustainable tourism.

The researchers also found that there is a positive correlation between engagement in the environment, economy, and socio-cultural dimensions and improved behavior toward sustainable tourism. This finding suggests that individuals who are more engaged in sustainable tourism activities, such as environmental conservation, local economic development, and cultural preservation, are more likely to exhibit positive behavior toward sustainable tourism practices. This behavior may include actions such as reducing waste, conserving natural resources, and supporting local businesses. In their study "Measuring sustainable tourism: A hotel perspective. Journal of Sustainable Tourism," Lai, I. K. W., & Hitchcock, M. (2016) investigate the factors that influence sustainable tourism practices in hotels in Hong Kong. The authors find that engagement in sustainable tourism activities, such as environmental conservation, social responsibility, and economic development, is positively related to improved behavior toward sustainable tourism practices. The study suggests that hotels that are more engaged in sustainable tourism practices are more likely to exhibit positive behaviors, such as reducing waste, conserving natural resources, and supporting local businesses. The authors note that sustainable tourism practices can also have economic benefits, such as increased competitiveness and customer loyalty.

Moreover, the results of the analysis revealed that engagement in sustainable tourism practices related to the environment, economy, and socio-cultural dimensions was positively correlated with improved behavior toward sustainable tourism. This means that individuals who were more engaged in sustainable tourism practices that focused on conserving the environment, supporting local economic development, and preserving cultural heritage were more likely to exhibit positive behavior toward sustainable tourism. This coincides with the study of Kim, et al., (2013) titled "How does tourism in a community impact the quality of life of community residents?" which explores the impact of tourism on community residents' quality of life and behavior toward sustainable tourism practices. The authors conducted a survey of residents in a tourist destination and found that engagement in sustainable tourism practices related to the environment, economy, and socio-cultural dimensions was positively correlated with improved behavior toward sustainable tourism. Specifically, they found that residents who were more engaged in sustainable tourism practices that focused on conserving the environment, supporting local economic development, and preserving cultural heritage were more likely to exhibit positive behavior toward sustainable tourism, such as reducing waste, conserving natural resources, and supporting local businesses. The authors suggest that tourism can have both positive and negative impacts on community residents and that sustainable tourism practices can help to mitigate negative impacts and enhance the positive benefits of tourism.

5.2. Conclusion

The findings suggest that a majority of the students have some familiarity with the concept of sustainable tourism, and sustainable behavior with equipment is considered the most significant factor in influencing sustainable behavior towards sustainable tourism. Increased community participation and visitor satisfaction were rated as the most significant factors in terms of factors influencing sustainable attitudes toward sustainable tourism. The correlation analysis using Spearman's rho revealed that people's behavior is related to their engagement in different dimensions of tourism, including environmental, economic, and socio-cultural. Moreover, the positive correlation coefficients indicated that as attitudes towards sustainable tourism improves, so does the interaction in tourism's environmental, economic, and socio-cultural dimensions. These findings imply that fostering sustainable behavior and attitude towards sustainable tourism can positively impact the environment, economy, and socio-cultural aspects of tourism.

5.3. Limitations of this study and suggestions for future studies

The limitation of the study that used online data gathering is that it relied solely on self-reported data from participants. This means that the study may be subject to social desirability bias (Paulhus, D. L. (2002), where participants may not provide completely honest answers because they want to appear socially responsible or desirable. Additionally, without the ability to directly observe participants, researchers may miss non-verbal cues that could provide important insights into their behaviors and attitudes. In order to address these limitations, a mixed-methods approach that combines both online surveys and face-to-face interviews or observations may be more appropriate. This would allow for a more comprehensive understanding of participants' behaviors and attitudes towards sustainable tourism by complementing self-reported data with more objective measures. Additionally, face-to-face interactions could help establish a rapport between researchers and participants, potentially increasing the quality and depth of the information obtained. A mixed-methods approach can also help mitigate the potential biases present in each method, providing a more complete picture of the phenomena being studied.

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An Exploratory Study of Vocational High School English Instructors' Perceptions of Adopting Active Mobile Learning Pedagogy in Tourism English Conversation Course of Kaohsiung City, Taiwan

Yu-Ju Wang
Department of Adult and Continuing Education
National Chung Cheng University, Taiwan, R. O. C.

Da-wei Liu
Department of Tourism Management,
National Kaohssiung University of Science and Technology, Taiwan, R. O. C

Chihknag (Kenny) Wu
Department of Tourism Management,
National Kaohssiung University of Science and Technology, Taiwan, R. O. C

Abstract:

This study delves into the views of vocational high school English teachers in Kaohsiung City, Taiwan, regarding implementing active mobile Learning methods in their Tourism English Conversation courses to improve students' English speaking abilities. A group of 11 public vocational high school English teachers participated in comprehensive semi-structured interviews focused on the research objectives. The interview questions highlighted four critical aspects of active mobile learning: 1) the widespread nature of the Internet and mobile devices, 2) the accessibility of instructional materials, 3) the duration and focus of study time, and 4) the familiarity with mobile devices and applications. Variations among conception types were identified and addressed accordingly. Additionally, the study examined three dimensions of variation to establish connections between conception categories: 1) teachers' acceptance of active mobile learning, 2) teachers' eagerness to employ active mobile learning, and 3) instructors' teaching pressure. The outcomes reveal that the participating teachers generally accepted the active mobile learning concept. However, each teacher's readiness to adopt this approach varied depending on several factors: their comfort with the technology, their students' motivation to learn, their instructional design strategies, and the time they had available for course preparation. Despite this, the motivations for embracing active mobile learning were diverse, influenced by each teacher's unique teaching methods and the time needed to gather teaching resources. This study emphasizes the potential benefits of incorporating active mobile learning techniques in Tourism English Conversation courses to boost students' English communication skills. Although teachers' willingness to adopt active mobile learning may differ, the overall positive reception of this pedagogy indicates a promising future for its application in vocational high school settings. By acknowledging and addressing the various factors affecting teachers' adoption of active mobile learning, educators can create a more engaging and effective learning environment for their students.

Keywords: Tourism English Conversation Course, Active Mobile Learning, Instructional Design, Vocational High School

1. Introduction

The rapid evolution of educational technology (EdTech) has revolutionized the learning experience.

Instead of passively consuming information from traditional one-sided lectures, students increasingly integrate digital technology into their learning journey. This integration empowers instructors to elevate learners' understanding through audio-visuals, replacing books and employing images. Contemporary educational approaches encompass using visuals to boost memory retention, implementing network technology in digital instruction, and leveraging remote teaching support technologies (Lin, 2011).

The widespread adoption of mobile devices, such as smartphones, tablets, and laptops, has increased student ownership and facilitated the transition from traditional digital learning to active mobile learning. Active mobile learning delivers digital content to students via portable devices and wireless networks (Peters, 2007). Students can efficiently research and read on mobile devices, enabling them to study anywhere. They can access up-to-date content, document it through diverse media forms, and participate in real-time discussions with peers. Active mobile learning permits students to observe and record real-world learning objectives, store them in the cloud, and search the Internet for relevant material. Integrating education with technology can enhance learning in our rapidly evolving world. Online learning allows swift knowledge acquisition while connected. Li and Zhu (2019) discovered that the more teachers encourage students to use active mobile learning, the more positively students perceive it and the more engaging it becomes.

As science, technology, and the Internet's role in education has evolved, so have teaching methodologies. To maximize the advantages of technology, teachers must be digitally literate and guide students in using technology to enhance their learning (Lin, 2020). However, integrating technology into teaching can be unfamiliar and challenging for vocational high school teachers. Hew and Brush (2007) noted that teachers' technology knowledge, skills, and attitudes impact technology integration in education. Teachers who aim to adopt technology face two significant hurdles: transitioning from traditional teaching methods to technology-based learning pedagogy and investing considerable time and effort in class preparation. Some might perceive this as time-consuming and obstructive to students' learning. Teachers must comprehend, understand, and integrate new technologies while addressing emerging complexities (Chuang, Weng, & Huang, 2015).

The Taiwan Ministry of Education's 12-year National Basic Education Technical Senior High School Curriculum Outline (MOE, 2018) states that "Tourism English Conversation" aims to develop students' foundational English conversation skills and encourage self-learning and progress. However, vocational high school teachers often rely on traditional teaching methods and textbooks for English Conversation. Instead of practicing spoken English, they allocate time to written exam preparation for college entrance exams, hindering students from achieving conversational fluency.

Teachers face challenges supporting slower or shy learners in a typical 50-minute Tourism English Conversation class without impeding overall class progress. By incorporating technology-based active mobile learning, students can use their smart devices to practice English Conversation through audio or video recordings and upload assignments from private locations. This approach enables students to overcome public speaking fears and practice consistently, improving their performance. Additionally, students can ask questions and verify answers by leveraging the immediacy of active mobile learning.

However, there is limited information on vocational high school English teachers adopting "active mobile learning" for teaching Tourism English Conversation. This study aims to explore the following questions through a phenomenological analysis of vocational high school Tourism English

Conversation Course teachers:

1. What are the differences between "active mobile learning" and "traditional learning"?
2. How can the teaching of "active mobile learning" be enhanced to better assist students in exploring and practicing "active mobile learning?"

2. Methodology

This study employed a phenomenological approach, interviewing eleven "Tourism English Conversation" teachers from three National Vocational High Schools in Kaohsiung City, Taiwan, to investigate their conceptions of action teaching and learning.

In the mid-1970s, Professor Ference Marton, an Educational Psychologist at the University of Gothenburg, Sweden, and his colleagues developed "Phenomenographic Analysis," a qualitative research method focusing on higher education students' learning experiences and instructors' conceptions. Both "phenomenology" and "phenomenography" are content- and experience-oriented (Svensson, 1997). However, their methods and underlying principles differ. "Phenomenology" examines philosophers' perspectives, aiming to establish the empirical basis of phenomena, infer their essence, explain individuals' living environments, and capture the integrity of each unique experience and description. On the other hand, "Phenomenographic Analysis" analyzes perceptions, investigating how people interpret events and how critical components of their worldview influence their understanding (Marton, 1986).

According to phenomenological findings, "learning" is referential and structural (Marton & Booth, 1997). It shapes how a group answers the question, "What is learning?" During interviews, respondents discuss their previous experiences with concepts, cognition, perception, and understanding of learning. Event structure encompasses learning, with each individual's unique assessment of an occurrence or scenario linked to their experience or skill. Phenomenology describes a group's limited knowledge or experience of a particular event or "concept," which, while distinct, are logically connected as humans interact with their environment. The "concept" represents the internal connection between the experiencer (subject) and the experienced phenomena (object), expressing the subject's evaluations of the event and being influenced by prior experiences (Barnard et al., 1999).

Phenomenology studies how a group organizes and interprets critical aspects of reality, resulting in "categories of description" and their characteristics. This "collective intelligence" summarizes individual ideas, beliefs, and responses to reality (Marton, 1986). Ultimately, "different descriptive categories" are structured into a "description result space" to illustrate the phenomena's meaning, structure, and relationship (Sandberg, 1996). The "descriptive category" may include images, text, audio, and works, revealing respondents' understanding of the phenomena (Marton, 1994; Svensson, 1994). Interviewers may interpret events differently, with the unit of analysis being a group of people whose experiences are shaped by location, time, and other factors.

The phenomenological analysis provides data and specifies its types. Marton (1994) advised disregarding inexperienced data during analysis, re-examining, reclassifying, and analyzing it after initial classification—framework category connection descriptions. When assessing, classifying, or studying relationships, researchers must temporarily set aside their existing and established opinions, continually evaluating whether the events described in the category belong to the same group or are connected. The differences among each category's experience depend on whether they are sequential, simultaneous, or temporal. Constant contemplation, interpretation, and adjustment are required to understand how humans frame, perceive, and experience reality.

Trigwell, Martin, Benjamin, & Prosser (2000) suggested that phenomenological research should conduct at least 10 to 15 interviews to demonstrate the variability of experiences. This research investigates the active mobile learning attitudes of public vocational high school Tourism Conversation, English teachers in Kaohsiung City, Taiwan. After obtaining authorization from the Department Director, the researcher contacted the participants, requesting they complete the interview permission form and basic information. Eleven respondents were formally interviewed.

Table 1. Respondent Information (Unit: Person)

Gender	Male		Female	
	3		8	
Age	21-30	31-40	41-50	51-60
	2	6	3	0
Educational Level	Bachelor Degree	Master Degree	Doctoral Degree	
	1	9	1	
Year of teaching Tourism English	0	1-5	6-10	>10
	0	9	1	1

The study was conducted during the COVID-19 epidemic when the government lockdown person-to-person contact. The researcher set up a Line group with eleven (11) participants for more accessible communication. The researcher set up an interview time with the participant individually. Using Google Meet to conduct the interview session, an online video was created to document the interviewing process for each session. The primary Interview questions include :

1. What is "active mobile learning"?
2. What distinguishes "active mobile learning" from "conventional (generic) learning"?
3. Why or why not?
4. How can we enhance "active learning" and student participation?

During the formal interview, the researcher adopts a "let go and forget about it" attitude, enabling respondents to freely explore their knowledge and communicate their thoughts and experiences. The researcher provided each respondent adequate time to answer each question and avoided sorting and restating to characterize the phenomena appropriately. The researcher transcribes the interview verbatim. After the interview, the researcher examines the verbatim data iteratively until he fully comprehends the teachers' viewpoints. In addition, the analysis discloses participants' perspectives on active mobile learning and the significant issues. The researcher further compared and contrasted Important phrases or concepts among the participants to determine how their fundamental meanings vary. After the analysis, the researcher classifies all the conceptual categories to develop a "description result space" depicting the teachers' active mobile learning hierarchy.

After the "active mobile learning hierarchy" was developed, the researcher asked an experienced researcher to encode and classify the "category" and "hierarchy structure" to utilize the "communicative validity check" and "peer-evaluator reliability test" (Kerlind, 2005). If the study findings were contradictory, the categorization of interview material was amended (O'Connor).

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3. Results

By phenomenological analysis, the interviews can be grouped into four categories (Table 2): 1. The Internet and mobile devices access, 2. The availability of instructional materials 3. The duration of studying time attention spans, and 4. Familiarity with mobile devices and software. Based on these four categories, phenomenography was constructed to explore structural relationships.

Table 2. Frequency Distribution of Tourism English Teacher's Active mobile learning Concept

	Category			
Teacher	**Access to the Internet and mobile devices**	**The availability of instructional materials**	**The duration of studying time attention spans**	**Familiarity with mobile devices and software**
T1	8	9	2	3
T2	4	2	5	5
T3	3	8	7	5
T4	9	11	6	7
T5	2	14	4	5
T6	7	15	13	4
T7	4	8	4	3
T8	4	3	7	6
T9	4	7	3	5
T10	3	14	3	4
T11	5	11	2	8

1. **Access to the Internet and mobile devices:**
   A wealth of internet-based active mobile learning and teaching tools and applications (APPs) are available today, with instructional technologies continuing to evolve. However, learning outcomes will suffer if schools fail to provide adequate mobile devices for students to study and utilize. A lack of necessary network resources can impede active mobile learning. Table 2 demonstrates the prevalence of mobile devices and the Internet in Kaohsiung City's vocational high schools. Active mobile learning has become a trend among Tourism English Conversation instructors, who use mobile devices (mainly smartphones) to implement innovative teaching strategies.

2. **Availability of instructional materials**
   Active mobile learning represents a novel approach to instruction for many high school educators. Instructors must acquire new professional skills and teaching materials to employ this unique teaching style. However, only a few educators have adopted active mobile learning. Consequently, instructors must prepare more teaching resources and materials than they would for conventional learning. Formal training and collaborative learning groups can help teachers overcome these challenges.

3. **The duration of study time and students' attention spans:**
   Teachers acknowledge that individuals have varying attention spans, making it crucial to identify the appropriate duration for active learning in the classroom. If not managed correctly, students may

become bored, making the class challenging to control. If used appropriately, active mobile learning can enhance students' learning interests and concentration.

4. **Familiarity with mobile devices and software:**
   Traditional teaching often involves passive learning, which may leave students with low English competencies feeling lost. Active mobile learning allows students to practice continually and iteratively, boosting their confidence. Furthermore, students today are digital natives accustomed to using mobile devices. They are more likely to embrace active mobile learning to improve their English communication skills. However, students' familiarity with mobile devices and learning software impacts their ability to use these tools effectively. Compared to conventional teaching methods, active mobile learning presents a more engaging and motivating format for education.

4. Conclusion

Active mobile learning can be categorized into four distinct areas following the phenomenological analysis. These categories emerge from the limited understanding or experience of active mobile learning among interviewed teachers teaching the Tourism English Conversation Course in public vocational senior high schools in Kaohsiung City.

The findings suggest that mobile devices do enhance students' learning motivation. Both teachers and students are influenced by factors such as familiarity with equipment, learners' willingness, teaching design, time spent, and learners' learning efficiency. Although the acceptance of active mobile learning is high, the desire to utilize it may vary due to individual teaching designs and the time required to access teaching resources.

Future research can build on the four categories identified in this study, examining the relationship between experience structures and designing questionnaires for larger-scale surveys to understand the high-tech skills of students. Furthermore, the role that students expect teachers to play when implementing active mobile learning is an essential issue that merits further exploration (Hoi & Mu, 2021).

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Stay or Leave? The Impact of COVID-19 Pandemic on Casino Employees and Their Behavioural intentions

Hu, Xingbao (Simon)
City University of Macau, China

Hu, Changwei
City University of Macau, China

Liu, Lucy
City University of Macau, China

Lai, Ivan
City University of Macau, China

Wu, Mengqia
City University of Macau, China

Abstract:

This study seeks to unveil how the pandemic affects casino employees with an emphasis on their behavioral intentions under the influence of the pandemic. The results show that the pandemic' impacts surround four themes: job stress, life quality, family, and wellbeing & psychological stress. Most respondents still prefer to stay in the gambling industry because of optimism about the economic recovery and the innate benefits from the industry, whereas the continuance of the travel restrictions, sense of guilty, and desire to pursue higher education are the main drivers of employees' intentions to change careers.

Keywords: Gambling, Covid-19 pandemic, Casino, Behavioral intention, Macau

1. Introduction

The COVID-19 pandemic has been wreaking havoc upon the global tourism and hospitality industries over three years (Huang & Wang, 2023), and as a critical sector of the two industries, the gambling industry is no exception. The impacts of the pandemic on the businesses and employees in other tourism and hospitality sectors (e.g., hotel and travel) have received extensive research (Huang & Wang, 2023), some of which have unveiled various adverse effects of the pandemic on employees' work stress, well-being, mental health, and even turnover intention (Yin, Bi, & Ni, 2022). Nonetheless, how the pandemic affects casino employees and sways their behavioral intentions is still underexamined, except for some exploratory studies (e.g., Chau et.al., 2022). Accordingly, this study aims to fill the gap by investigating the potential effects the pandemic exert on casino employees and further reveal if pandemic-related factors leverage their behavioral intentions to leave the industry. This research not only deepens the understanding of the possible influences of the covid-19 pandemic on casino staff but also yields practical implications for casino management.

2. Literature Review

Extant studies are mainly from the perspective of gambling destination development. For example, a

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couple of studies examined the responses of gambling destinations as a whole to the pandemic outbreak (e.g., Lou, 2021). Some literature investigates the impacts of Covid-19 on local casino operations (e.g., Chau et al., 2022), casino economics (Lim & To, 2022), and hotel management (Lai & Wong, 2020). McCartney et al. (2022) examined the effects of co-worker relationships, workload and salary, and company support on employees' job satisfaction and turnover intentions during the epidemic but specialized in the retail industry. To and Huang (2022) compared the organizational commitment of casino employees to their companies before and during the epidemic, a declining and gradually worsening trend was observed, but the reasons behind this trend have not been uncovered. In a nutshell, the above literature review exhibits that how the pandemic affects casino employees and leverages their behavioral intentions is still underinvestigated, entailing the current research.

3. Methodology

3.1. Data collection

The data was collected through semi-structured interviews with 12 employees from four casino companies in Macau, China, the largest casino destination worldwide prior to the COVID-19 pandemic. All the interviewees underwent the pandemic while being hired in the gambling industry. Each interview lasted approximately 40-60 minutes. All interviewees were anonymized with pseudo codes (i.e., BC1…).

3.2. Data processing and analysis

Thematic analysis was conducted for this study. The recording of the interviews were transcribed into text and then analyzed in Nvivo 20, which has been extensively applied in numerous qualitative studies. Open coding, axial coding, and selective coding were executed successively.

4. Results

4.1 Impacts of the pandemic on casino employees

The analysis results reveal that the effects of COVID-19 on casino employees lie in four major areas: job stress, life quality, family, and wellbeing & psychological stress.

4.1.1 Job stress

Foremost, the most salient impact on casino employees' jobs regards the change of their remunerations. All the interviewees stressed that their incomes declined amid the pandemic. The gambling industry in Macau suffered from the slump in gambler and visitor numbers due to the ongoing travel restriction during the pandemic, leading the decrease of casino staff's earnings and in turn the increase of job stress.

> BC4: *Now the guests can't come because of the epidemic, bankruptcy, or other reasons. It's going to be hard for us to accomplish the achievement as we did before the pandemic. However, the company is going to keep pushing you as long as it's open!*

Second, in order to save labor costs, gambling enterprises temporally suspended the recruitment of new employees, cancelled various bonuses for staff, and encouraged employees to take annual leave or unpaid leave during the pandemic. This has resulted in the surge of unpaid leave and erratic working hours for gambling workers.

4.1.2 Life quality

Casino employees' life quality decreased significantly due to the shrinking travel opportunities, similar to other sectors (Zhang et al., 2021). They tended to prefer short-haul tourist destinations and avoid the crowded public transportation systems for health consideration. Moreover, the pandemic has remarkably restricted the employees' social interactions, leading to a decrease in their social activities and an increase in the social distance between them and friends, which further lowered their life quality and satisfaction.

> **BC2:** *After the outbreak of the epidemic, it is become pretty difficult for some friends to make an appointment for gathering. We have to wait for longer time for an activity. Even after I did participate in a party, I felt more distant from each other because of the masks.*

Additionally, some interviewees pointed out that their living costs and economic pressure have soared amid the pandemic due to the normalized epidemic prevention and control requirements and the reduction of remuneration. Various product prices have been continuously rising, and a great deal of medical supplies have been scrambled, forcing them to spend more on medical supplies (e.g., masks and rubbing alcohol,) to reduce perceived risks.

4.1.3 Family

According to the interviewees' statements, owning to travel restrictions, the traditional face-to-face communication with their relatives has been substituted by online video/audio chatting for a long period of time, which hindered their emotional connections to some extent.

> **BC2:** *We can only communicate online with some relatives in Hong Kong, thus we are unable to visit them as before.*

Unexpectedly, two respondents expressed that COVID-19 had brought them closer to their spouse or children and produced more time and opportunities for family interactions, effectively boosting family harmony and happiness.

***4.1.4** Wellbeing & psychological stress*

COVID-19 has raised casino employees' concerns for their physical and mental health. More than half of the interviewees have experienced the infection with the coronavirus, SARS-CoV-2. Ten interviewees experienced significant psychological stress arising from the pandemic in terms of psychological impact. The main symptoms encompass anxiety, fear, depression, and irritability. Particularly, at the very start of the pandemic, most casino employees were extremely anxious about the rising infection rate because of the unavailability of effective prevention measures.

4.2 Casino employees' behavioral intentions

4.2.1 Retention intention

Interestingly, most interviewees are still reluctant to leave the industry regardless various challenges from the pandemic, whereas a few indicate apparent intentions to change their career path. Table 1 summarizes the key identified themes.

Table 1. Themes of casino employees' behavioral intentions

Theme	Sub-theme
Retention intention	• Optimism about the economic recovery • Decent remuneration package

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Career change intention	• Limited career options • Life stability • Travel Restrictions • Feeling Guilty • Desire to pursue higher education

Most respondents are optimistic about the recovery of Macao's gambling economy after the border reopening. They hold that the recovery will attract plenty of tourists to visit Macau and have various entertainments such as gambling. As a result, they prefer to stay engaged or sit on the fence.

The respondents also mentioned the gap between the remuneration in the gambling industry and those in non-gambling industries. Although the earnings in the gambling industry declined amid the pandemic, they are still higher than that provided by other industries in Macau, in which base wages dominate the earnings. Specifically, casino staff can also receive a vast amount of bonuses besides the basic salary, leading to their reluctance to shift to other industries. Additionally, the accumulated work experience in the gambling industry offer them a stronger sense of life stability, which deters them from leaving the industry as well.

BC8: *The thing that retain me in the industry is the decent pay.*

4.2.2 Career change intention

Noteworthily, the effect of the pandemic on casino employees' intentions to change career is not as profound as we expected. Their optimism about the pandemic and the economic recovery somewhat weakens their intention to leave the industry, despite the existence of certain restrictions on inbound travel. Some respondents stress that the lifted but ongoing policy of restricting the cross-border travel would be one of the factors driving them to consider changing their careers if their income cannot rebound to the pre-pandemic status. In addition, most respondents expressed that the reasons for quitting the gambling industry are complex, among which the COVID-19 pandemic merely function as a catalyst.

BC6: *If you're not growing professionally, you might want to consider other industries. If you find a better one, you'll definitely move to it.*

In addition, two notable subthemes were discerned, namely, feeling of guilty and willingness to pursue continuing education. In recent years, the Macau government has been committed to responsible gambling by promoting the awareness of the harms related to gambling and lowering the importance of the gambling industry. As the respondents expressed, the sense of guilty driving them to leave the industry associate with their struggling with their role of a casino employee who constantly solicit customers to gamble. They hope that gambling will not destroy the families of their clients, especially those having problem gambling.

Regarding the second sub-theme, the increasing of disposable time partly reinforces casino employees' willingness to pursue continuing education. Some interviewees stressed that they had more time during the pandemic to think about their career development and realized that they need to better prepare themselves for future promotion and their departure from the industry through gaining more knowledge and skills and pursuing higher education.

5. Conclusion

This study identified four types of impacts the COVID-19 pandemic exerts on casino employees, including job stress, life quality, family, and wellbeing & psychological stress. Unlike the employees in other industries, most respondents showed strong retention intentions because for their optimism about the economic recovery, and inherent benefits from the industry, such as decent pay and life stability. The employees' intention to change career are mainly stimulated by continuance of the travel restrictions during the pandemic, sense of guilty, and personal plan to pursue higher education.

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Price Elasticity of Demand of Hotels in Davao Region

Cano, Mylen C.
Hospitality Management Program,
Assumption College of Davao

Abstract:

The main purpose of this study is to ascertain the consumer behavior which can be measured by the price elasticity of hotel demand in Davao Region. Secondary data was used in doing this empirical study. The researcher have the midpoint method for elasticity to measure the price elasticity of demand of hotels in Davao Region. The results revealed that the price elasticity between 2018 and 2019 (before COVID-19 pandemic) is -0.14, which is relatively inelastic, however the price elasticity between 2019 and 2020 (transition towards COVID-19 pandemic) is 33.73, which is elastic. The author suggests that the results of this study may be utilized by Hospitality and Tourism Practitioners, Educators and the Training and Development division of the Department of Tourism particularly in Region XI.

Keywords: *Price elasticity of Demand, Davao Region Hotels, Philippines*

1. Introduction

Price elasticity of demand one of the most powerful inputs in the price-optimization procedure has an immediate and short-term impact on bookings and revenue, as well as a homogeneous metric that enables the comparison of demand behavior across various times and accommodations (Popsa, 2021; Vives et al., 2019).

In addition, hotel managers are deciding everyday on their pricing strategies so that they can make more revenue. If they raise their prices above what guest can pay for, either they lose sales because the potential guests will go to nearby hotels that offer the same room, with the same amenities, at much lower price. When a product or service's price changes, managers and even consumers witness a positive or inverse response from buyers; but unfortunately, when a hotel employs a low-price strategy, a study has found out that low-price strategy has a negative correlation with hotel company performance(Sampaio et al., 2021).

As such, a study done in China showed that the average price is the most important thing to a consumer, followed by airport/local area shuttles, wireless Internet, breakfast, and the quality of the coffee and tea (Kucukusta, 2017). Another research has revealed that an effective pricing strategy of any product or services has a very high probability of profitability in the long run (Pohland & Kesgin, 2018). In relation to that, Tran (2015) created a demand model for luxury hotel rooms in the United States, taking into account variables such as the income level of the tourists' home country, the average daily rate of a room on a specific date, and the exchange rate. Depending on the country of the tourist, he observed a variety of responses to hotel price and income changes, and in general, the demand is very price inelastic.

There are published work about price elasticity of demand in the literature but in the Philippines setting the researcher have not come across a study about the matter. However, came across with a related study of Calinao et al. (2022) which is available online and talks about the determinants of hotel pricing in the Philippines. It is imperative to carry out this research to shed light on the price elasticity of demand of hotels in Davao Region. It will fill in the empirical gap, and the literature gap because not as much research is done in this area in the local setting.

Objective of the Study
The primary purpose of the study is to determine the price elasticity of demand of hotels in Davao Region using midpoint method for elasticity.

Significance of the Study
The findings of the study will be helpful to hotel managers in providing effective pricing strategy consistent and appropriate with the goods and services they offer. It is also highly beneficial to the Department of Tourism Regional Office XI and to the hospitality and tourism Educators in the region, in crafting their training and development plan to the hospitality and tourism employees and might as well to the students. They have a big role to play in making sure that the results are shared and used in a way that benefit the stakeholders. The result of the study is also important to the policy-makers in determining what data should be gathered in support to tourism and hospitality industry's research and development. Finally, the researcher believe that the abovementioned benefits will also result to the improvement of the quality of the services and goods that a hotel may offer for the price paid, and in employing effective pricing strategy.

2. Literature Review

2.1 Hotel Occupancy Rate (HOR)
Hotel occupancy rate is very useful in determining the demand of a hotel. A study by Mohan (2021) pointed out that the average hotel occupancy rate in 2019 at Tobago is 40%. Since March 2020, there has been a decline in the hotel occupancy rate, as well as in performance indicators such as average daily rate (ADR) and revenue per available room (RevPAR). According to specialized studies, the hotel industry will not be able to return to its pre-pandemic performance levels until 2024 (Popsa, 2021). Similarly, Davao Region was shut down in mid-March of 2020, resulting in an evident decline in hotel occupancy rates (as shown in Table 1).

Another study have argued that the hotel occupancy rate was positively correlated with the overall guest experience as a result of an enhancement in the atmosphere. In contrast, at high occupancy levels, the hotel occupancy rate was negatively associated with the overall tourist experience, as high occupancy reduced guest experiences during service interactions (Liu et al., 2022). This guest experience will result into customer satisfaction and eventually increase the revenue of the hotel.

2.2 Average Room Rate (ARR)
The Singapore Tourism Board defines the average room rate as total room revenue divided by gross room nights rented and the average occupancy rate as gross room nights rented divided by available room nights(Lee, 2020). The Average Room Rate reflects the monthly and yearly average room rate from the DOT-accredited hotels in Davao Region. A consumer when selecting a hotel considers the room rate and for hotel operators, room rate is a crucial element of revenue growth strategy (Xiaoning & Chung, 2020).

2.3 Price elasticity of demand of Hotels
In general, the elasticity of goods that are more indispensable to daily life and have fewer substitutes

is lower. The elasticities of goods with numerous replacements or that are not indispensable are greater (Tran, 2011). In the tourism industry, price elasticities are used by destination managers to figure out how changes in prices affect the number of tourists, how much they spend per person, and how many nights they stay at a place. This kind of information is very important for making plans and strategies for the tourism industry. Price elasticities of demand are also used to calibrate economic models that estimate how changes in demand and supply might affect the amount of money that tourism brings to a location. They are an important part of forecasting because they show the industry how changes in prices might affect sales revenue (Seetaram et al., 2016).

By looking at how hotel rooms are used during different times of the day, it is clear that the way Chinese hotels handle revenue management and pricing is still not good enough. It is important to pay attention to how money is being made and to make the pricing system better. Since more and more guests are booking rooms through the meta-booking engine, it's important to set a fair price for rooms that are sold through online channels (Xiaoning & Chung, 2020).

2.4 Theoretical Background

This study was anchored to the price elasticity of demand which was coined by John Marshall (which is often shortened to demand elasticity) is defined to be the percentage change in quantity demanded *Q*, divided by the percentage change in price, *P* (Anderson et al., 1997). In economics, elasticity is a market force, such as a change in price or income, that affects a product's demand. Also, this study would like to affirm the economic theory of consumer demand, there is a direct correlation between price and desired quantity. The average daily rate (ADR) is the price at which hotels sell their rooms on a daily basis, and it is the primary factor in determining the quantity demanded for hotel rooms during a certain time period (Corgel et al., 2012; Corgel et al., 2015).

3. Methodology

This section presents the operational definitions of the variables, research design, population and sample, sources of data and statistical treatment of the data.

3.1. Measurement and Method

The researcher have utilized Empirical Analysis in this scholarly undertaking. The formula for the price elasticity of demand is the percentage change in quantity demanded divided by % change in price.

$$\textbf{Price Elasticity of Demand} \quad PED = \frac{\%\Delta Q}{\%\Delta P}$$

This equation assesses the sensitivity of a product's demand to a change in its associated price. Oftentimes, economists utilize the midpoint method for elasticity, where the average % change in quantity and price is calculated. This method is better to measure the price elasticity of demand if it is short run than doing a log-linear regression model, this method was originally used for energy and can be used also in the hotel industry (Karimian Khozani et al., 2020; Petříček & Chalupa, 2020).

$$\textbf{Midpoint method for elasticity (PED)} = \frac{\frac{Q2-Q1}{\left(\frac{Q2+Q1}{2}\right)}}{\frac{P2-P1}{\left(\frac{P2+P1}{2}\right)}}$$

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3.2 Source of Data
The source of the data is the freedom of information website, where researchers can submit requests for secondary data from any participating government entity, and through them the data will be made available and generated .

4. Results

In this study, the researcher have used the Occupancy Rate of hotels in Davao Region as the Quantity demanded, and the Average room rate as the price. In Tables 1 and 2 are the summary of Department of Tourism -Region XI's data available for request through the freedom of information website.

4.1. Time evolution of Hotel Occupancy Rate (HOR) and Average Room Rate (ARR)
Shown in Figure 1 is the time evolution of accumulated hotel occupancy rate and average room rate of accredited hotels in Davao Region.

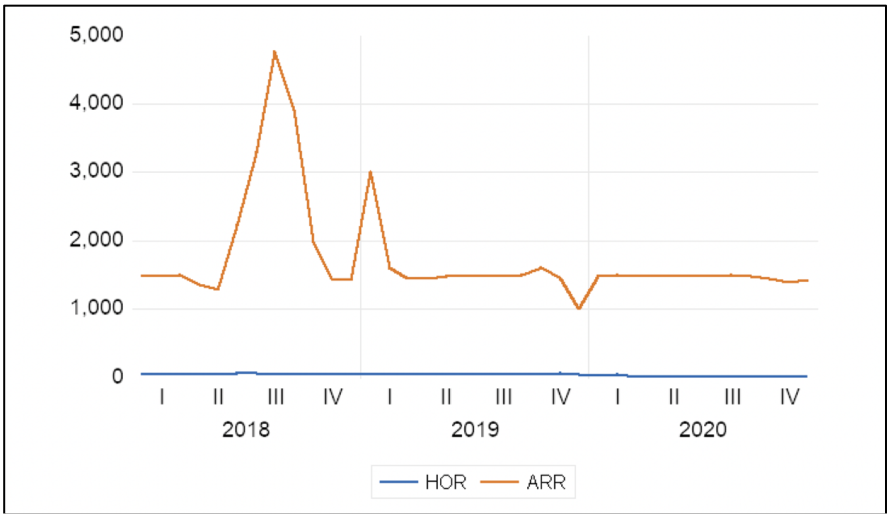

Figure 1. Time evolution of accumulated Hotel Occupancy Rate and Average Room Rate for the years 2018, 2019 & 2020

4.2 Summary Statistics of HOR and ARR 2018, 2019 and 2020

Yr&mo	ARR	HOR	Yr&mo	ARR	HOR
2018M1	1480.47	36.79	2019M7	1480.64	50.62
2018M2	1484.13	41.26	2019M8	1481.25	51.58
2018M3	1502.6	41.82	2019M9	1493.69	48.85
2018M4	1353.84	42.89	2019M10	1599.51	51.56
2018M5	1285.4	43.01	2019M11	1451.06	54.67
2018M6	2219.8	62.55	2019M12	1010.08	49.39
2018M7	3295.46	59.71	2020M1	1487.9948	32.25
2018M8	4754.61	49.28	2020M2	1504.94	37.91
2018M9	3912.88	49.92	2020M3	1480.98	11.25
2018M10	1982.81	47.37	2020M4	1476.48	13.38
2018M11	1440.99	47.52	2020M5	1471.64	4.23

2018M12	1429.01	47.04	2020M6	1480.85	1.96
2019M1	3001.9	44.85	2020M7	1482.04	3.57
2019M2	1598.23	44.96	2020M8	1489.76	5.55
2019M3	1441.78	46.72	2020M9	1474.9	4.91
2019M4	1452.41	49.26	2020M10	1449.47	6.46
2019M5	1486.87	52.29	2020M11	1396.52	8.01
2019M6	1486.82	49.64	2020M12	1424.82	8.18

Table 1. Summary Statistics of Monthly Hotel Occupancy Rate and Average Room Rate 2018, 2019 and 2020

4.2 Price Elasticity of Demand of Hotels in Davao Region

Presented in table 3 is the result of the primary purpose of the study, to determine the price-elasticity of demand of hotels in Davao region. The interpretation is also indicated below.

Below is the calculation for January 2018 to December 2019:

$$\mathbf{PED} = \frac{\frac{49.53-47.43}{\left(\frac{49.53+47.43}{2}\right)}}{\frac{1582.02-2178.50}{\left(\frac{1582.02+2178.50}{2}\right)}}$$

$$= \frac{\frac{2.1}{\left(\frac{96.96}{2}\right)}}{\frac{-596}{\left(\frac{3760.52}{2}\right)}}$$

$$= \frac{\frac{2.1}{48.48}}{\frac{-596}{1880.26}}$$

$$= \frac{\frac{2.1}{48.48}}{\frac{-596}{1880.26}}$$

$$= \frac{0.043}{-0.318}$$

$$\mathbf{PED} = \mathbf{-0.14}$$

From January 2019 until December 2020, the price elasticity of demand during that time is:

$$\mathbf{PED} = \frac{\frac{11.47-49.53}{\left(\frac{11.47+49.53}{2}\right)}}{\frac{1468.27-1582.02}{\left(\frac{1468.27+1582.02}{2}\right)}}$$

$$= \frac{\frac{-38.06}{\left(\frac{61}{2}\right)}}{\frac{-113.75}{\left(\frac{3050.29}{2}\right)}}$$

$$= \frac{\left(\frac{-38.06}{30.5}\right)}{\left(\frac{-113.75}{3050.29}\right)}$$

$$= \frac{-1.248}{-0.037}$$

PED = 33.73

Table 3. Price Elasticity of Demand of Hotels in Davao Region

Year	**Elasticity**	**Interpretation**
2018-2019	-0.14 (Inelastic)	As goods become more expensive, total revenue also increases. As price declines, total revenue tends to decrease. In other words, if the hotel price changes by 1 unit the quantity demanded will decrease by 0.14%.
2019-2020	33.73 (Elastic)	As price goes up, total revenue declines. As prices fall, total revenue increases. Simply put, if the price demanded changes by 1 unit, the quantity demanded will also increase by 33.73%. During this period, a decision to increase prices would result in a decline in total revenue.

Source: Author's calculation

5. Discussion and Conclusion

5.1. Discussion

The results revealed that between 2018 and 2019, the hotels' demand in Davao region is inelastic, which is consistent with the claims of Anderson et al., (1997) that hotels' demand are inelastic. In addition, a study about hotel rates in the US also discovered that the price elasticity of their customers' demand makes it possible for luxury hotel management to change prices without losing their target markets (Tran, 2011) which is related to the result generated between 2019 and 2020.

In a recent study by Calinao et al., (2022) , they have found out that average daily rate predicts hotel price, but revenue per available room mediates the relationship between the two variables. This indicates that the average daily rate (ADR) affects revenue per available room (RevPAR). Zhang & Lu (2022) have forecasted hotel room demand amid COVID-19 and found out that the pandemic had hit the demand elasticity really hard, which does not affirm to the theory of consumer demand.

5.2. Conclusion

In conclusion, the study had determined that the price elasticity of demand of Hotels in Davao region in the year 2018, 2019 and 2020 differs and is not consistent due to the pandemic happened in March 2020. The elasticity of demand explains the reality happened during the lockdowns and travel restrictions. This research is a very good start in determining the price elasticity of demand particularly in Davao region. Finally, this will be beneficial to the hospitality and tourism industry practitioners, educators, economists, Department of Tourism Region XI, Council of Hotel and Restaurant Educators of the Philippines-Region XI, among others.

5.3. Limitations of this study and suggestions for future studies

Some of the limitations and suggestions for future studies are the following:

- It does not depict the factors affecting the price elasticity of demand;
- There is limited available data of different type or category of hotels in the long run. It would be better to focus in specific categories of hotel/s like 4-star, 5-star, among others;
- It can also be a good practice to each hotel's price elasticity of demand, since they have their own Point-of-sale, they can use their own data.
- This study may also check the significant relationship of the variables using the lin-log regression model.
- Finally, an extension of this study is to employ autoregressive and/or distributed lag (ARDL) in estimating the dynamic relationship of variables.

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An Inquiry into the Continuity of the Guagua and Sasmuan Tamales as a Culinary Heritage

Miralles-Hije, Maria Asuncion L.
Department of Hotel, Restaurant, and Institution Management
College of Home Economics, University of the Philippines- Diliman

Guevarra, Shirley V.
Department of Hotel, Restaurant, and Institution Management
College of Home Economics, University of the Philippines- Diliman

Abstract:

Tamales have been a staple in Guagua and Sasmuan since the Spanish colonial period. They remain ubiquitous to this day despite the cosmopolitan culinary landscape in some parts of Pampanga. This study used Pierre Bourdieu's theoretical formulations to discern the reasons for its enduring existence by analyzing the tamales' history, symbolic relations, and development vis-à-vis the interactions between social units, belief systems, and everyday practices. In analyzing the data, in-depth insights, meanings, and contexts were given emphasis.

Findings revealed how habitus, family traditions, adaptation, social relations, and collective memory can serve as cultural and symbolic capitals which eventually shape a community's worldview. In the end, it elucidated the interrelations between the tamales-making tradition, the tamales producers and consumers, and transformation as the key element in the continuity of tamales existence in the two locales.

Keywords: Tamales, Habitus, Culinary Heritage, Guagua, Sasmuan

Acknowledgment

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HOST & PARTNERS

Disentangling the Dynamics of Ecogamification Platforms: A Triadic Perspective

Jing (Jasper) Yu
University of Macau, Macau SAR, China

Guanrong Liu
UQ Business School
The University of Queensland, Australia

Rose Xiaoming Liu
Department of Integrated Resort and Tourism Management
University of Macau

Abstract

The world faces severe environmental challenges, prompting the United Nations (UN) to target neutrality of net-zero emissions and land degradation through the SDGs. Ecogamification offers a potential solution, but the existing literature has not thoroughly examined the collaborative dynamics among key stakeholders within these platforms. This research applies media richness and psychological ownership theories, proposing a moderated moderated-mediation model to explore long-term collaboration among its crucial stakeholders. Results indicate a positive synergy between platforms' media richness and destinations' environmental responsibility. However, a backfire effect arises when destinations underperform in environmental practices. The study provides valuable insights for eco-tourism stakeholders.

Keywords: Ecogamification, Online Pro-Environmental Behavior, Self-Place Relations, Destination Marketing, Destination Environmental Social Responsibility

1. Introduction

Environmental challenges, such as global warming and desertification, threaten livelihoods and are exacerbated by unsustainable practices and industrialization (Ali et al., 2021; Parks, 2020). The Sustainable Development Goals (SDGs) target net-zero emissions and land degradation neutrality through the United Nations (UN).

China is committed to carbon neutrality and land desertification mitigation via government strategies (Ying & Sovacool, 2021). Meanwhile, digital technologies have enabled ecogamification platforms, which engage individuals and mobilize communities to address environmental issues (Souza et al., 2020). Alipay's Ant Forest Green Initiative exemplifies ecogamification platforms, attracting over 500 million users and planting 100 million trees in China's arid regions (Zhang et al., 2022) (see in figure 1). The project encourages users to reduce their carbon footprint, collaborating with NGOs and local governments to transform daily environmental behaviors into tangible reforestation efforts. Covering 94,000 hectares of desert land, the initiative absorbs over 220 million tons of CO_2 annually and has been recognized with the United Nations' Champions of the Earth Award (Mi et al., 2021).

Ecogamification platforms, such as Ant Forest, foster collaboration among stakeholders for sustainable development (Souza et al., 2020). The platform cultivates partnerships with users and governments, yielding mutual benefits. However, prior research has not fully examined the role of destinations in shaping self-place relations that emerge from users' long-term engagement with eco-gamification platforms (Zhang et al., 2020). This gap is partly due to the limited visibility of destinations and the game-like nature of eco-gamification platforms.

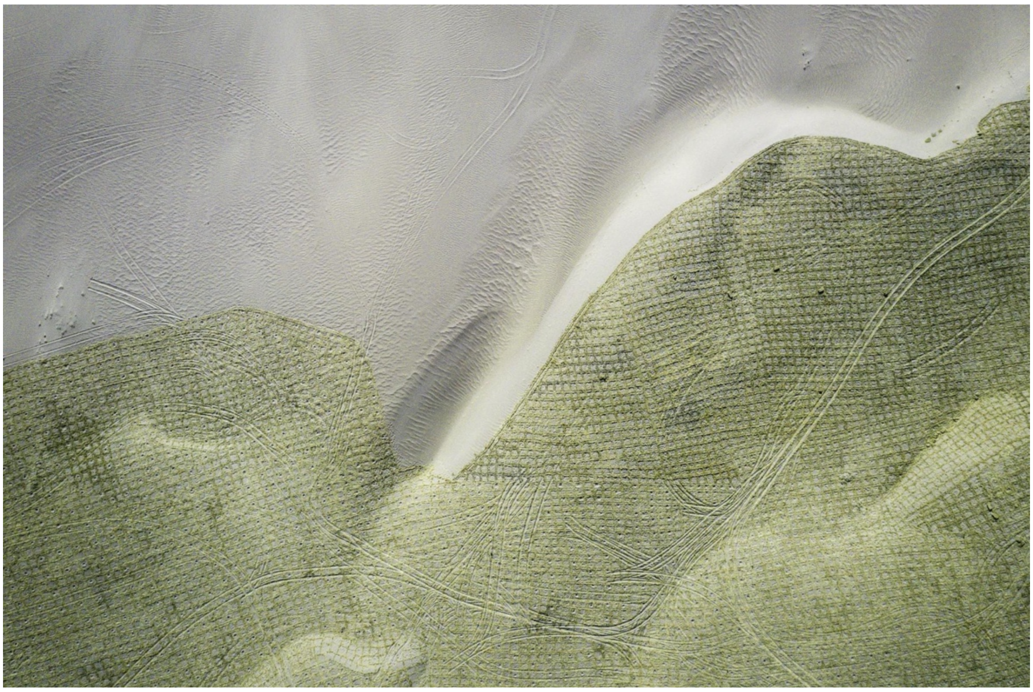

Fig. 1. Ant Forest Fights Desertification in the Tengger Desert, Gansu Province, China.

Fig. 2. Ant Forest Gamification Interface

This study addresses these gaps by developing a model encapsulating changes in self-place relations resulting from users' long-term engagement with eco-gamification platforms. The proposed self-platform-place framework seeks to promote a sustainable, low-carbon future. Drawing on communication literature, and psychological ownership theory, the study explores how platforms and destinations collaboratively foster a sense of possession among users, leading to protective behavior toward the destination. Theoretical and practical implications are provided.

2. Literature Review

2.1. Eco-gamification in sustainable development

Sustainable development is imperative due to global environmental, social, and economic challenges. The United Nations (UN) established the Sustainable Development Goals (SDGs) to address these issues, eradicate poverty, protect the planet, and ensure prosperity for all (UnitedNations, 2023). Eco-gamification platforms such as JouleBug, Recyclebank, Oroeco, and Ant Forest have emerged, incentivizing sustainable behavior and raising environmental awareness using gamification techniques. These platforms foster individual-level sustainability and promote a sense of ownership (Hsu & Chen, 2021). Ant Forest, China's leading eco-gamification platform, combats environmental challenges like soil desertification and marine biodiversity. Users adopt sustainable lifestyles and earn "green energy points" through eco-friendly actions, redeeming them to plant virtual trees in the users' interface (see in figure 2). The platform collaborates with local governments and NGOs to ensure actual tree planting. Ant Forest has received accolades, including the United Nations' Champions of the Earth Award (UNEP, 2023).

2.2 Destinations' sustainable development

Ant Forest's success stems not only from its gamification design and production value but also from its collaboration with various regional and institutional stakeholders, such as NGOs and local governments. The platform has effectively protected prominent tourist destinations like Dunhuang, Ailao Mountains in Yunnan province, and the Maowusu desert in Inner Mongolia, which rely on tourism (Zhang et al., 2021). These areas face challenges regarding environmental protection, social impact, and economic sustainability. Traditional tourism activities can cause land degradation, pollution, resource depletion, and social disruption, including employment and income inequalities (Mostafanezhad, 2021). Long-term reliance on tourism can lead to instability due to seasonal fluctuations and unforeseen events, such as epidemics (Ntounis et al., 2022). Sustainable tourism practices offer a solution to these challenges, as consumers increasingly demand eco-friendly destinations (Higgins-Desbiolles, 2021). Environmental practices become vital for achieving sustainable development (Mi et al., 2021). Destinations, therefore, are suggested to seek government support and collaborate with platforms to promote environmental conservation and ecotourism activities (Sobaih et al., 2021).

However, eco-gamification research remains underdeveloped (Mi et al., 2021). Most studies have examined user impacts, revealing gamification design elements and platform values as crucial in promoting long-term behavior changes (Huang & Zhou, 2021). Active environmental engagement encourages low-carbon lifestyles and provides socio-economic benefits for platforms and conservation areas. Yet, previous research has overlooked the dynamics of emerging collaborative platforms involving a tripartite relationship among the destination, the platform, and the users, focusing primarily on bilateral relationships between the product and user experience.

3. Methodology and results

3.1. Data collection and analytical procedure

The research methodology for this study (see in Figure 3), where all questionnaire items were derived from prior academic research. An online survey was distributed to users of Ant Forest, China's most prominent eco-gamification platform. Out of 366 respondents, 58 were excluded due to their unfamiliarity with Ant Forest, resulting in a final sample of 308 valid responses. Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed to analyze the research model, chosen for its efficacy in handling formative constructs (i.e., destination images).

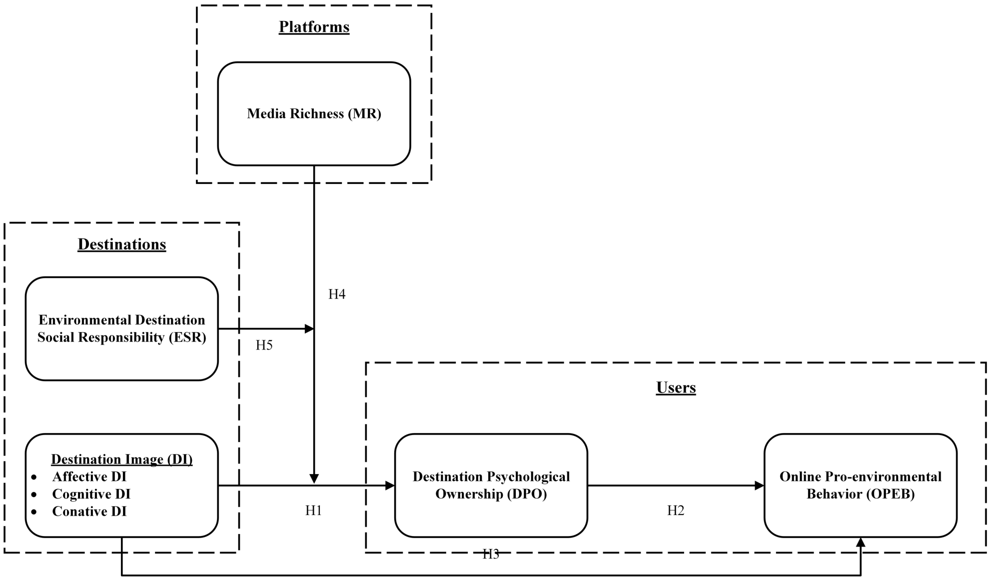

Fig. 3. Research model.

3.2. Assessment of Structural Model

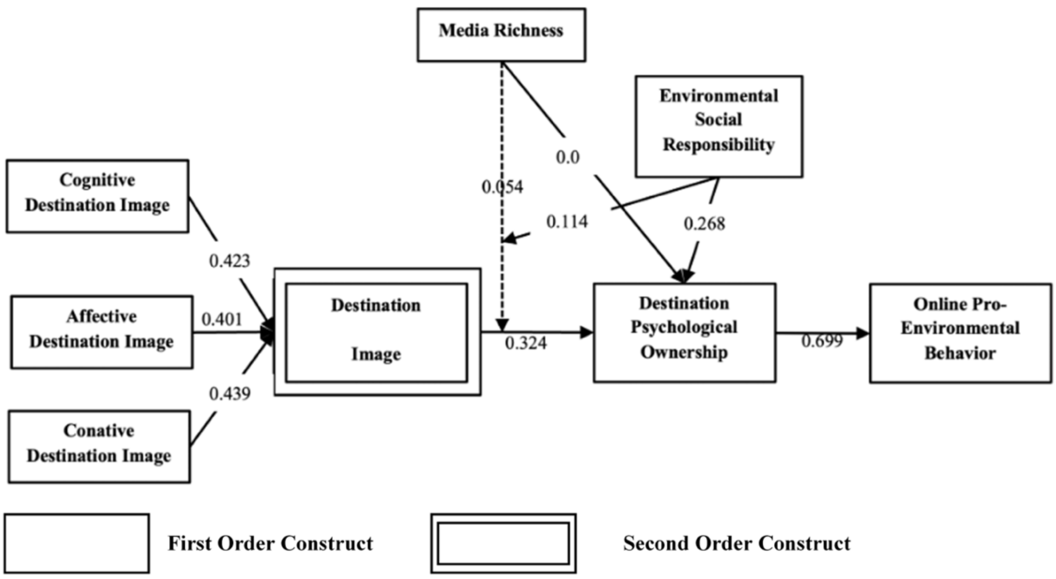

Fig. 4. Structural model.

A two-stage approach and bootstrapping procedure with 5,000 samples were implemented to evaluate the study hypotheses. Figure 4 reports the structural model results, with the model accounting for

63.9% of DPO and 48.9% of OPEB. The relationships between DI and DPO ($\beta = 0.324$, $p < 0.001$) and the influence of DPO on OPEB ($\beta = 0.699$, $p < 0.001$) were substantiated. Moreover, DPO played a significant mediating role in the DI-OPEB pathway, with a coefficient of 0.226, 95% CI [0.136, 0.324], supporting H3. On contrary, the moderating role of MR did not significantly influence the DI-DPO pathway ($\beta = 0.054$, $p > 0.05$). However, the triple interaction (DI × MR × DPO) significantly affected DPO ($\beta = 0.114$, $p < 0.001$) after considering the potential moderating effect of the ESR. Further simple slope analysis (refer to Figure 5) revealed that this interaction was significant only when the destination's environmental social responsibility was low.

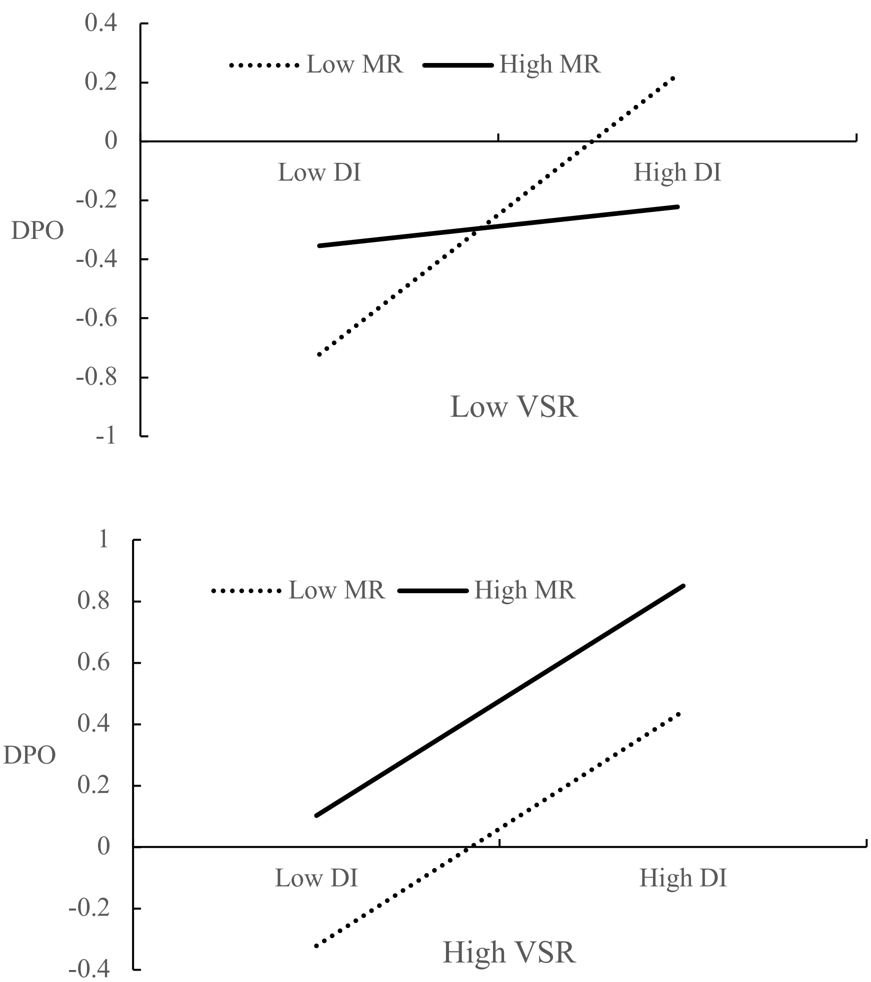

Fig. 5. Moderated moderation of VSR on MR for the DI-DPO relationship.

4. Discussion and Conclusion

This study examines the integration of virtual and reality for sustainable low-carbon living through a self-platform-place framework using data from Ant Forest platform users. Destination psychological ownership mediates the transformation of initial impressions into concrete pro-environmental actions, driven by the platform and destinations. Platform media richness and destination environmental social responsibility moderate this relationship, with environmental social responsibility validating the platform's information. These findings enhance understanding of online pro-environmental behavior by revealing the interlinked network of self-platform-place relationships.

Theoretically, this study enriches eco-tourism literature by accentuating the potential of strengthening the self-place nexus through three key stakeholders—destination, platform, and user. Practically, this study emphasizes the need to encourage online consumers to engage in environmental conservation by enhancing the perceived image of protected destinations, sparking user interest, and promoting online pro-environmental behavior.

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HOST & PARTNERS

Transformational Learning for Sustainability: A Comprehensive Examination of Topic Selection for Capstone Projects by Undergraduate Students and Learning Outcomes of Tourism Programs in a PEI in Singapore

Divakar Aji
School of Tourism and Hospitality, MDIS Singapore

Aurangzeb Qamarzeb
School of Tourism and Hospitality, MDIS Singapore

Goh Chye Yeow Terence
School of Tourism and Hospitality, MDIS Singapore

Joshua Isaac
School of Tourism and Hospitality, MDIS Singapore

Joseph Darwin
School of Tourism and Hospitality, MDIS Singapore

Abstract

The research examines how much sustainability-related material is covered in capstone projects, and how much sustainability content is incorporated into learning objectives and structured lesson plans in The School of Tourism and Hospitality, a faculty within a private education institute in Singapore. Results indicate a gap in student research related to sustainable tourism and identify areas for improvement, such as enhancing the integration of cultural and social dimensions of sustainability into the curriculum. The study provides valuable insights for similar institutions seeking to improve their sustainability education programs in the tourism and hospitality industry.

Keywords: Sustainable Education, Transformative learning, Sustainable Tourism Education

1. Introduction

Sustainability has become an increasingly critical issue in our society, with a growing need for education and awareness on environmental, social, and economic sustainability. Governments around the world are accelerating the sustainability journey, like the Singapore government has established the Singapore Hotel Sustainability Roadmap (Mohan, 2022). Colleges and universities play a vital role in promoting sustainability values and educating students on sustainable practices. However, there is limited research on the effectiveness of college programs in promoting sustainability values and transformational learning in the context of tourism and hospitality education.

Education for Sustainable Development (ESD) is an increasingly important issue in the field of tourism and hospitality education. As the tourism industry continues to grow, there is a growing need for professionals who are equipped with the knowledge and skills required to promote sustainable practices and development. However, concerns have been raised that ESD is not being adequately integrated into tourism and hospitality education programs, particularly in Asia. According to the UNESCO Global Education Monitoring Report (2020) ESD is more established in Europe and the Americas than in Asia, with only 44% of countries in Asia and the Pacific integrating ESD into their education systems, compared to 73% in Europe and North America.

Given the importance of ESD in promoting sustainable tourism development, it is essential to assess the effectiveness of current education programs in integrating sustainability themes and promoting transformational learning. This comparative study aims to fill this gap by evaluating the effectiveness of sustainability education at The School of Tourism and Hospitality within a private education institute in Singapore. The study focuses on the learning outcomes and structured lesson plans of all modules offered at the institution to determine the level of sustainability content in the curriculum. The aim of the study is to assess the extent to which sustainability themes are integrated into the program and to identify areas for improvement in promoting transformative learning towards sustainability.

This research is particularly relevant in the Singaporean context, where the tourism and hospitality industry plays a significant role in the country's economy and is a key sector for promoting sustainable development. By assessing the effectiveness of sustainability education, this study aims to contribute to the development of a more sustainable tourism industry in Singapore and beyond. The findings of this research will be relevant not only to the specific institution being studied but also to other colleges and universities in the region that are seeking to improve their sustainability education programs. The study aims to provide valuable insights into the current state of sustainability education in the tourism and hospitality industry in private education sector in Asia and to contribute to the broader discussion on the integration of sustainability themes in education programs globally.

1.1 Research Questions

1. What is the extent of sustainability-related topics covered in capstone projects among undergraduate students, and how does this relate to transformative learning towards sustainability?
2. How effective is the school curriculum in promoting sustainability values, and what evidence is there of transformational learning among students?
3. To what extent is sustainability content integrated into the learning outcomes and structured lesson plan, and are there any areas that could be improved upon to promote transformative learning towards sustainability?

2. Literature Review

2.1 Sustainability Education:

The Talloires Declaration (ULSF, 1990) called for universities to incorporate sustainable development into their activities, and while it was a seminal moment in the history of ESD, significant progress has been made since then in integrating sustainability into higher education. Brundiers, (2021) highlights the need for a shared frame of reference and quality standards in sustainability programs in higher education to ensure credibility and professional trust, as well as enhance the employability and effectiveness of graduates. However, there are challenges in implementing this framework worldwide and ensuring its effectiveness in producing graduates who can effectively contribute to sustainable development. For example, a study by Cross and Congreve (2021) found that UK and Ireland geography programs need to improve their approach to teaching climate change as a wicked problem, with a focus on solutions rather than just identifying problems. Further integrating sustainable development into university curricula not only improves effectiveness, but also empowers students to become change agents for sustainable development if supported at all levels of the institution. The significance of transformative learning in promoting sustainable behaviour change and emphasize the need for more research globally across all types of institutions to further explore and identify best practices for fostering this type of learning.

Sustainability education is an interdisciplinary field of study that seeks to promote understanding of the complex relationships between social, economic, and environmental systems and to develop the knowledge, skills, and values necessary for sustainability. It is recognized as a key component of sustainability initiatives, as it helps to raise awareness of environmental and social issues, promote responsible behaviour, and foster the development of a sustainable future (UNESCO, 2014). In the tourism and hospitality context, sustainability education has been shown to be important for promoting sustainable tourism practices among tourists and hospitality professionals (Buckley & Zhong, 2015). Several studies have explored the role of education in promoting sustainable tourism practices, with a focus on increasing environmental awareness and promoting pro-environmental behaviours (Gössling & Scott, 2009; Moscardo, 2015; Farsari, 2021). Gössling & Scott (2009) conducted a study to explore the role of education in promoting sustainable tourism in destination communities. They found that education was an important factor in promoting sustainable tourism practices, as it helped to increase awareness of environmental issues and promote responsible behaviour among tourists and hospitality professionals.

Sustainability education is important for promoting sustainable tourism practices and promoting environmental awareness and responsible behaviour among tourism and hospitality professionals (Pritchard et al. 2011). It is important to explore the impact of sustainability education on the learning outcomes and transformational learning experiences of students in the tourism and hospitality context.

2.2 Transformational Learning:

Transformational learning is a process of change and personal growth that occurs as a result of critical reflection and personal experiences (Mezirow, 2000). This type of learning has been found to be particularly relevant in the context of sustainability education, where students are encouraged to reflect on their beliefs and values, and consider the impact of their actions on the environment and society (Dewey, 1933). Transformational learning can lead to changes in attitudes, behaviours, and values and is considered an important outcome of sustainability education (Barrow, 2014). Transformational learning is a learning process that involves a deep, meaningful, and lasting change in individuals' perspectives and behaviour.

There have been numerous studies that provide evidence for the effectiveness of transformational learning in promoting sustainability in the tourism and hospitality industry. A study by Kim et.al (2016) found that autonomous motivation is associated with increased environmental concern, self-efficacy, and pro-environmental behaviours among hospitality employees, and that these factors are interrelated and moderated by generational differences between Gen X and Gen Y. Leal et.al (2018) concluded that higher education institutions have not adequately incorporated the notion of transformation into their curricula. A recent study by Cavender et.al (2020) tested YEP (Yourself, Experiences and People/Places) Framework of Transformative Travel, which provides three overarching themes and nine sub-themes, presented as a step-by-step guide for pursuing transformation in areas related to oneself, experiences, and encounters with people and places along the way, which are highly interdependent and necessary for transformative outcomes to occur. However, further research is needed to fully understand the mechanisms behind transformational learning and its impact on sustainability in this field.

2.3 Sustainability Education Framework (SEF)

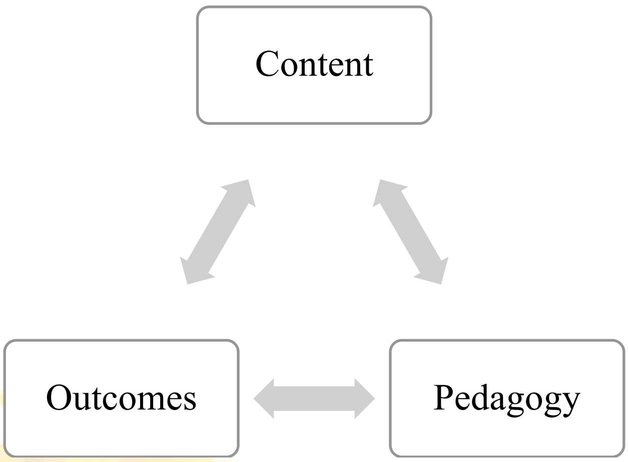
There are several environmental education models, such as the experiential learning model (Farber Canziani et al. 2012) and several environmental literacy model (Fang et al. 2023) for us to consider. Transformational Learning Theory, is the main theory which proposes that personal growth and change result from critical reflection and personal experiences (Mezirow, 2000; Mezirow & Taylor 2009). Sustainability Education Framework is also a valuable framework which outlines the key components and outcomes of sustainability education (Sterling, 2021). A simple Sustainability Education Framework (SEF) is proposed here adapted from Sterling (2021) as scaffold model for designing and implementing sustainable education programs. It provides a structure for understanding the different components of sustainable education and the relationships between them.

The SEF consists of three main components:

Content: This includes the knowledge, skills, and values needed for sustainability. The content component focuses on what students should learn in order to be sustainable.

Pedagogy: This refers to the teaching methods used to deliver the content. The pedagogy component focuses on how students learn and the instructional strategies used to promote sustainability.

Outcomes: This refers to the desired results of the education program, including changes in knowledge, attitudes, and behaviours related to sustainability. The outcomes component focuses on what students should be able to do as a result of their education.



Sustainability Education Framework (SEF) Adapted from Sterling (2021) Singer-Brodowski 2017)

The SEF also includes several interrelated elements, such as context, culture, and assessment, which influence the implementation and effectiveness of sustainable education programs. By using similar frameworks like TEFI (Sheldon et al. 2011; Dredge et al. 2015) educators can design and implement

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effective sustainable education programs that promote lasting change in knowledge, attitudes, and behaviours related to sustainability.

3. Methodology:

This study employs a two-stage mixed-methods research design to investigate major dissertation topics and analyse learning outcomes and lesson plans related to sustainability values and transformational learning among undergraduate students pursuing a Bachelor of Science (Hons) International Tourism and Hospitality Management in a Private Education Institute in Singapore.

3.1 Stage 1: Thematic Analysis of Dissertation Topics

In the first stage, a stratified random sampling technique based on academic year of study was used to select a random sample of 150 dissertation topics for analysis. Secondary data analysis was employed as a research strategy, using a naïve realistic ontology and an interpretivist approach to guide the analysis. Thematic analysis of co-occurrence of words was conducted to identify patterns among research topics using 'KH Coder', a machine learning and artificial intelligence software for statistical and thematic analysis (Peterlin et.al, 2021). The software identifies frequently occurring words, removes common words using a set of stop words, and determines the frequency of each word in the dataset. The co-occurrence of words was then analysed to identify underlying themes and patterns in the dissertation topics.

3.2 Stage 2: Content Analysis of Learning Outcomes and Structured Lesson Plans

The second stage of the study involved content analysis of learning outcomes (LOs) and lesson plans (LPs) of various modules in the School of Tourism and Hospitality (STH) for sustainability values and evidence of transformational learning. Content analysis is a research method that involves the systematic examination and interpretation of written, visual, or audio material (Krippendorff, 2013). In this stage, content analysis was used to examine the learning outcomes of the courses in STH, with a focus on sustainability values and evidence of transformational learning.

The sample for the study was selected from all modules from all 23 modules which make up Year 1 to Year 3 level Year 1 to Year 3 level. The LOs and LPs for these courses were collected from the official course descriptions, syllabi, and any other relevant materials. The data collected was analysed using a coding scheme developed based on the key concepts and theories of sustainability education and transformational learning. The learning outcomes and lessons were converted into *.txt* files and analysed using KH Coder.

The coding scheme included codes for sustainability values, such as environmental awareness and responsibility, and codes for evidence of transformational learning, such as critical reflection and personal growth. Minor discrepancies between the two coders were resolved through discussion and consensus. The data was analysed using descriptive statistics, such as frequencies and percentages, to identify the prevalence of sustainability values and evidence of transformational learning in the learning outcomes of the courses.

Content analysis can be a useful method for analysing learning outcomes and lesson plans. However, there are some limitations to this approach. One key limitation is the potential for ambiguity and multiple meanings of key words and phrases. For example, words like "impact" may have different meanings in different contexts, such as a commercial sense versus an environmental sense. This can lead to difficulties in interpreting and categorizing data in a consistent and reliable manner. To address this limitation, researchers may need to employ additional methods, such as semantic analysis, to ensure accurate and nuanced interpretation of qualitative data.

Text analysis is a suitable method for this study because it allows for the systematic examination of written materials, such as LOs and LPs, to identify patterns and themes related to sustainability values and evidence of transformational learning. Text analysis is also a flexible method that can be used to study a variety of topics and is particularly well-suited to the study of complex and nuanced phenomena, such as education (Krippendorff, 2013). In addition, text analysis is a reliable method that can be easily replicated by other researchers, allowing for the results of the study to be compared and contrasted with other studies and helping to build the evidence base for the field of sustainability education.

4. Results

4.1 Stage 1: Analysis of Research Project Titles:

4.1.1 Profile of the participants:

The participant profile (Figure 1) in the given data is diverse in terms of nationality, with Chinese students comprising the largest group, followed closely by Vietnamese and South Korean students. Singaporean students represent a smaller percentage of the participants, while the remaining nationalities, including India, Indonesia, Uzbekistan, Philippines, Thailand, Myanmar, Bangladesh, and UK, each represent a small portion of the total. The majority of the students in the study are in the age group of 18-25.

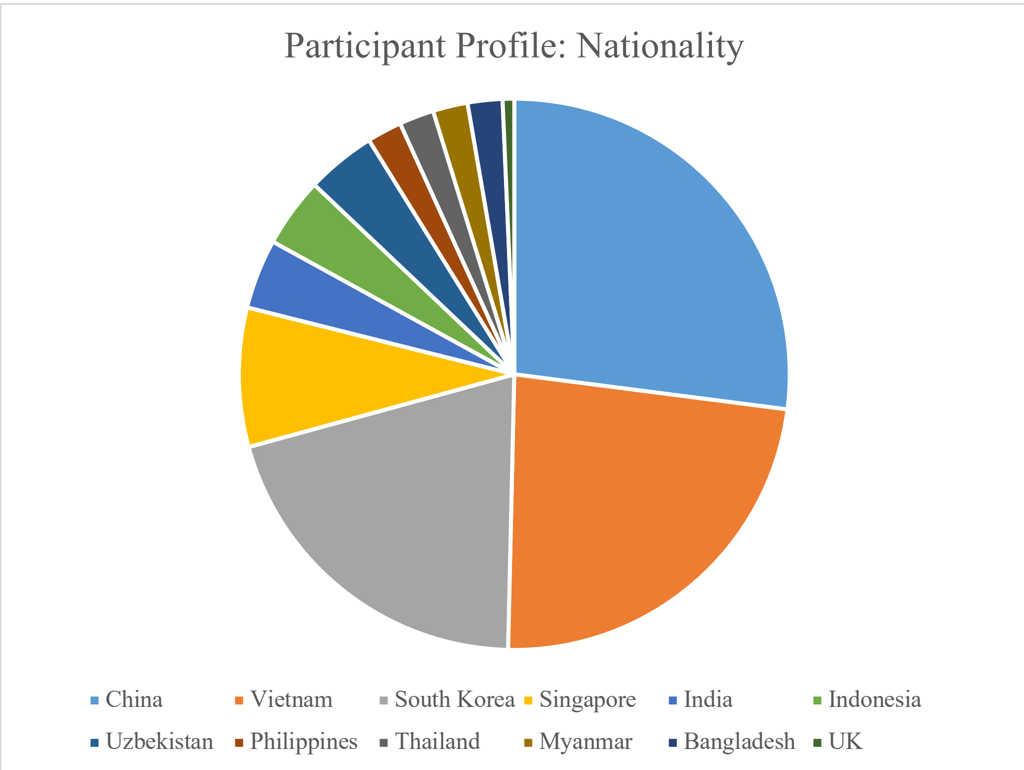

Figure 1: Breakdown of students by nationality

In terms of participant profile (Figure 2), the study also found that the majority of participants were female (62.07%) and the remaining participants were male (37.93%). Zhang & Zhang (2020) suggest that tourism has a significant positive impact on gender equality in Asia, which varies across different regions and is influenced by economic, educational, and employment factors. Although gender may not have a significant impact on the choice of research topics, women are often underrepresented in leadership positions in the industry, which could impact the implementation of sustainable practices and policies.

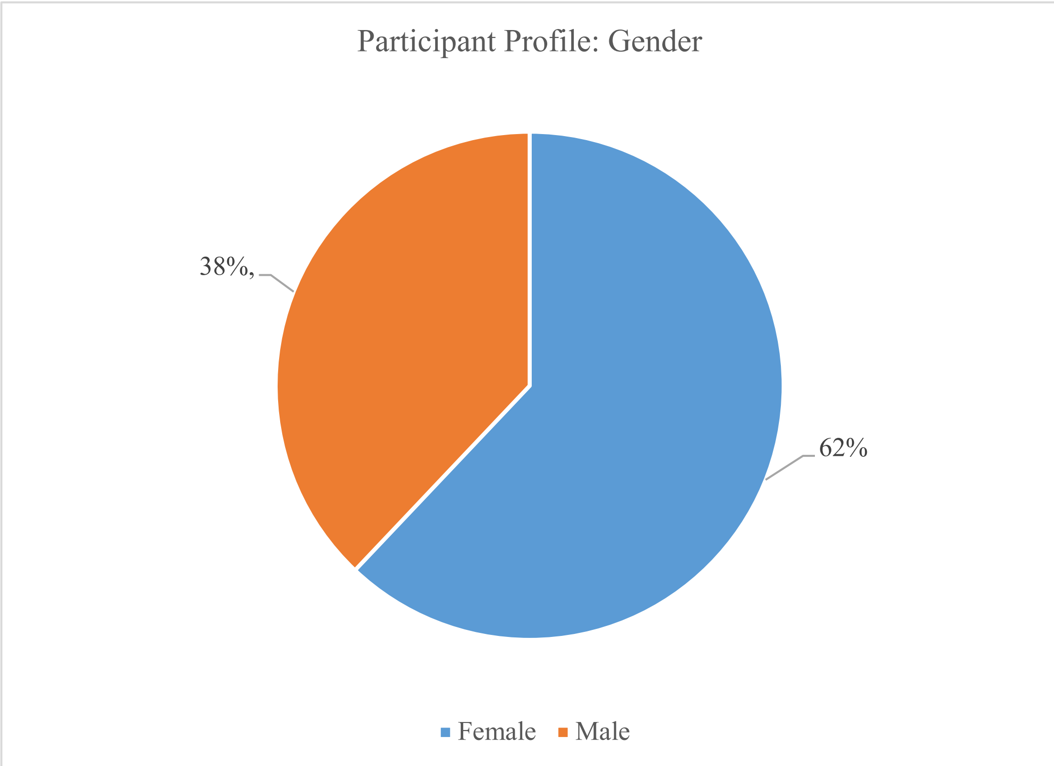

Figure 2: Breakdown of participants by Gender

4.1.2 Word Frequency Analysis from Student's Research Topics:

The following chart (Figure 3) displays the frequency of keywords in student project titles from a sample of 150 undergraduate students pursuing the Bachelor of Science (Hons) International Tourism and Hospitality Management in a Private Education Institute in Singapore. The data was collected using a stratified random sampling technique based on academic year of study. The majority of student projects tend to focus on the hospitality sector, with a higher frequency among students from Singapore, Korea, and Vietnam.

Themes related to service quality, customer satisfaction, and customer loyalty were popular among students. Topics such as volunteer tourism, disability, heritage, MICE (Meetings, Incentives, Conferences, and Exhibitions), and eco-tourism had low frequency. These findings are significant as they contribute to our understanding of research trends among undergraduate students in the tourism and hospitality management field, and can inform future research and practice.

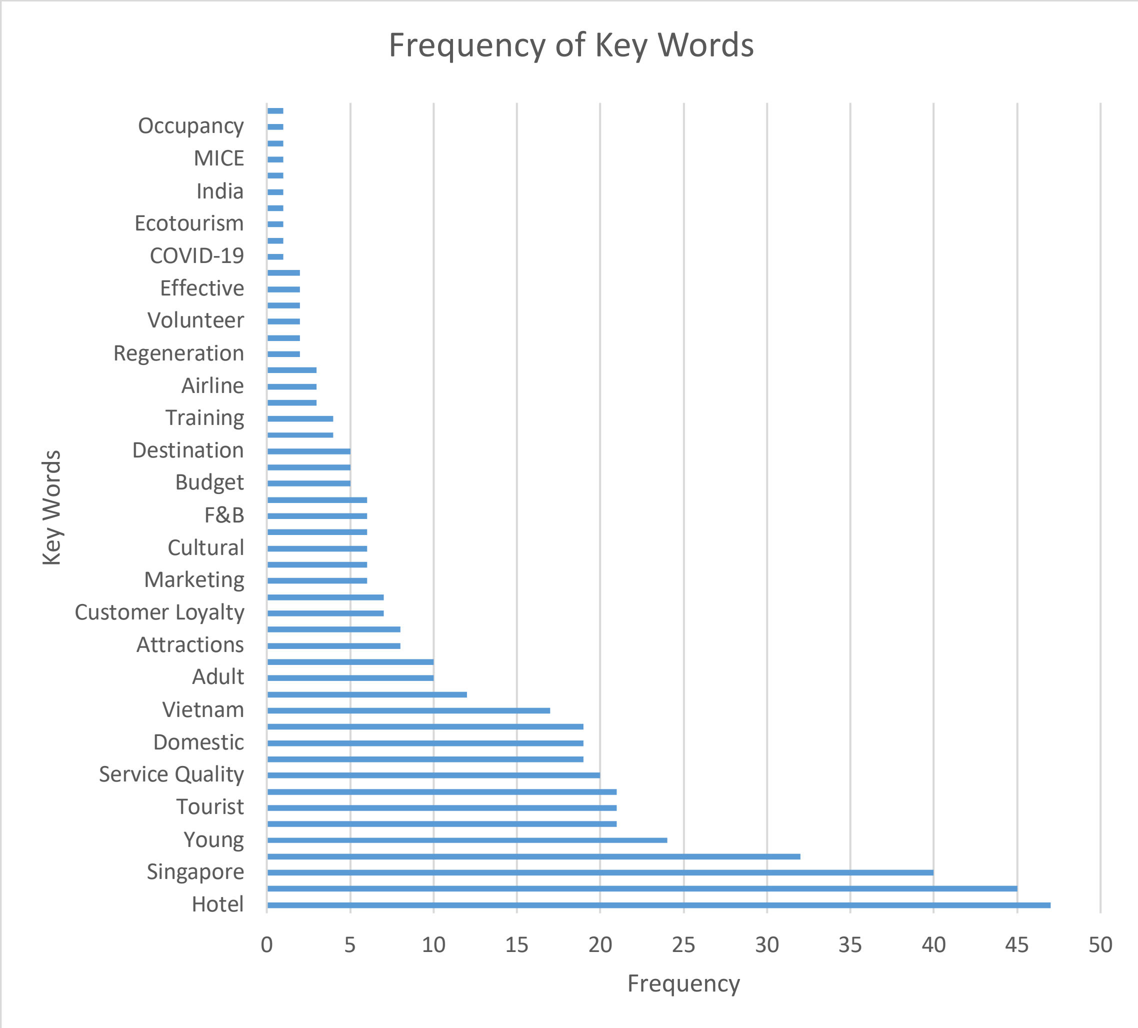

Figure 3: Frequency of Table Keywords from Capstone Project Titles

4.1.3 Co-Occurrence Network of Words form Student's Research Topics:

Figure 4 displays the co-occurrence network of associated concepts and their frequency. The size of the bubbles represents the frequency of the words, and the length of the line indicates the relational distance among concepts. Most studies in the sample focused on concepts related to service quality and customer satisfaction in luxury hotels, and were conducted in Singapore tourism contexts. However, there were no clear topic preferences among students.

Some of the topics that emerged included a study of employee turnover, intentions, and job satisfaction in the events management industry in Singapore, and sustainability practices among fine dining restaurants in Singapore, with a focus on waste management. Students from Korea and Vietnam selected specific destinations such as Ho Chi Minh City and Jeju Island, and focused mainly on destination marketing. Concepts such as cultural tourism, the millennial generation, domestic tourism, visitor experience, and local economy were also explored.

For example, one study investigated Korea as a successful culinary tourism destination, using Gwangjang Market as a case study. Another study evaluated "*service quality management among* *budget hotels in Hanoi, Vietnam*". A small number of students selected topics related to human resource-based themes, such as employee satisfaction, training, and diversity. On the other end of the spectrum, some studies focused on sustainable tourism themes, such as eco-tourism and volunteer tourism. Examples include "*analysing the experiences of Generation Z eco-tourists in Bali, Indonesia*", and "*examining the on-the-job training practices of employees with disabilities in Indian hotels*".

These findings contribute to the literature on research trends in the tourism and hospitality management field, highlighting the diversity of topics and perspectives among undergraduate students. Additionally, the co-occurrence network provides a visual representation of the relationships among the concepts explored by students, offering insights into potential areas of future research.

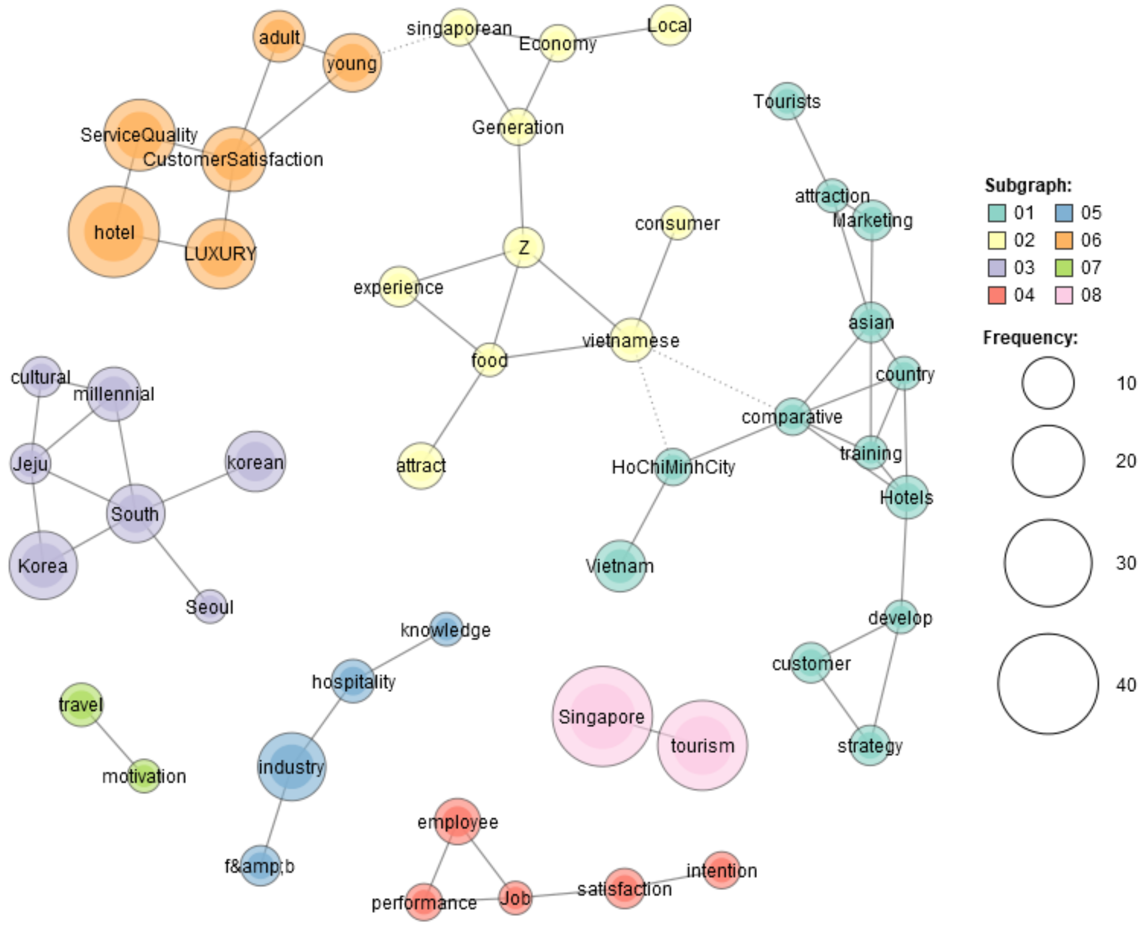

Figure 4: Co-Occurrence Network of Words from Capstone Project Titles

Figure 5 compares high frequency topics against low frequency topics in the sample of 150 undergraduate student projects in the Bachelor of Science (Hons) International Tourism and Hospitality Management program. The table reveals that topics such as service quality, customer satisfaction, and customer loyalty were highly represented in the student projects. Conversely, sustainable tourism themes such as eco-tourism, heritage, and volunteer tourism had a low frequency among the projects.

These findings suggest that there may be a gap in student research related to sustainable tourism, which is an increasingly important area of concern for the tourism and hospitality industry. Future research could explore why certain topics are more or less popular among students and investigate ways to encourage greater engagement with sustainable tourism themes. Overall, figure 5 provides a valuable snapshot of the research topics being pursued by undergraduate students in the program, highlighting both areas of strength and areas for potential development.

Figure 5: High frequency and low frequency concepts among Capstone Project Titles

4.1.4 Analysis of Key Themes among Student's Research Topics

The breakdown of the top 10 topics in the given list (Figure 6) shows that service quality and customer satisfaction in hotels are the most frequently studied topics, accounting for 8.75% of the total number of topics. This suggests that researchers and students in the tourism and hospitality management field place significant emphasis on these notions like service quality and satisfaction issues of the industry. Following closely behind are topics related to domestic tourism and marketing strategies, indicating a focus on understanding and developing effective ways to promote and attract tourists within the country. Additionally, social media and technology are topics of interest for understanding the impact of digital advancements on the tourism and hospitality industry. Other topics with notable frequency include employee turnover and job satisfaction, sustainability practices, K-pop and K-drama tourism, volunteer tourism, training and development, and bubble tea consumer preferences. The range of topics in the list highlights the diversity of research interests and potential areas for future research in the field.

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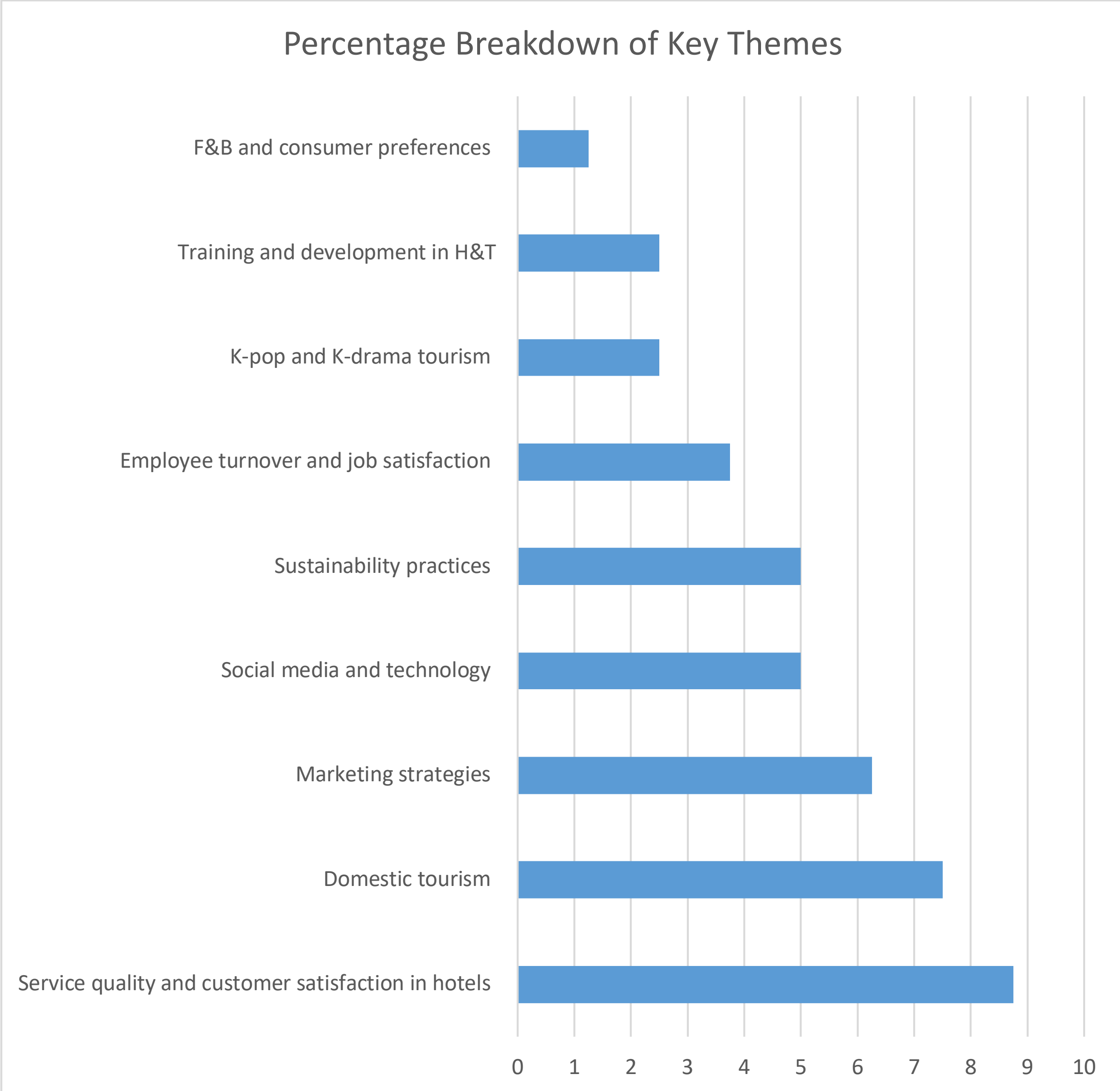

Figure 6: Breakdown of Key Themes from Capstone Project Titles

4.2 Stage 2: Analysis of Learning Outcomes (LOs) and Structured Lesson Plans (LPs) in School of Tourism and Hospitality Program

4.2.1 *Word Frequency Analysis from LOs and LPs*

The word frequency analysis presented reveals a strong focus on digital technologies, tourism, and marketing within the program. While this emphasis aligns with the industry's evolving landscape, it is important to critically evaluate whether the program's curriculum provides a comprehensive understanding of the subject matter. The frequency of words such as "sustainability," "urban," and "culture" suggests that the program touches upon important aspects of tourism, yet it remains unclear if the overall balance between digital and non-digital themes is optimal. Additionally, the frequency of words like "management," "service," and "customer" implies an emphasis on business-related topics; however, further analysis is necessary to determine if these subjects are explored in depth, allowing students to develop a nuanced understanding of the tourism industry.

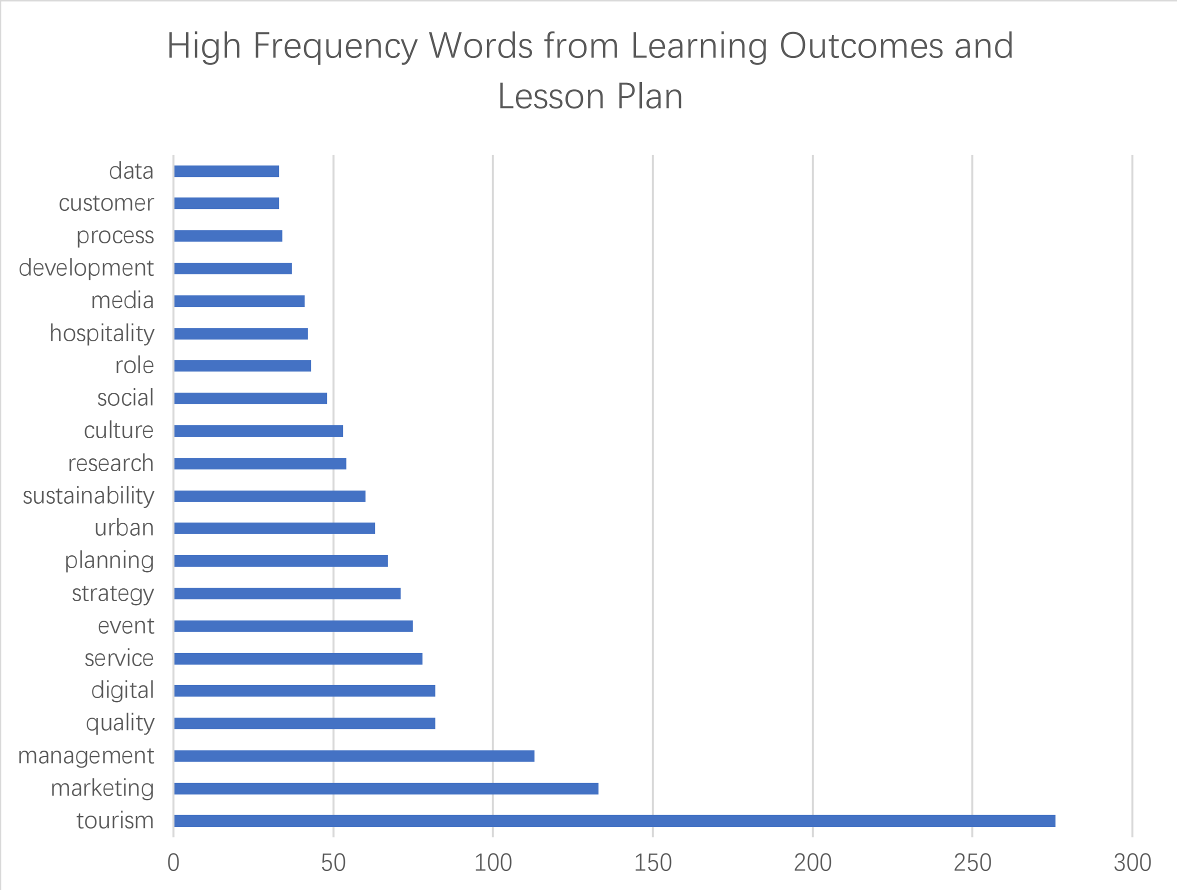

Figure 7: Words with high frequency from LOs and LPs.

Looking at the low-frequency words (Figure 8) related to the sustainability theme in the learning outcomes and lesson plan indicate that certain topics within the broader theme of sustainability may not be receiving adequate attention or emphasis. While economic, impact, environment, and nature appear to be relatively more prominent, other crucial aspects such as ethics, heritage, resources, diversity, community, regeneration, responsible practices, and equity are not frequently mentioned.

For instance, terms like 'heritage,' 'diversity,' and 'community' suggest that the cultural and social dimensions of sustainability could be underrepresented in the curriculum. Similarly, 'equity,' 'green,' 'rural,' and 'regeneration' hint at a potential lack of focus on environmental justice, sustainable development in rural areas, and urban regeneration.

The learning outcomes and lesson plan address some key aspects of sustainability, however a more comprehensive and balanced approach could be taken to ensure that all facets of the theme are adequately represented and explored. This would provide students with a broader understanding of sustainability in the context of tourism and its various dimensions, helping them develop a more holistic and informed perspective on the subject.

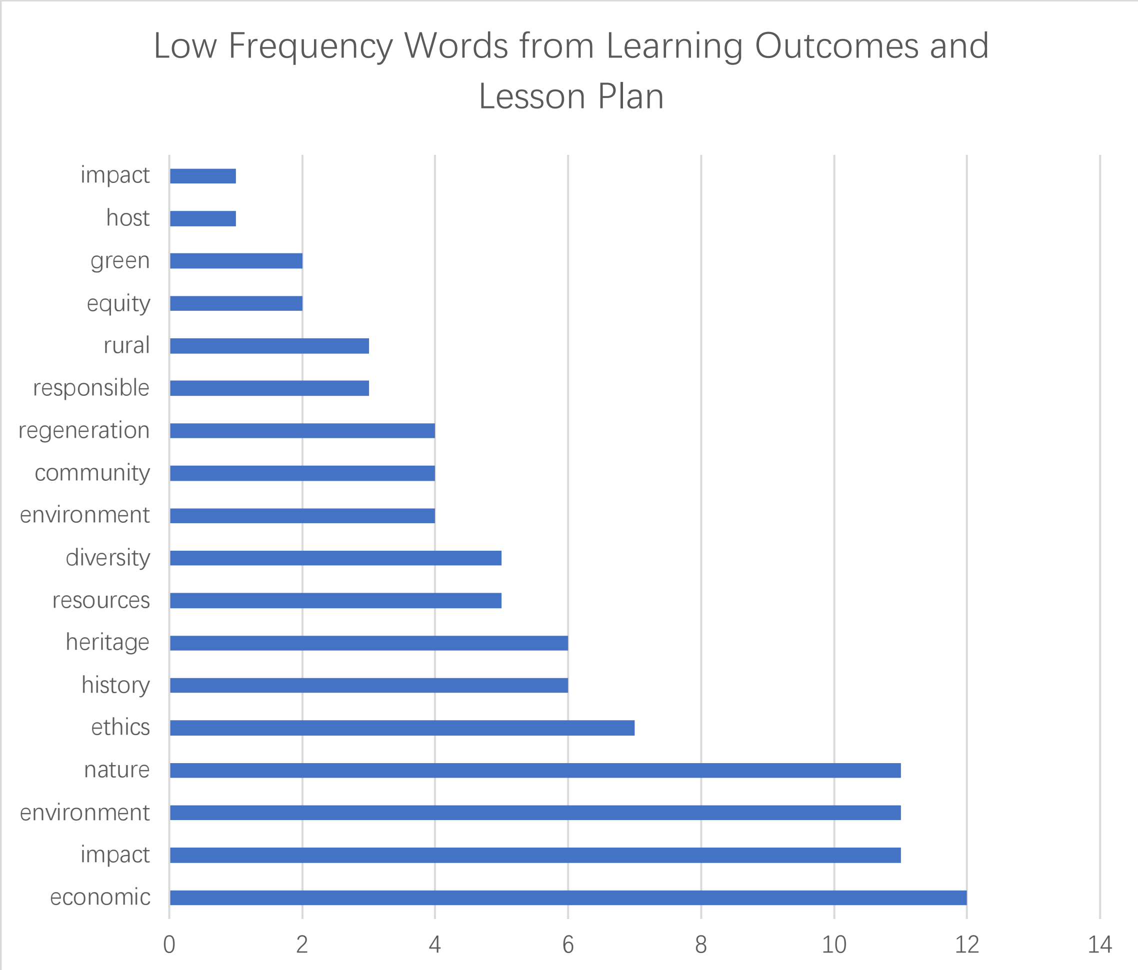

Figure 8: Words with low frequency from LOs and LPs.

4.2.2 Co-Occurrence Network of Words from LOs and LPs

A co-occurrence network of words is a graphical representation that illustrates the relationships between words based on their frequency of co-occurrence in a text corpus. By examining the co-occurrence network of words, one can gain a deeper understanding of the relationships between concepts, themes, and topics in the text.

Examining the co-occurrence network (Figure 8), we observe that the word "sustainability" is predominantly situated within the "tourism" cluster, with no strong connections to the "hotel" cluster. This observation suggests that the concept of sustainability may not be thoroughly addressed or integrated into some of the hospitality-focused modules. Interestingly, the location of the word "sustainability" is in close proximity to terms such as "planning" and "urban"; however, it is not directly linked to these concepts in the given context. To gain a clearer understanding of the relationships between these terms and their implications for the curriculum, a more in-depth cluster analysis is warranted. This analysis will help elucidate the extent to which sustainability is incorporated across different modules and identify any potential gaps in the coverage of this critical concept.

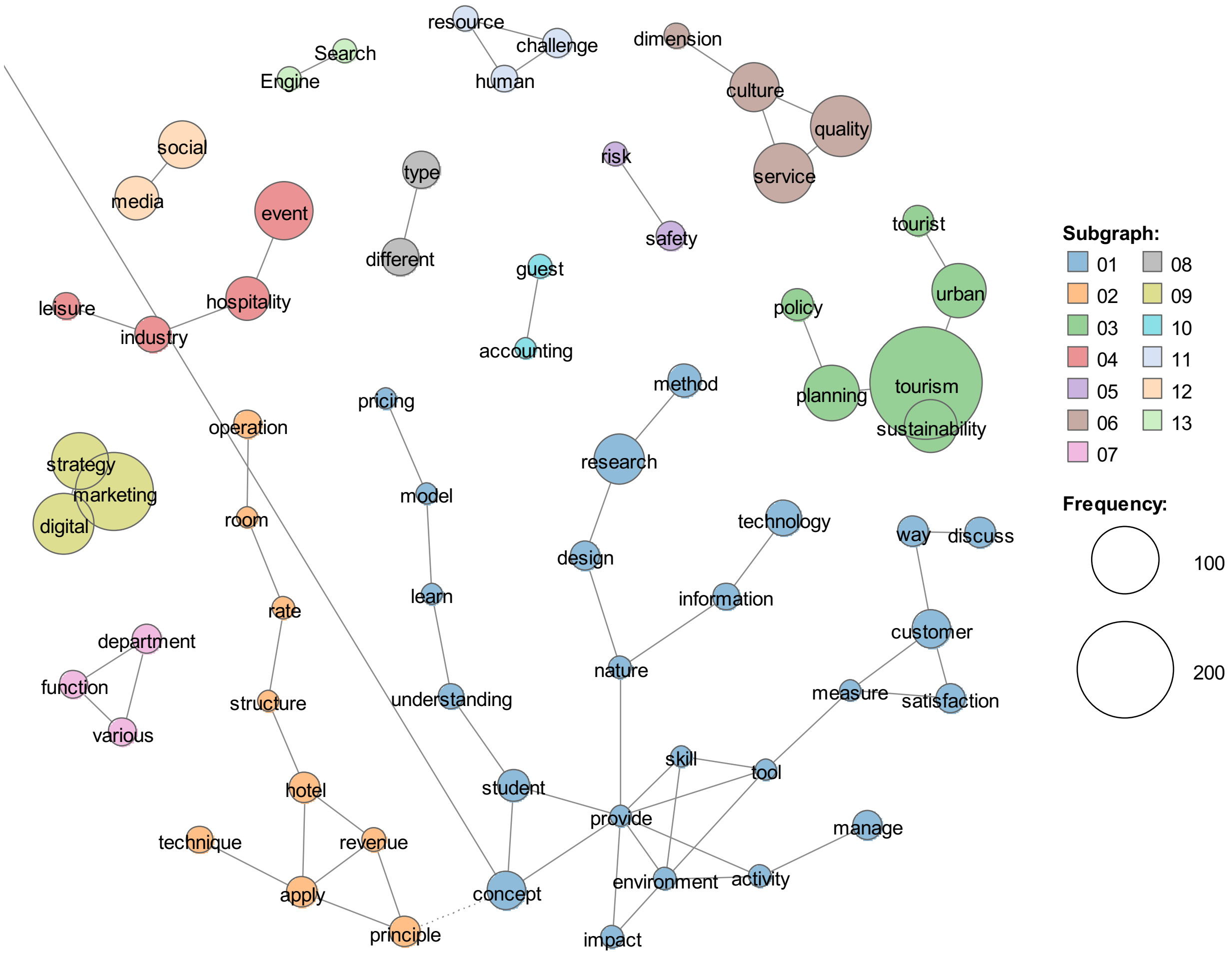

Figure 9: Co-occurrence network of words.

5. Discussion and Implications

5.1 Discussion and implications

The findings of this study provide important insights into the research topics pursued by undergraduate students in the Bachelor of Science (Hons) International Tourism and Hospitality Management program in a Private Education Institute in Singapore. The majority of students chose dissertation topics based on their personal experiences and preferences, which is encouraging as it demonstrates a high level of engagement and interest in the field of tourism and hospitality management.

However, it is concerning that sustainable tourism themes such as ecotourism, disability tourism, heritage, sustainable sourcing and volunteer tourism had a low frequency among the projects. This may indicate a lack of sustainability content knowledge in the tourism curriculum among the private education sector in Singapore. Sustainable tourism is a critical area of concern in the industry due to its potential impacts on the environment, society, and economy (Edgell, 2019). As tourism education aims to transform students into values-driven "philosophical practitioners" (Tribe, 2002), it is important to consider indicators beyond traditional assessment scores.

Measuring the efficacy of transformative and troublesome subjects such as sustainable tourism can be challenging (Paris, 2016; Yeoman & McMahon-Beattie, 2018). Transformative learning theory suggests that learning is a process of perspective transformation, and the aim of education is to promote personal and social change towards sustainability (Mezirow, 2000). Thus, this study highlights the need for educators to encourage critical reflection on learners' hidden assumptions through the lens of transformative learning. This can contribute to the way individuals view and develop themselves, and more significantly, develop new behaviour towards a sustainable tourism future (Edelheim, 2020).

In light of the findings of this study, it is crucial for educators to critically examine the tourism curriculum and consider ways to integrate sustainability themes more effectively. Studies have suggested that experiential learning, field trips, and case studies can be effective pedagogical tools for promoting sustainable tourism education (Chen et.al, 2022). Additionally, incorporating sustainability into the design and delivery of tourism courses can help to raise awareness and foster responsible behaviour among students (Edelheim, 2020; UNESCO, 2021).

The word frequency analysis from the content analysis of learning outcomes and lesson plans reveals a strong focus on digital technologies, tourism, and marketing within the Bachelor of Science (Hons) International Tourism and Hospitality Management program in a Private Education Institute in Singapore. While this focus reflects the industry's evolving landscape, as evidenced by studies like Hsu (2018) it is crucial to critically assess whether the program's curriculum offers a comprehensive understanding of the subject matter in.

The prominence of words such as "sustainability," "urban," and "culture" suggests that the program addresses important aspects of tourism; however, as highlighted by Ioannides and Gyimóthy (2018), we must equip students with skills in complexity-thinking and need to restructure our curricula and educational activities. Additionally, the emphasis on business-related topics, as indicated by the frequency of words like "management," "service," and "customer," warrants further investigation to determine if these subjects are explored in depth, allowing students to develop a nuanced understanding of the tourism industry.

Examining the low-frequency words related to sustainability in the learning outcomes and lesson plans (Figure 8) reveals that some key topics within the broader theme of sustainability may not receive adequate attention. While economic, impact, environment, and nature appear to be relatively more prominent, crucial aspects such as ethics, heritage, resources, diversity, community, regeneration, responsible practices, and equity are not frequently mentioned. This finding can be read along with the concerns raised by Hall et al. (2015), on the challenges of transforming the tourism system. Similarly, the infrequent mention of terms such as 'equity,' 'green,' 'rural,' and 'regeneration' implies a potential lack of focus on environmental justice, sustainable development in rural areas, and urban regeneration, as mentioned in Bowan, & Dallam, G. (2020).

The co-occurrence network analysis (Figure 8) offers further insight into the relationships between words and concepts within the curriculum. The word "sustainability" is primarily situated within the "tourism" cluster, with no strong connections to the "hotel" cluster, suggesting that sustainability might not be thoroughly addressed or integrated into some of the hospitality-focused modules. This finding reiterates with studies by Hughes et al. (2022), who found out that the hospitality students' attitudes and skills did not translate into workplace intentions, highlighting the need for a threshold concept to instil transformational sustainability commitment.

5.2 Implications from the study:
The implications of these findings are significant for both educators and stakeholders in the tourism and hospitality industry, particularly in the context of sustainability education. This study highlights the need to critically examine the current curriculum and identify areas for improvement to ensure a comprehensive coverage of sustainability topics. The findings of this study have several important implications for the design and delivery of the tourism and hospitality curriculum. Firstly, the emphasis on digital technologies and marketing within the program, as evidenced by the high frequency of related terms, underscores the need for educators to continually update their teaching strategies and resources to reflect the evolving landscape of the tourism and hospitality sectors. This could include incorporating more real-world case studies and hands-on projects that leverage cutting-edge digital tools and techniques (Fennell 2021)

Secondly, the analysis has revealed that sustainability, although present within the curriculum, may not be sufficiently integrated across all modules, particularly within the hospitality domain. This highlights an opportunity for educators to revisit the curriculum and ensure that sustainability is embedded more comprehensively throughout the program (Barber, 2011). This could involve enhancing existing modules or introducing new ones that specifically focus on sustainability in the hospitality industry, addressing topics such as resource management, waste reduction, and energy efficiency.

Lastly, the study underscores the importance of conducting regular curriculum reviews to identify areas for improvement and alignment with industry trends and best practices. This iterative process can help ensure that the curriculum remains relevant, engaging, and effective in preparing students for the challenges and opportunities they will encounter in their careers within the tourism and hospitality sectors (Boyle et.al, 2015)

The study can serve as a valuable starting point for educators and program administrators looking to enhance the tourism and hospitality curriculum. By addressing the identified gaps and opportunities, institutions can better prepare their students for success in an ever-changing, dynamic industry landscape.

5.3 Conclusion
The tourism and hospitality industry is a major contributor to the global economy, generating millions of jobs and supporting local communities around the world. However, the rapid growth of the industry has also led to concerns about its impact on the environment, society, and economy. As such, there is a growing need for sustainability education in the industry to equip students with the knowledge and skills required to develop a more sustainable tourism future. This study seeks to address this need by analysing the state of sustainability education in the tourism and hospitality industry in Singapore, with a focus on undergraduate education in private institutions. The amount of sustainability-related topics among capstone projects among undergraduate students as an indicator for transformative learning towards sustainability. The findings indicate that there may be a gap in student research related to sustainable tourism, which could potentially hinder the development of a more sustainable tourism industry in the future. The effectiveness of school curriculum in promoting sustainability values and evidence of transformational learning among students. The analysis of learning outcomes and structured lesson plans revealed that while some key aspects of sustainability were addressed, there is room for improvement in terms of a more comprehensive and balanced approach to ensure that all facets of sustainability are adequately represented and explored.

The research aimed to examine the level of sustainability content in the learning outcomes and structured lesson plan. The findings suggest that while certain sustainability-related topics such as economic impact and environmental concerns were relatively more prominent, other crucial aspects such as ethics, heritage, resources, diversity, community, regeneration, responsible practices, and equity were not frequently mentioned, indicating a potential lack of focus on these areas.

Overall, the study was successful in achieving its objectives by providing valuable insights into the current state of sustainability education in the tourism and hospitality industry in Singapore. The research highlights the need for greater emphasis on sustainability in both research and curriculum design, to help students develop a more comprehensive and informed perspective on sustainability in the context of tourism.

In conclusion, this study has significant implications for educators, policymakers, and industry practitioners, as it provides evidence of the gaps in sustainability education in the tourism and hospitality industry. The findings can be used to inform curricular design and policy development to ensure that the next generation of tourism professionals is equipped with the knowledge and skills required to tackle the challenges of sustainability in the industry. A more comprehensive and balanced approach to addressing sustainability in the tourism and hospitality curriculum is needed to ensure that all facets of the theme are adequately represented and explored. By doing so, students can develop a holistic understanding of sustainability in the context of tourism, better preparing them for the challenges and opportunities they will face in the industry. Future research should focus on strategies to enhance sustainability education in the tourism curriculum and explore the impact of transformative learning on students' attitudes and behaviours towards sustainable tourism.

5.4 Limitations of this study and suggestions for future studies:

This study has some limitations. First, the research was done at one Singapore private education institute, which may limit its applicability. The study also used student capstone project data, which may not represent sustainability teaching in the curriculum. Analysing learning outcomes and lesson plans may not completely represent sustainability education in the classroom. The study did not examine instructors' and industry practitioners' views on sustainability education in the tourism and hospitality curriculum or how cultural and contextual variables affect students' sustainability education attitudes and practices. Further research can critically examine the effectiveness of various pedagogical tools, such as experiential learning, field trips, and case studies, in promoting sustainable tourism education among undergraduate students in the Bachelor of Science (Hons) International Tourism and Hospitality Management program. Such research can explore the potential impact of incorporating sustainability into the design and delivery of tourism courses, including raising awareness and fostering responsible behaviour among students. Additionally, future research can investigate strategies to enhance sustainability education in the tourism curriculum, including the development of new modules or enhancing existing ones that focus specifically on sustainability in the hospitality industry. This research can also address the issue of pedagogical issues in teaching sustainability in the School of Tourism and Hospitality by conducting an extended survey to understand the factors influencing students' attitudes towards sustainability issues in their curriculum and research works. Furthermore, future research can investigate the relationship between the tourism and hospitality curriculum and industry trends and best practices to ensure that the curriculum remains relevant, engaging, and effective in preparing students for the challenges and opportunities they will encounter in their careers within the tourism and hospitality sectors. Such research can provide valuable insights into how to better equip students with the knowledge and skills required to develop a more sustainable tourism future.

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Streaming Asianness in Hospitality: An Inventory of Japanese Cultural Elements and Their Impact on Travel Intentions through a Case Study of Netflix's Midnight Diner Series

Kelly, Jason Willis Michael
School of Hotel & Tourism Management,
The Hong Kong Polytechnic University

Abstract

Japanese culture is celebrated globally, and Japan remains a prominent international tourist destination. Japanese food and hospitality are major tourist attractions as they embody the country's rich traditions and provide an authentic experience of Japan's unique cultural traditions. The advent of catalogues of streamable media via online platforms has allowed for greater potential exposure of international and foreign media to a worldwide audience. This study conducts an inventory of the portrayal of asianness in hospitality in the Japanese drama series 'Midnight Diner' and 'Midnight Diner: Tokyo Stories' series streamed via Netflix internationally, and explores their impact on the viewer's travel intentions.

Keywords: Streaming, Asianness, Hospitality, Japan, Midnight Diner

1. Introduction

There has been a considerable change in how consumers access what would have been only previously accessible on television, video rental/purchase, or in movie theatres with the advent of online media streaming services (Fagerjord & Kueng, 2019). This change has created many players in the online media streaming environment. The largest of these, with over 150 million subscribers worldwide, are Netflix and Disney+, with 220.7 million (Statista Search Department, 2022a) and 152.1 million (Statista Search Department, 2022b) subscribers, respectively. Finally, Amazon Prime Video has over 200 million viewers (Amazon, 2022), while actual subscriber information is diluted due to the Prime subscription being a bundled service.

This disruption in the way consumers access media has been the focus of many publications in the press, with sensational titles such as "The Death of the DVD: Why sales dropped more than 86% in 13 Years" (Whitton, 2019) and "R.I.P. Cable TV: Why Hollywood is Slowly Killing Its Biggest Moneymaker" (Schneider & Aurther, 2020). Academics such as Klatt (2022) find that the streaming of media has made a "revolutionary impact on the media landscape" (pg. 13), where the media industry meets technology companies to deliver content to users anywhere, anytime on any device.

With the catalogue format of streaming services and the influence that series can have on influencing both the viewer's impression of the destination and their travel intentions, this exploratory study focuses on these specific series, Midnight Diner and its follow-up Midnight Diner: Tokyo Stories. These Japanese drama series are currently streamed on Netflix internationally and depict Japanese cuisine, culture, and hospitality in a very sentimental portrayal of everyday life in Tokyo. Therefore, the focus of this exploratory study will be to inventory the depictions of Japanese culture, hospitality, and cuisine in the series and how the depiction of asianness in hospitality may inspire or influence the viewer's travel intentions to Japan.

‘Midnight Diner’ (深夜食堂, shinya shokudō) is a successful drama filmed in Japan, based on a *manga* (漫画) of the same name, which features a variety of guests hosted by ‘Master’ the diner owner. While the diner has a limited menu, Master tells each guest that he will cook them anything if he can. Each episode then focuses on a local Japanese dish which contributes to the story and, in many cases, stirs up memories in his guests relating to the dish. In addition, a brief clip on preparing the featured dish is provided at the end of every episode.

2. Literature Review

The transition from the traditional television schedule, where a particular show was available on a specific channel, at a particular time, to the streaming model of having an online catalogue available for users to pick and choose what to watch whenever they choose has opened up the opportunities for content that may not have had the chance to be broadcast in specific international markets before. Lobato (2019) surmised that Netflix has catalogues that are “temporally differentiated’ because they are constantly changing, and ‘spatially differentiated’ because users in different countries experience different ranges of content” (pg. 244).

This database approach has allowed Netflix to break down their catalogue into four hundred subgenres which include foreign and international content under Netflix’s nineteen umbrella genres (McDonald & Smith-Rowsey, 2016). These include tags on Netflix such as Foreign Comedies, Foreign Dramas, Foreign Horror, Foreign Musicals, Foreign Romance, Foreign Sci-Fi, and Foreign Thrillers, which can all be further categorized with microgenres. Using the mix of umbrella genres, subgenres, and microgenres allows viewers to be exposed to more content while allowing them to focus on what interests them at that time.

Previous research shows that television programs and movies can influence the travel intentions of viewers. For example, Ertz et al. (2021) found that TV serials can improve the image of a destination, including helping to overcome negative perceptions of the destination. This is particularly true when introducing viewers to another culture. In addition, a study by Kim et al. (2007) found that viewers of a TV series can develop travel intentions to a destination out of nostalgia for their positive connection with the series.

Following the Fukushima Disaster in 2011, there have been perceived risks with travelling to Japan by both domestic and international travelers (Chew & Jahari, 2013). These risks include the potential for further natural disasters caused by the frequent earthquakes experienced in Japan and the potential for radiation exposure. Improving the destination image is part of what could reinvigorate the travel intentions of potential visitors. Television programs have inspired interest in a destination and inspired travel intentions leading to increased tourism activities in different localities, thereby leading to the need for tourism development (Bi et al., 2021). This can be extended beyond inspiration leading to travel intention and overcoming perceived risks in a destination (Ertz et al., 2021). The emotional or nostalgic connection with place has been revealed to be connected to a positive effect on perceived well-being through parasocial interactions (PSI) by watching media that effectively makes that connection (Bi et al., 2021). Viewers developing a sense of nostalgia in connection with a destination can contribute significantly to their travel intentions to that destination (Kim et al., 2007).

Scenery depicted in media can inspire viewers’ travel intentions. This has been documented in large media productions such as Game of Thrones, where destination marketing organizations actively took advantage of the scenery depicted in the series and marketed their destination accordingly (Mitev et al., 2017). However, there can also be negative impacts on a destination, which also requires destination management organizations to be engaged with the filming and media decisions taking part in a locality to ensure that the image of the destination is managed accordingly (Tessitore et al., 2014).

Destinations involved in movies and other media production should take a proactive approach to develop the associated tourism offerings to coincide with the release of the film or media to ensure that the pull factors exist for the customers when their travel intention is increased (Kobkitpanichpol, 2017). A suitable investment may be difficult to determine based on the longevity of the interest. Media-induced interest in a destination may be temporary and not sustainable long-term (Kim et al., 2007).

Investing in media to promote a destination may be an economical way to increase overall awareness; even beyond movies and streaming media, destinations could entertain promoting their destinations as backdrops in video games and other outlets in the now highly diversified media landscape (Tessitore et al., 2014). Moreover, this media investment has demonstrated the ability to rejuvenate a destination and add to the well-being of viewers (Bi et al., 2021).

3. Methodology

As this is an exploratory study into the potential impacts that watching the Midnight Diner series had on viewers' travel intentions, two methods were employed to try and gather a broad spectrum of possible data that could help identify any need for research and guide future research. The methods included running an online survey to gather preliminary information from program viewers, media analysis on the Midnight Diner series, and content analysis on travel-related internet sites.

3.1. Observations

The researcher conducted a comprehensive analysis of the 'Midnight Diner' and 'Midnight Diner: Tokyo Stories' series streamed via Netflix. By recording their observations across all episodes and seasons, the researcher documented various themes, cultural elements, and distinctive examples of Japanese hospitality portrayed in the show. This in-depth observation allowed the researcher to gain a comprehensive understanding of the show's narrative arc and thematic representation of Japanese hospitality. Subsequently, the observations were coded, and a qualitative inventory was generated to provide a detailed analysis of the representation of Japanese hospitality themes and associated cultural artefacts in the series.

3.2. Online Survey

The online survey was conducted using the Amazon MTurk platform to source respondents and the Qualtrics platform to gather survey results. Bot detection was enabled using reCAPTCHA technology, and completion codes were generated to create an audit trail between completed surveys on Qualtrics and Amazon MTurk workers. The survey gathered demographic data through three questions (country of residence, age and sex), one qualifying question asking if the respondent had watched a Midnight Diner series, four questions exploring the potential impact of watching the series using a 5-point Likert-type scale (the scale was comprised of definitely not, probably not, might or might not, probably yes, and definitely yes), one open text question for keywords, and last, a question on the timeframe in which the respondent was considering travelling to Japan. As this is an exploratory study, the survey design was kept simple to gather preliminary results.

The sample consisted of one hundred respondents. Two were disqualified for not completing the survey, and two were disqualified as they self-identified as not having watched the Midnight Diner series. Of the remaining ninety-six responses, the demographic profile of respondents is broken down into their country of residence, age and gender.

3.2. Online Content Analysis

The researcher first identified relevant platforms, such as TripAdvisor and travel blogs, to conduct a content analysis of online travel websites related to the Midnight Diner series. He then used keywords related to the series, such as "Midnight Diner" and "Tokyo Stories", to search for relevant threads, reviews, and comments. Finally, the researcher coded the data by identifying themes related to travel intentions, destination choice, interest in featured local food and culture, and the series' influence on travel decisions.

4. Results

4.1. Inventory of Depictions of Japanese Culture, Hospitality, and Cuisine

Through media analysis, the researcher identified a significant presence of Asianness in hospitality within the Midnight Diner series. The show prominently features Japanese customs and traditions, giving viewers a glimpse into the country's rich cultural heritage. Every episode Master exhibits quintessential Japanese hospitality known as *omotenashi* (おもてなし), and the series delves into the various aspects of Japanese cuisine.

The opening sequence of every episode shows the busy streets of Tokyo and then transitions to the quiet back street, which is home to the Midnight Diner. While the busy streets of Tokyo are the typical image people think of when it comes to Japan, the back street imagery is full of distinctly Asian or Japanese characteristics demonstrating a strong sense of place. During the opening sequence, Master is seen putting up the *noren* (暖簾) over the entrance to his restaurant and turning on the paper lantern (提灯, chōchin) outside. There is then a closeup of his preparation of *tonjiru* (豚汁), a pork soup prepared with *miso* (みそ); the sounds, utensils, and food create an appetising and inspirational sense of the food associated with the 'place' displayed earlier in the opening sequence.

Midnight Diner is a small Japanese restaurant called a *shokudō* (食堂). A shokudō is a causal diner (Brown, 2020), and the direct translation to English would be simply 'dining' as would be used in the term 'dining room' in a person's home; this is indicative of the history of the diners initially being run out of people's homes and serving casual homestyle food. Customers sitting at a counter is customary in many shokudō in Japan, similar to sitting at the counter in an American diner. Many can be exceedingly small by Western standards, as the Midnight Diner demonstrates. These small diners, often mom-and-pop shops, are ubiquitous throughout Japan and an aspect of the culture displayed in the Midnight Diner drama series. Beyond that, the diner is filled with small items that give further context to the setting, such as an old map of the Tokyo subway, small Japanese knick-knacks and décor, as well as the traditional Japanese fabric dividers called *noren* (暖簾) and Japanese paper lanterns (提灯, chōchin).

Japanese cuisine is a centrepiece of the Midnight Diner series. As a significant aspect of Japanese culture, UNESCO inscribed Japan's traditional dietary cultures (和食, washoku) as an Intangible

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Cultural Heritage in 2013 (UNESCO, 2013). The UNESCO designation also includes that his culinary culture is notably associated with celebrating the New Year.

In each episode of Midnight Diner, a different dish underpins the drama. There is often discussion about what part of Japan the dish originates from and, occasionally, how it is prepared differently in other parts of the country. These discussions are woven into each episode's script, with the cooking demonstration at the end. The characters speak to the camera and explain how to prepare the dish to inspire the viewers to prepare it for themselves if they are interested. Each season of the series ends with New Year, and how the story's main characters come together to celebrate at the Midnight Diner with Japanese dishes, again harkening to the significance of that occasion and its connection to food as was spelt out in the UNESCO designation.

The seasonality of cuisine is embedded deeply within the culture and is an aspect of Japanese menu planning (Brown, 2020). This concept of seasonality is a recurring aspect of the dish selections in different episodes, with characters occasionally being criticised for ordering food that is not right for the season. This is also reflected in how Master will visit the local produce store (another aspect of Japanese culture with its elongated distribution channels) and select fresh produce for his restaurant.

Meticulous presentation of food dates to at least the sixteenth century bringing about the concept of *kaiseki* (懐石), where food is carefully prepared and presented, analogous to the Western concept of haute cuisine (Rath, 2013). This artful presentation of the food in Japan is referred to as *toriawase* (とりあわせ), which has a direct translation to English as 'arrangement' (Brown, 2020). In Midnight Diner, there are often close-ups of Master adjusting the food carefully and placing garnishments to add colour and improve the dish's presentation. Hence, while this is a casual diner, the cultural elements of the importance of the food presentation reinforce the Japanese sentiment that Japanese food is to be 'eaten with the eyes.'

While many different Japanese sayings and phrases reflecting Japanese culture are in the Midnight Diner series, the ever-present one is *itadakimasu* (いただきます). Before eating, Japanese often say, "itadakimasu," which means "I am thankful for this meal" (Brown, 2020). This is used to express thanks and appreciation for the meal and is used in homes, by students said to themselves at school, and as is portrayed in Midnight Diner, when out eating in a restaurant.

One of the most identifiable aspects of politeness and respect in Japan portrayed throughout the series is bowing. It is easy to see the common and repetitious bowing between characters as part of their showing respect as part of their verbal greetings or apologies. While in other cultures, handshakes or hugs may be the common way that individuals greet each other to show good manners and respect, in Japan, bowing is the norm (Brown, 2020).

While not directly associated with hospitality, many other aspects of the culture in Japan are demonstrated, ranging from old traditions to more modern cultural phenomena. One of the more traditional aspects that appears in some episodes is the concept of marriage interviews (お見合い, o miai), where some female characters go on prearranged dates to meet prospective husbands. There are recurring characters who are members of the *yakuza* (ヤクザ), transnational organised crime rings rooted in Japan. *Manga* (漫画), which are Japanese illustrated comics, or graphic novels, have a significant role in at least one series episode. In addition, many aspects of Japanese perceptions of sex and sexuality are present throughout the series. In the very first episode, there is a character who works in a Tokyo striptease club. In Japanese culture, referrals to striptease can be found as far back as their recorded culture, with an account of a goddess removing her clothes during a dance which amused the gods and drew the sun goddess out from hiding (Dumont & Manigot, 2016). Many episodes draw upon the difficulties of sex workers in finding love and happiness.

The Midnight Diner series is a sentimental drama that works diligently to highlight many different aspects of Japanese culture. Apart from the ones that have been described above, there are also aspects of community policing, the wearing of the traditional *kimono* (きもの) by female characters, Master wearing *geta* (下駄), the traditional Japanese wooden footwear, Japanese superstitions, J-pop (ジェイポップ, jeipoppu), Japanese fandom (推し活, oshikatsu), and much more. The drama brings the viewer deep into the modern culture of Japan in an effortless way.

4.2. Online Survey of Viewers' Travel Intentions

This exploratory study identified that some viewers of the Midnight Diner series had a positive increase in their inspiration and travel intentions to Japan based on their viewing of the series. Of the respondents, 62.5% indicated that viewing Midnight Diner 'probably' or 'definitely' positively affected them. Of that 62.5% of respondents, 69.7% confirmed that the portrayal of local food led to the increase, while 68.2% confirmed that the portrayal of Japanese hospitality led to the increase. Despite 18.76% of respondents indicating that viewing the show probably or definitely did not inspire or increase their travel intentions, 97.9% of respondents still plan on visiting Japan at some time, while 70.8% plan on visiting within the next three years.

4.3. Online Content Analysis Relating to Travel Intentions

Despite the researcher conducting an exhaustive online search using relevant keywords, only two websites were found to have related materials regarding travel intentions and the Midnight Diner series. Based on the results of that search, a content analysis of travel-related inquiries about the Midnight Diner series was examined on Tripadvisor (2020) and tripinsiders (2021). On Tripadvisor, a thread with ten posts discussed the show's filming location, concluding it was shot in a studio but thematically set in Tokyo's *Shinjuku* (新宿区) ward. On tripinsiders, a thread titled 'Best Japanese dishes showed at Midnight Diner' detailed the featured dishes but offered no travel information and received no comments.

5. Discussion and Conclusion

5.1. Discussion and implications

The inventory of the Midnight Diner series highlights the strong presence of Japanese hospitality, culture, and cuisine. The series prominently showcases the Japanese concept of omotenashi, which is reflected in every episode. This portrayal of Japanese hospitality positively impacted consumer travel intentions, with many survey respondents indicating an increased desire to travel to Japan. However, the online content analysis revealed limited information regarding travel-related inquiries, suggesting that further research is necessary to understand the extent to which the series influences travel decisions.

These findings reinforce earlier research by Kim et al. (2007) and Ertz et al. (2021) that found positive effects from viewers of dramas on their travel intentions and willingness to spend. Accordingly, the industry could benefit from this concept of destination awareness and a sense of nostalgia in connection to their destination created through media to create attractions or engage celebrities in featured media to participate in the destination promotion. For example, a character could appear in commercials for Japan, as suggested by Ertz et al. (2021), helping to provide further reinforcement of the positive image while encouraging the viewer to make the travel decision to the destination.

Further opportunities could be extended with the advent of catalogues on streaming platforms where destinations could use the subsidy or support of having positive content on their destinations added to the catalogues of large streaming companies, gaining the ability to gain awareness, offset perceived risks, and create an emotional connection and sense of nostalgia which could lead to an increase in travel intentions in their target markets.

5.2. Conclusion

The Midnight Diner series showcases Japan's rich culture, hospitality, and cuisine and positively impacts viewers' travel intentions. The study highlights the importance of media in promoting destination awareness and creating an emotional connection and sense of nostalgia that can lead to increased travel intentions. While there is a need for further research to understand the extent of the series' influence on travel decisions, the findings provide valuable insights for the tourism industry regarding destination marketing and promotion. Future research could focus on the effectiveness of different media platforms in promoting destination awareness and influencing travel decisions and explore the potential of collaborations between destinations and media producers to create compelling content that inspires travel. The limitations of this study include a small sample size and a focus on a specific media series, suggesting the need for more extensive research in this area.

5.3. Limitations of this study and suggestions for future studies

This exploratory study showed potential value in future research on this topic. To attain more definitive results in a future prospective study, some of this study's limitations would need to be addressed.

Those that watch the drama may already have strong interests in Japan and high travel intentions in going to Japan. However, a more in-depth survey investigating the intentions of those before and after watching the series and exploring why they watched the series would add further depth and context to the exploratory results in this paper.

The limited ability to travel internationally to Japan since the launch of the Midnight Diner series on Netflix may result in fewer online discussions about travel intentions based on the series. Thus, the timing of the series being released internationally may not have been ideal for maximising the potential motivation of people in the dream stage of their travel planning. However, further monitoring of online activity surrounding the series once international travel fully resumes to Japan may provide more insights.

A more comprehensive inter-disciplinary literature review could bring added value to the design of a future study by integrating a greater sense of what influences individuals' and groups' perceptions of images of destinations and the psychology involved in influencing the changes required to create the desired travel intentions. For example, the nostalgia effect referred to by Kim et al. (2007) in the analysis of travel intentions to Korea by Japanese tourists and the travel intentions studied by Ertz et al. (2021) to Turkey both focused on dramas. While little to no research was found on other destinations featured in movies or serials, further research could be done to determine if there is any connection or the type of connection based on the category of media or if it is indeed the emotional connections formed in dramas that are transposed to the destination that is the most significant in inciting an increase to viewers travel intentions.

Securing access to viewership data through one of the paid services that provide that type of information may give greater transparency into the international viewership of the media on different platforms. This would allow for doing wider-ranging studies in different markets, looking at the broader opportunities for the survey to represent the viewers better. This would contribute more significantly to the study's practical implications by providing insight into potential markets for destination marketing organisations to focus specific support programs on.

Expanding the scope of websites reviewed to include those of media outlets providing press coverage and reviews of the serials could provide further insight into the exposure generated for a destination with the successful proliferation of media produced showcasing the destination.

Considering that previous research has shown a connection between media depicting a destination and travel intentions, future research should be conducted on the streaming of foreign movies and series and its impact on destination image and travel intentions. From this further research, it may be possible to develop a model by which destinations can complement international media distribution with their marketing and could offer a significant and direct impact on the tourism industry.

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Selected Milk Tea Customers' Perception on
Social Media Advertising during the COVID-19 Pandemic

Tangpuz, Argenda A.
School of Hospitality Management
Philippine Women's University

Veloso, Jill Maye C.
School of Hospitality Management
Philippine Women's University

Marbella, Adrin R.
School of Hospitality Management
Philippine Women's University

Abellana, Ephraimuel Jose L.
School of Hospitality Management
Philippine Women's University

Abstract

This study explored customers' perception of social media advertising by selected Milk Tea shops during the COVID-19 pandemic. The purpose was to evaluate the importance of social media advertising and investigate the relationship between variables such as brand awareness, customer engagement, and business consistency/proactivity. With social media platforms evolving and customer expectations increasing, a gap between brands and customers has been identified in terms of social advertising content and declining advertisements. The study collected data from 100 participants via an online survey and used a quantitative research method to analyze the relationship of variables in social media advertising. Descriptive statistics were utilized to evaluate the congruency between the results and the hypothesis of the study.

Keywords: Covid-19 Pandemic; Milk Tea; Perceived Satisfaction; Social Media Advertising; Social Media Platforms

1. Introduction

The impact of social media on advertising, particularly in the Philippines. Social media has evolved from direct electronic information exchange to a vital marketing tool. The Philippines has one of the highest numbers of social media users across Southeast Asia, with a social media penetration rate of approximately 67 percent. Social media advertising involves companies using various methods such as banner advertising, embedded videos, animations, brand pages, surveys, and classified and sponsored advertising to promote their products and services over online platforms. Users are more open to engaging with advertising on social media, especially in countries that experienced stricter lockdowns. The article also discusses the rise of milk tea or bubble tea and how milk tea shops use paid social media advertising for customer acquisition, while organic tactics work better for customer retention. Finally, the article highlights that social media advertising is a powerful tool that can provide huge increases in conversions and sales with a lower cost of acquisition.

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1.1 Research Locale
Respondents were surveyed online using a Google form in Malate, Manila City, Philippines. Only those with experience buying or ordering Milk Tea in the area were included.
1.2 Statement of the Problem
The purpose of this research was to know the Milk Tea shop's customers' perception of social media advertising during the Covid-19 pandemic. Specifically, the study sought to answer the following questions:

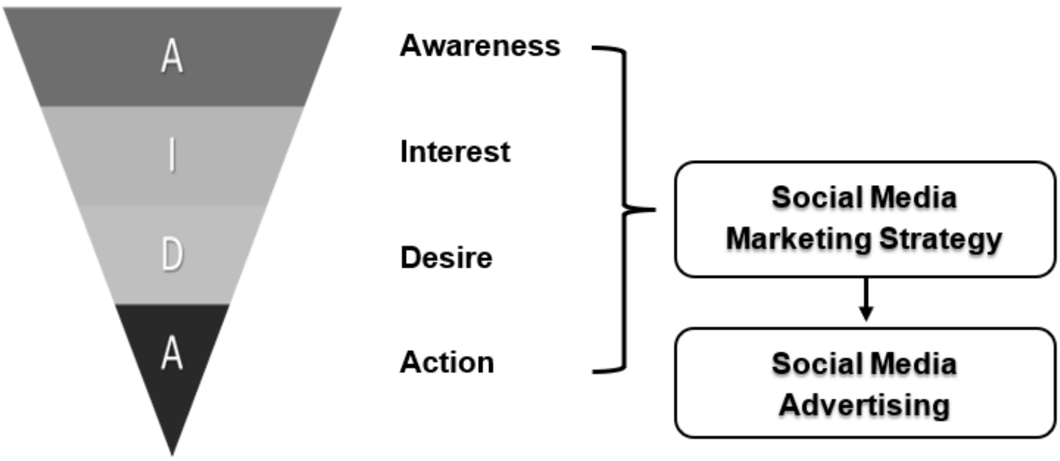
1. What is the most frequently used social media platform by the respondents?
    1.1 Facebook
    1.2 Instagram
    1.3 Twitter
    1.4 LinkedIn
    1.5 Pinterest
    1.6 YouTube
2. What is the importance of the social media advertising strategy of Milk Tea shops during the Covid-19 pandemic in terms of:
    2.1 Brand awareness.
    2.2 Customer engagement.
    2.3 Business Consistency/Proactivity?
3. Based on the findings of the study, what recommendations to improve the advertising strategy?

1.3 Research Objectives
The study was conducted to achieve the following objectives:

1. To determine the most frequently used social media platform by the respondents.
    1.1 Facebook
    1.2 Instagram
    1.3 Twitter
    1.4 LinkedIn
    1.5 Pinterest
    1.6 YouTube
2. To know the importance of the social media advertising strategy of Milk Tea shops during the Covid-19 pandemic in terms of:
    2.1 Brand awareness.
    2.2 Customer engagement.
    2.3 Business consistency and proactive.
2. Based on the findings of the study, the researchers will propose a recommendation to improve the advertising strategy.

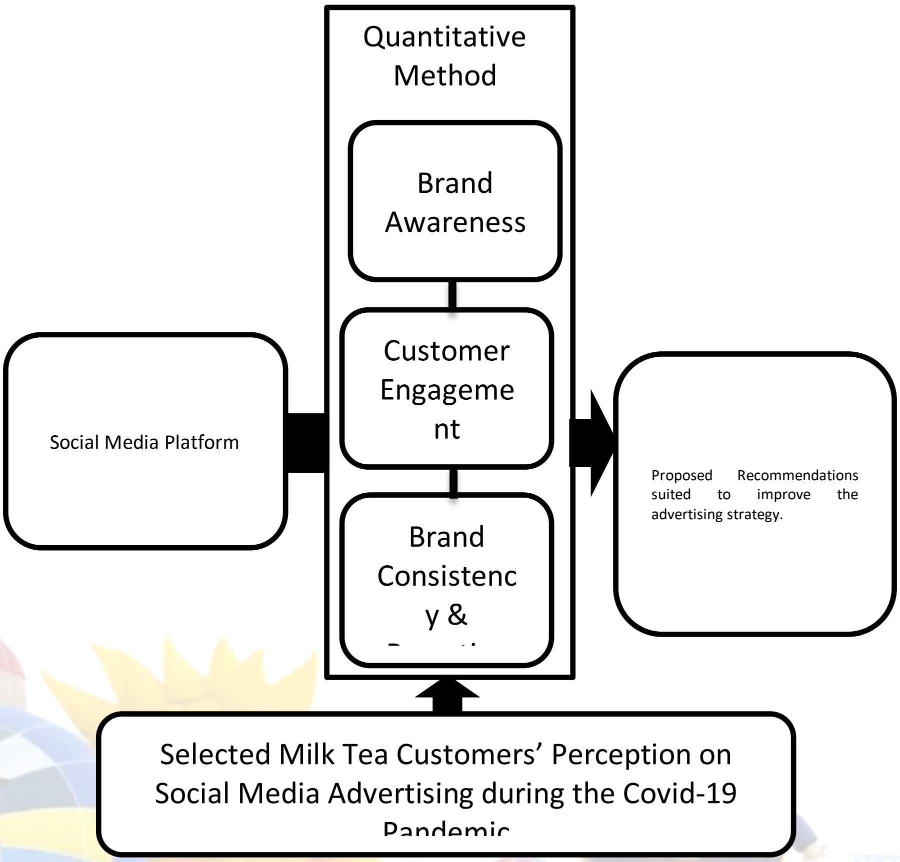
1.4 Theoretical Framework
The use of the AIDA model was important to the study as it provided a theoretical framework for understanding how social media advertising can influence consumer behavior, specifically the perception of selected milk tea customers during the COVID-19 pandemic. By applying this model, the researchers can identify the specific factors that influence each stage of the consumer decision-making process and develop more effective social marketing strategies.

Figure 1
AIDA (Awareness, Interest, Desire, Action) Model as Social Marketing Strategy (Hassan., et al 2015)



1.5 Conceptual Framework

Figure 2.
Conceptual Framework of the study



This study aimed to investigate three important variables in social media advertising that influence customer perception. The study examined which social media platform (Facebook, Instagram, LinkedIn, Pinterest, Twitter, or YouTube) is most used by customers, which will be measured through their profiles. The conceptual framework includes three independent variables: brand awareness, customer engagement, and business consistency/proactivity, which influence customer perception of social media advertising as the dependent variable. The study used a quantitative method to gather information and evaluate the effectiveness of social media advertising during the COVID-19 pandemic.

1.6 Significance of the Study:

This study was significant as it contributes to the tourism industry by providing information that can be used for advertising milk tea products and services, particularly during the pandemic. It also provided insights into local government units in terms of providing business permits and ensuring food and beverage laws are adhered to. Additionally, it served as a guide and reference for Philippine Women's University students and milk tea shops, investors, suppliers, employees, and customers. Furthermore, future researchers can use this study as a reference for related research on marketing, digital marketing, and the food and beverage industry.

1.7 Scope and Limitation of the Study:

This study focused on selected milk tea customers' perceptions of social media advertising during the COVID-19 pandemic in different milk tea shops in Malate, Manila City, regardless of the shop's size, number of employees, the menu offered, or the equipment used. The study was conducted between February 1-7, 2021, and respondents were required to know how to rate and write. The researcher collected data through an online survey and virtual interviews. Limitations include a small sample size which is limited to milk tea shops in Malate, Manila City, and those who have experienced ordering or buying milk tea products. The researcher collected data between 5 pm and 7 pm for three days.

2. Literature Review

According to Martha Jean Sanchez (2020), online advertising has shown potential in the Philippines with an increasing market size due to consumers' high internet adoption, in addition, local businesses have strategized to focus on social media for promoting products and services. Targeting the most-used social media platforms like Facebook, which has over 73 million users and a monthly traffic of over 600 million in the country, effectively allowed advertisements of products and services to become more visible online. (Martha Jean Sanchez, 2020).

To a social report by Cora Llamas (2020), social media users in the Philippines have also seen growth in advertising audience numbers across many major social platforms and Facebook's data show 1% growth over the past quarter, while Instagram's ad audience has risen by nearly 6% in the same period.

The reason why social media marketing, mainly advertising is important for businesses in the Philippines is to stand out above competitors with better brand awareness and audience engagement (Patrica Besana, 2020) which results in the business being consistent allows establishing awareness, and higher success rate of reaching their target audience, across a variety of age groups (online article: spark.ph, 2018).

Megan Mosley (2019) stated that social media is great for brand awareness – it is simply the extent to which customers recall and recognize a brand. This is because social media is a great platform for brands to maintain customer relationships, while also having the opportunity to be found by new leads. (Megan Mosley, 2019). And for the customers to recognize the brand, the content must be consistent. (Lauren P. 2015).

3. Methodology

3.1 Research Design

The study utilized a quantitative method, specifically a descriptive study through a survey questionnaire. The researchers used survey questionnaires, fact-finding inquiries, observations, and secondary data to collect data quantitatively. Quantitative research involves collecting and analyzing numerical data to find patterns, make predictions, test causal relationships, and generalize results to wider populations.

3.2 Research Locale

The study was conducted in Malate, Manila City, Philippines. The respondents were Milk Tea customers from Malate, Manila City.

3.3 Respondents of the Study

The respondents of the study were randomly selected customers of selected Milk Tea shops within Malate, Manila City. The researchers chose the respondents because most of them consider Milk Tea as a refreshing drink, and they want a wider selection of healthy and affordable menu items.

3.4 Sampling Technique

The researchers used random sampling to select respondents for the study. The respondents were randomly chosen from Milk Tea customers in Malate, Manila City, to answer online survey questionnaires.

3.5 Instrumentation

The researchers used an online survey questionnaire as the data collection instrument, specifically a structured questionnaire with closed-ended questions. The questionnaire was adapted from related literature and validated by industry and faculty experts.

3.6 Questionnaire Development

The questionnaire was compiled and discussed with the researchers' faculty experts from Philippine Women's University and their advisor, a professor and dean of the School of Hospitality Management at the same university. The survey questionnaires were conducted online using Google Forms and consisted of two parts: the first part determined the most frequently used social media platform by the respondents, while the second part used Likert scales to measure the importance of social media advertising strategy in terms of brand awareness, customer engagement, and business consistency or proactivity.

3.7 Validation

The survey questionnaire was validated by two expert faculty members from the Philippine Women's University, School of Hospitality Management, and three restaurant managers. The corrections and suggestions were incorporated into the draft for the next stage of validation.

3.8 Data Gathering Procedure

The researchers requested permission from the class adviser and research guide to conducting the online survey questionnaire. Once authorized, the researchers randomly selected participants based on convenience and distributed the survey questionnaire online. Respondents filled up the questionnaire online, and the researchers collected the data. The researchers also gathered secondary data from e-books, journal articles, reports, and news on the internet.

3.9 Statistical Treatment of Data

The researchers used descriptive analysis, specifically frequency count and percentage, to analyze the gathered data. The descriptive statistical treatment was used to summarize the data gathered using survey questionnaires and experts into a frequency distribution. The gathered information is imperative for customers' perceptions of social media advertising.

To ensure quality and integrity, the researchers avoided bias and self-deception, disclosed personal interests, and avoided discriminatory language. Respondents were voluntary and informed, with their confidentiality and anonymity preserved. The research was conducted with a non-discriminatory policy and all necessary steps was taken to ensure adherence to ethical considerations.

4. Results

The congruency of results and hypotheses was achieved based on the results and findings of the data gathered.

H1: The findings that Facebook is the most used social media platform by customers with 81% or 77 of respondents. Targeting the most-used social media platforms like Facebook, which has over 73 million users and a monthly traffic of over 600 million in the country, effectively allowed advertisements of products and services to become more visible online (Martha Jean Sanchez, 2020).

H2: The findings imply that advertising through social media can help increase brand awareness. According to Andrew Macarthy (2015) advertising specific content on social media can help raise awareness of the brand.

H3: The findings imply that with the use of social media platforms customers can send their reactions, and feedback on the advertisements. According to Adam Schaffner (2019) in terms of engagement and interactions, people can like, comment, and share your ad posts, talk to you privately on Messenger, and leave reviews. This implies that social media advertisements with interaction increase customer engagement.

H4: The findings imply social media advertising with a style and using creative elements will help by using creative elements will boost brand consistency. Aaron Levin (2020) suggests that social advertising must be clear and specific as possible, with the right insight, style, and messaging these elements will help brand consistency. Consistency is key in social media advertising, for the customers to recognize the brand, the content must be consistent. (Lauren P. 2015).

5. Discussion and Conclusion

5.1. Conclusion

Branding is essential for advertising, encompassing everything from logos and colors to storytelling and tone of voice. Consistency is key to carrying the brand's message across different platforms and media formats.

Social media advertising is an inexpensive way to reach a wide audience, but it is important to maintain consistency across all platforms. Without brand consistency, the frequency of advertising becomes irrelevant.

Consistency is crucial for Milk Tea businesses to maintain brand recognition and customer engagement. A consistent brand layout and design will resonate with the target audience and promote audience engagement and growth.

The research provides guidance for Milk Tea shops seeking to improve customer perception through social media advertising. The most important factors are brand awareness, customer engagement, and consistency, which can ultimately impact overall customer satisfaction.

5.2. Recommendation

Based on the conclusion, after analyzing all the findings, we the researchers suggest that Milk Tea shops should focus on the following factors which are mainly focused on by the customers:

a) Improve the quality of advertisements by creating story-based content that people can relate to and enjoy. Social media advertising is not just about posting photos.
b) Invest in featuring products and collaborating with influencers, as the return on investment is worth it and helps expand and grow the Milk Tea shop.
c) Develop proper marketing strategies and advertising campaigns to reach the same social media demographic profile and other social media platforms. This is especially applicable for new and local small Milk Tea shops as the market is increasing, and a well-planned advertising strategy will help increase sales, brand popularity, and engagement. However, not all local small Milk Tea shops can spend a lot of money on boosting advertisements, so organic tactics can also be used with the help of planning and making advertising strategies.

5.3. Limitations of this study and suggestions for future studies

a) Some limitations of this study could include the relatively small sample size and the focus on only one specific product category (milk tea). Future studies could expand the scope of the research to include other food and beverage categories, as well as a larger sample size to provide more representative data.
b) Additionally, future studies could explore the effectiveness of different advertising strategies and platforms beyond social media, such as television or print media, and how these strategies impact customer engagement and brand consistency.
c) Further research is needed to provide more comprehensive insights into the factors that influence customer engagement and brand consistency in the food and beverage industry, particularly in the context of advertising and marketing.

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Does Millennials' Perception of a Destination Rely on Its Reputation?

Manhas, Parikshat Singh
The Business School
University of Jammu

Ashraf, Faheem
School of Hospitality and Tourism Management
University of Jammu

Abstract:

A tourist is more likely to choose a location with a strong reputation than one with a bad name. This study aims to evaluate the mediating role of Destination Reputation (DR) between tourist attitude and travel motivation (TA). This study will examine the motivation—intrinsic or extrinsic—is more effective in shaping Indian Millennials' attitudes about Tourist destination. Statistical tools like EFA, CFA, SEM and ANNOVA will be used to analyze the data. This study intends to collect data from Indian millennial working in metropolitan cites of the country.

Keywords: *Destination Reputation, Millennial, Attitude, Motivation, India.*

1. Introduction

The concept of reputation is used in all industries, including tourism (Berens, Fombrun, Ponzi, Trad, & Nielsen, 2011), and in a variety of scenarios, including services, brands, and products. The reputation of a country is an essential component that offers it a competitive advantage over other countries when presenting itself on the international arena in the current competitive world where nations compete for commercial and political domination. Furthermore, it has been stated that one of the most significant indicators of quality is reputation (Selnes, 1993; Petrick, 2011). If a reputation is positive, aids in luring investors, and ensures overall sustainable growth, it is viewed as an asset (Mingchuan, 2015). The reputation of a tourist site is cited by Wang, Yang, and Li (2021) as the most important factor that influences the behaviour of tourists, particularly for heritage cities. Reputation was defined by Cristou (2003) as the combination of attitudes, perceptions, opinions, and knowledge held by stakeholders, which includes tourists. Good views of a place help people build positive attitudes towards it (Yüksel and Akgül, 2007). Prospective travelers who are motivated to travel always try to get information that is relevant to their travel needs, and the sources of this information include news publications, travel guides, travel-themed TV channels, and family and friends (Chiang, Manthiou, Tang, Shin, & Morrison, 2014). According to research on the concept of destination reputation, communication is a crucial component and is always linked to it, and visitor evaluation of a location is always correlated with its reputation (Aula and Harmaakorpi, 2008). A driving force behind a particular behaviour is motivation (Iso-Ahola, 1982). Novelty, escape, self-improvement, relaxation, socialisation, and learning more about the place are a few elements that are thought to be crucial for travel motivation (Li & Cai, 2012). Prior research on motivation has revealed that motivation affects attitudes both before and after visiting a site (Hsu et al., 2010). Intrinsic and extrinsic motivations are two categories under which motivation can be divided (Silva & Silva, 2018). Extrinsic motivation is tied to reinforcement that is external to a person and includes advantages, but intrinsic motivation is linked with feelings that are internal to a person, such as value or actions for an attitude (Cheng, et al., 2018). This study expands on the study on destination reputation by adding motivational

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and attitudinal dimensions. It is also a pioneering effort to investigate how destination reputation affects tourists' attitudes and motivation.

2. Literature Review

Tourist Attitude

According to this study, attitude is "the degree to which a person has a favourable or unfavourable opinion or appraisal of the conduct in question," according to Ajzen (1991). The predisposition that results from experience or information that can be either positive or negative towards a good or service is known as an attitude (Pereira, Gupta, & Hussain, 2019). "Tourist attitude" refers to psychological characteristics expressed as positive or negative assessments of tourists who engage in specific actions (Ajzen,1991) Additionally, in the context of tourism, a visitor's attitude towards a location refers to their preference for and feelings towards that location and the services it provides, which are based on how they perceive the location's goods and qualities (Pereira, Gupta, & Hussain, 2019; Sanchez-Caizares & Castillo-Canalejo, 2015). In addition, tourists' attitudes towards a destination in the context of tourism are their preferences and feelings towards that location and the services it offers, which are based on their perceptions of its goods and qualities (Pereira, Gupta, & Hussain, 2019; Sanchez-Caizares & Castillo-Canalejo, 2015).

Travel Motivation

Travel motivation, which is characterised as an individual's internal condition or particular needs and wishes of visitors, is one of the key psychological factors that affect tourist behaviour. Motivation, according to Park and Yoon (2009), is a psychological or biological desire that energises, directs, and coordinates an individual's conduct or an activity. intrinsic and extrinsic incentives, which Sharpley (2008) refers to as push factors, are further defined as emanating from a tourist's internal wants and extrinsic motivation from elements that are external to a tourist. Extrinsic and intrinsic incentives are the subject of relatively few studies (Mehmetoglu, 2012) but none of the studies have explored which of the motivation impacts the tourist attitude more.

Destination Reputation

According to Argenti and Druckenmiller (2004), reputation is the sum representation of various constituencies' perceptions of an organisation, based on its identity programmes, accomplishments, and how its constituents respond to its actions over time. The reputation of a place was defined by Darwesh and Burns (2019) as the relative and absolute assessment of the tourist attraction by both internal and external stakeholders based on the place's communication capacity, the stakeholders' emotions, backgrounds, first-hand experiences of the place, and/or indirect experiences that might be obtained from different sources including but not limited to online/offline word-of-mouth, print, digital, internet and broadcast media. . Dual-process theory is a psychological theory developed by Deutsch and Gerard (1955) which examine how well messages are received. This theory states that messages should be taken as authentic in order to cause change in attitude and behavior by providing the basis for determining cues for interpretation and looking into the messages.

3. Methodology

The current study examined three constructs: travel motivation (intrinsic and extrinsic), destination reputation, and tourists' opinion toward destination (Tourist attitude). The items for operationalizing these constructs came from a variety of sources. We used standard scales and assessed on 5-point

Likert scale starting from 1 as strongly disagree and ending with 5 as strongly agree. Intrinsic and extrinsic motivation was measured using scale developed by Ma, et al., (2018). Items for destination reputation were derived from the study by Artigas, Vilches-Montero and Yrigoyen (2015) and lastly for the tourist attitude the items for the scale where derived from the study by Pereira, Gupta, & Hussain (2019). Data is to be collected from Indian Millennial working in corporate. Accor, Accenture, Paytm, Tata Consultancy Services, Optum, Convergys, and Abbot where identified as the corporate for data collection. Statistical tools like EFA, CFA, SEM and ANNOVA will be used to analyze the data.

4. Discussion and Conclusion

This paper will explores the indirect relationship between tourist attitude and travel motivation through destination reputation. Also, study lays emphasis on the Self-determination theory which explains travel motivation in terms of intrinsic and extrinsic motivation. Millennial segment whose travel choices are different from other generations is extremely important market segment. This generation tends to travel more with an average of 35 days of vacations in a year and also spend more when other segments are conservative in their spending (Sofronov, 2018). Travel motivation models lack explanation on different market segments, they tend to ignore one or the other aspect related to different aspects. The study explains the significance with which intrinsic and extrinsic motivation impacts tourist attitude. Reputation is a universal concept and is applicable to all fields and even to an individual.

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Marketing Tourism Destination Factor Analysis on Influence of Soft Power in Phuket Thailand: A Case Study By A Popular Thai Series

Ngoenteerachot, Kayanee
Prince of Songkla University

Lah-alee, Nurita
Prince of Songkla University

Rattanapan, Phrueksa
Prince of Songkla University

Chankong, Panwasa
Prince of Songkla University

Jantalert, Saharat
Prince of Songkla University

Bostan Ali, Wanamina
Prince of Songkla University

Abstract:

The Thai tourism industry is crucial for driving the economy, and one of the important methods for increasing the number of tourists is film and television series, which have an influence that can produce an intention to travel on the trail of movies. This is a quantitative study that aims to investigate the feedback on soft power following the series. "I Told Sunset About You" that has already been aired. As a result, we concentrate on determining which components of the 5C's effect are the variables that influence MICE entrepreneurs to choose Phuket as a destination and invest in the rising in the number of tourists in Phuket caused by a drama series, "I Told Sunset About You," that is about a sorrowful story about a college prep kid who is torn between his affections for a same-sex relationship in the midst of Phuket's summer season, and if you had to arrange genre for this series, it would be a romance drama series that tells the most straightforward story of gender diversity. This research uses a quantitative method. The populations studied were Thai people who knew Phuket and had seen or hadn't seen "I Told Sunset About You". Stories were chosen randomly, regardless of probability. By randomly sampling from online channels that have watched this series. By analyzing the strategic elements of the 5C marketing model and combining them with soft power for lead factor analysis of movie tourism marketing destinations.

Keywords: Soft power, Marketing tourism destination, Phuket

1. Introduction

To begin with, soft power is the type of influence wielded by persuading others, particularly countries, to do something through political, moral, or cultural attraction without having to coerce with threats or financial incentives. (MasterClass, 2022). The tourism industry in Thailand is essential to driving the economy of the country and increasing the number of tourists. Movies, television series, and other entertainment media that bring both foreign and domestic tourists have the potential to create

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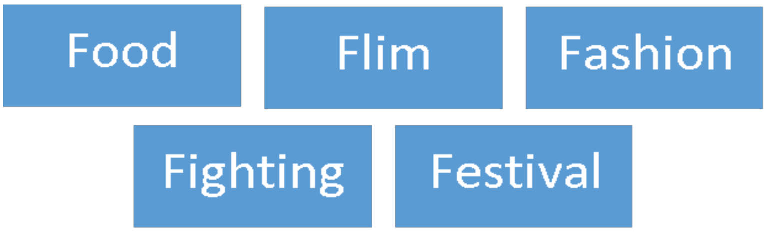
influences that increase motivation for film tourism for the confirmatory factor. Analysts studied the motivations of film tourists at filming locations in Phuket (Research Informatics Center, National Research Council of Thailand (NRCT), 2015).

2. Literature Review

2.1. Concept of Soft Power

2.1.1. Concept of Soft Power of Thailand

Thailand is continuing the policies to support soft power and Thailand's creative industries, which aim to promote the 5F cultures, including Thai soft power as an important cultural export product of Thailand.



However, Thai cultural identity has a long history. It is the foundation of cultural capital, reflected through food, art, culture, entertainment, music, movies, and tourist attractions. Which has become the soft power of Thailand and is known and appreciated by people around the world. If the power and potential of Thailand's creative industries consist of skilled Thai artists, an expert team behind the scenes and government support would create new opportunities and channels to drive creative industries and soft power to become an important cultural export product of Thailand (Thanakorn Wangboonkongchana, 2022).

2.1.2. Soft Power Movement

The Minister of Culture said the integration of soft power with the cultural dimension WAT together with government agencies and network partners to carry out activities such as the Yonwithi Community Tourism Project and select the top 10 model communities, developed an application called "Cool Travel, Charming Thailand," which provides information on tourist routes and communities in 76 provinces, elevates traditional festivals to national and international levels, and promotes cultural site nominations for UNESCO World Cultural Heritage Listing. International cultural events "The 2nd International Art Fair, Thailand Biennale, Korat 2021" Promotion of cultural industries and the creative economy under the concept of "5F", creating a reputation and generating income internationally, consisting of food, fashion, film, martial arts (Muay Thai) and festivals, film, video, media, and the content industry By preparing plans, policies, and measures to promote soft power with a cultural dimension (Thaigov, 2022).

2.1.3. Movie and Soft Power

Film media is the key tool of the soft power strategy of many nations. Because it is an accessible medium that makes movies a soft power strategic tool, it must meet the following requirements:

- There is a purpose to international relations in terms of security.
- There is a joint purpose among government organizations, manufacturing, and investment: an

international relationship.
- Create content to reach consumers in the context of soft power, confine national needs, and influence ideas.
- Has a strategy to manage and secure soft power; it may not be a single or two-story accomplishment or one highlighted through other media.
- Invest in finance, marketing, tools, and people because soft power requires no capital, not weapons like hard power.

Thailand has never expressed any intention of promoting cultural power but will focus primarily on the creative economy (DhurakjiPundit, 2021).2.2. Film-induced tourism

2.2.1. The Importance of Film Tourism

Nowadays, film tourism is an increasingly popular form of tourism because it is a form of tourism that can provide a variety of experiences and is different from other forms of tourism (Terzidou, Stylidis, & Terzidis, 2018). The films tourism has an influence on the travelers to engage and drive behavioral intentions to repeat the trips (Teng, 2020). For this study, it was found that the tourist attractions that have been featured in various movies provided were aesthetic experience, acceptance, participation, impression, novelty, experience, virtual reality, and passion (Oviedo-Garca, Castellanos-Verdugo, Trujillo-Garca, & Mallya, 2016; Teng & Chen, 2020).

Many scholars explained that the experience travelers receive from film tourism is related to the place because the tourist attractions in each movie are unique, and the tourists themselves have emotions, imaginations, indifferent interpretations, and memories that make the experience diverse and personalized.

2.2.2. Case of *Time Tourism or Soft Power By Movie*

The popular series that boosts tourism in South Korea has to be the series Itaewon Class. Itaewon has become a popular destination for tourists from all over the world. In the heart of Seoul, there is a nightlife area with many pubs, bars, restaurants, and shops. During the Halloween season, Itaewon held its biggest festival since South Korea began easing its COVID-19 countermeasures. About 100,000 tourists attended. (Thai Media Fund, 2022). Japan uses cartoons as a cultural export product, such as "Doraemon" and "Shin-chan," which created the legend of animated television series that are beloved by children around the world. In addition to manga, there are also anime, music, television shows, and fashion. These cultural exports are very popular and influential around the world and have helped many people understand more about Japan (Chan Charoensuk, 2023).

The United States must push the Hollywood film industry hard to be able to really hit the market all over the world. If not, everyone here would certainly have never seen a Hollywood movie (Studio, 2021).

2.3. Soft Power of the Series And Potential To Boost Phuket Tourism.

The film series "I Told Sunset About You" is a 5-part film series telling the story of childhood friends who have been separated by misunderstandings. Before coming back to meet and build relationships again and solidifying the relationship, with the main location throughout the story being one of the most famous tourist provinces in Thailand like 'Phuket' (Sirarom, 2020). The series "I Told Sunset About You" has created an important soft power that makes Phuket come back to be lively again. People flock to travel to various places in the series, such as Old Phuket Town, Yanui Beach, Promthep

Cape, Phuket Thai Hua Museum, Kopitiam Shop, Soi Rommanee, Am Saengtham, etc., which further stimulates the economy in Phuket. causing community entrepreneurs to have more income and bring smiles back to people in Phuket again (March 3, 2021).

Another factor that can ensure the success of the work is the Ministry of Tourism and Sport and the Tourism Authority of Thailand, which are awakening soft power by releasing the film "Love me with your heart (PP X Bilkin)" as the first travelista, awakening the StyleCation trend, inviting tourists to travel to Thailand with the right style, their favorite style, and stimulating international and domestic travel across five regions. On August 9, 2022, At Thanarat Hall 1st floor, Tourism Authority of Thailand Building, Mr. Pipat Ratchakitprakarn, Minister of Tourism and Sports, together with Mr. Yuthasak Supasorn, Governor of the Tourism Authority of Thailand, Miss Thapanee Kiatphaiboon, Deputy Governor for Domestic Marketing and PP Krit Amnuaydechakorn, a travel style leader, joined the press conference to launch the campaign "Style-cation: Invite you to travel in Thailand like" which is moving forward to promote tourism in the country and create meaningful and valuable travel experiences in 5 regions (meaningful travel) and launching a game to join forces with more than 30 alliances, hotels, airlines, tour operators, and other partners in the travel industry to jointly create a special promotion "Style- cation Hot Deal," which is a guarantee that the series "I told sunset about you" has successfully boosted the tourism economy in Phuket (Thailandplus, 2022).

Whether it's traveling to follow the filming locations of the series in Phuket by traveling to the local beaches that have never been popular with tourists before, such as Yanui Beach, or tasting the local food like "Oh Aew", a local dessert that is the origin of the main character's name, stimulating the tourism economy, including the economy of community entrepreneurs in Phuket, will result in more income (TV Digital Watch, 2020).

2.4. Marketing Strategies of "I told sunset about you".

Movies can create stories, narrative content by inserting physical attractions, using film locations as the backdrop (Azcue et al., 2021; Garrison & Wallace, 2021; Vila et al., 2021; Polianskaia et al., 2016), to stimulate motivation with film elements such as costumes, props, editing, music and sound effects. This creates a sense of emotion and reinforces the direction of the film in the same way that the movie line, especially the special technique and computer graphics in fantasy movies, helps stimulate motivation for the audience, which increases the desire to be part of the scene even more (Lopukhova, 2015). powerful medium to convey the emotions of audiences amenable to the creation of an imaginary world or the application of knowledge in psychology to an imaginary world in terms of motivation to be applied in the marketing of film tourism. (Tankha & Gandhi, 2021) provides a research perspective on the indicators of increasing tourist arrivals resulting in the creative economy for stakeholders when film components are integrated with filming locations to make the movie have a more interesting place—a cultural identity—from telling or describing the audience to participate in the film to gain knowledge or experience. Viewers decide to go their own way when satisfied. Wanting to share my experiences with society endlessly (by word of mouth) means the importance of marketing is important in this era.

2.5. Overview of Tourism in Phuket, Thailand

Phuket Province has an area of approximately 543 square kilometers, or 339,375 rai. It is the country's 75th largest province, or the second smallest in the country after Samut Songkhram, but is the largest island in Thailand. The length of the island is measured from the north to the south at about 48.7 kilometers, and the widest part measures from the east to the west at about 21.3 kilometers. The entire island is surrounded by the Andaman Sea. And there are more than 30 large and small islands within the territory of Phuket (Phuket Tour Today, 2023).

In addition, the Tourism Authority of Thailand's Phuket Office has revealed information about the tourism situation in Phuket. During January–October 2022, there was a turnover of 119,180.98 million baht with an occupancy rate of 35.04 percent; the number of rooms was 101,221; and the number of visitors was 6,208,978 per time, with the proportion of Thai tourists increasing compared to 2019 at 41.34 percent (thainews.prd.go.th., 2023).

Finally, Phuket history to foreigners in the past, in addition to appearing in the record in the year 700 of the navigator Claudius Ptolemy who called the land in this area Cape Ta Kola, was again mentioned in the records and maps of the maritime journey to East Asia of European nations during the years 1511–1854. This land is called Jungceylon. In addition, there is also evidence about the name, this Land of the Tamil People in the year 1568, that Manikaram means Muang Kaew, which has the same meaning as the name Phuket, which appeared in the Archives of Thalang No. 1 in the year 1785 and was called that since until becoming Phuket, which has appeared in the Royal Gazette since 1907, so it can be concluded that the names of Phuket that have been called that since until becoming Phuket, which has appeared in the Royal Gazette since 1907, so it can be concluded that the names that have been mentioned from the past to the present include LaemTa Kola, Manikram, Jungceylon and Phuket, sometimes also known as Silan, Thalang, and Thung Kha (Phuket Tour Today, 2023).

2.6. Conceptual Model

Marketing tourism destination motivation 5Cs Marketing model

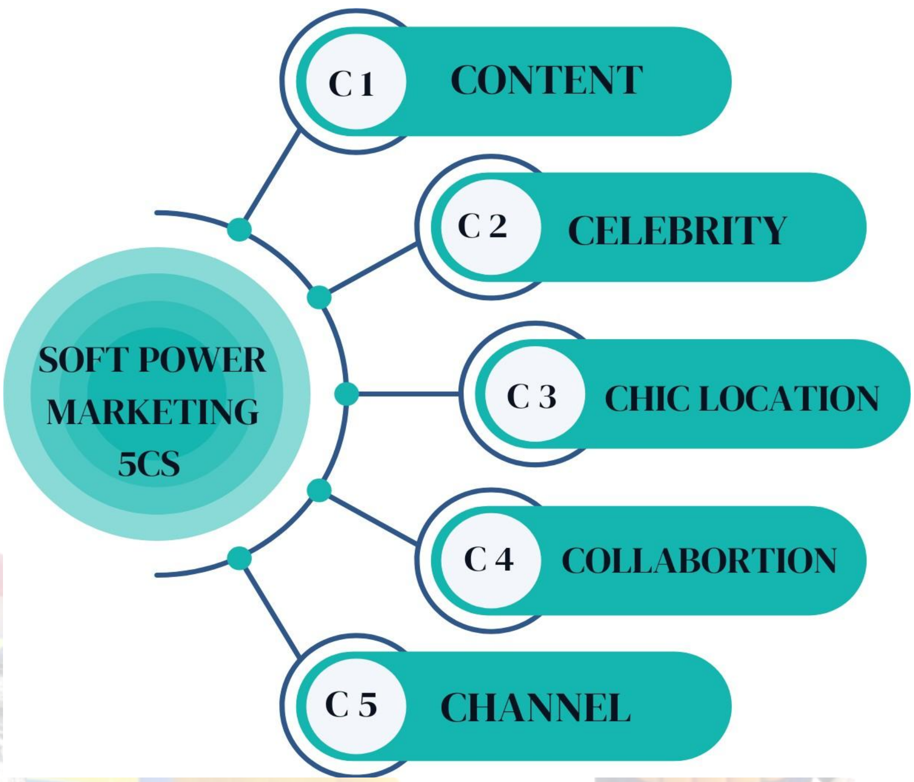


Figure 2.1 Conceptual Model of Soft power marketing 5CS (Chanajai Tonsaithong 2022).

The 5Cs of marketing give an interesting perspective to view a business and its performance; if a company is in control of the 5Cs, it can predict its future and adapt itself for more success. The 5Cs cover important concepts of marketing and combine them into a framework to help brands succeed (team, 5Cs of marketing: meaning, importance, components, and example). 2022). Film tourism is an interdisciplinary combination of ideas (Azcue et al., 2021). In tourism, following the footsteps of movies from upstream to downstream film producers includes tourist attractions, communities surrounding tourist attractions, and geography. Determining filming locations to become important tourist attractions in communication movies and the use of communication channels, psychology, and tourism incentives to both push and pull the incentives that are important parts of both actors and elements of the movies.

The analysis of the 5Cs of marketing components is based on empirical evidence as a cognitive unit of the researcher. To bring these elements together to present the elements of film tourism marketing in Phuket from the perspective of Thailand, they will become the 5Cs Marketing Model.

3. Methodology

3.1. Sample Size

Sample Size Based on a population of 2,308,266 Thai tourists in Phuket, a theoretical sample of 384 Krejcie and Morgan should be used for research with limited study time. Therefore, the researcher chose the method of data collection using convenience sampling instead. The ever-increasing need for a representative statistical sample in empirical research has created the demand for an effective method of determining sample size. To address the existing gap, Krejcie & Morgan (1970) came up with a table for determining sample size for a given population for easy reference.

Result of sample size calculations (Krejcie & Morgan)

(N) number Study population	2,308,266
(e) Acceptable Sampling Tolerance	0.05
(X2) The chi-squared value at df was 1 and the confidence level was 95%	3.841
(P) The proportion of traits of interest in the population	0.5
(S) Sample Size	384.04

Table 3.3 Table for Result of sample size calculations (Krejcie & Morgan)

3.2. Research questionnaires

Variable 1: Content (C1)

"I Told Sunset About You" will become another tool of soft power as a movie set could be produced. Can it really have economic effects or movies that present entertainment while enhancing the image

of tourism for Thailand as well (Sirarom, 2020)?
The survey questions are:

- The story of the movie influences my decision to travel.
- The interest of the story influences my decision to travel.
- "I Told Sunset about You" influences my decision to travel in the footsteps of the series.

Variable 2: Celebrity (C2)
Soft power is the strongest influence driving the economy. And another factor of soft power that plays a role in driving the economy is celebrity soft power.

Question 1: You think performers are an essential part of the soft power that drives the tourism economy.

The survey questions are:

- I have a strong motivation to travel around the PP and Bilkin movie filming locations.
- I have traveled in the footsteps of your favorite celebrities.
- I felt good about traveling to the places that PP and Bilkin have been before.

Variable 3: Chic location (C3)
People flock to travel to various places in the series, such as Old Phuket Town, Yanui Beach, Promthep Cape, and the Phuket Thai Hua Museum. Kopitiam Shop, Soi Rommanee, Am Saengtham, etc. can be said to stimulate the economy in Phuket. causing community entrepreneurs to have more income and bring smiles to people in Phuket again (March 3, 2021).

The survey questions are:

- The influence of Phuket attractions has influenced my views on Phuket tourism.
- Famous locations in Phuket influence travel decisions.
- "I Told Sunset About You" influences the following of the series travel.
- Following the series travel makes the travel destination interesting.

Variable 4: Collaboration (C4)
In the series, there is soft power in Phuket, and they design their own unique travel. Answered the needs of today's tourists, who like to travel according to their lifestyles and combine their favorite activities.

The survey questions are:

- Extension of the influence of soft power from the series made the tourism economy in Phuket flourish again.
- The series "I Told Sunset About You" caused a travel trend and demonstrated the potential of culture to grow and generate economic value.

<u>Variable 5: Channel (C5)</u>
Some people believe that various entertainment media distribution channels don't have to just show up in cinemas to watch screenings or other series in addition to the current TV channels in different countries because there is a wide media distribution platform at the same time (Vila et al., 2021; Du et al., 2019). Watch movies, series, and TV shows easily and quickly from Ericson ConsumerLab (2017). 85% of 2010 users are people from all over the world who access various channels such as YouTube, Netflix, WeTV, etc.

The survey questions are:

- I am satisfied with the platform. (Netflix, WeTV, Line TV, YouTube, etc.)
- I can easily access the platform. (Netflix, WeTV, Line TV, YouTube, etc.)
- There is diversity in the platforms that I can access. (Netflix, WeTV, Line TV, YouTube, etc.)

Cross-tabulation is one of the most useful analytical tools and a mainstay of the market research industry. Cross-tabulation analysis, also known as contingency table analysis, is most often used to analyze categorical (nominal measurement scale) data. For a precise reference, a cross-tabulation is a two- (or more) dimensional table that records the number (frequency) of respondents that have the specific characteristics described in the cells of the table. Cross-tabulation tables provide a wealth of information about the relationship between the variables (Qualtrics, 2023).

Cross-tabulation analysis has its own unique language, using terms such as "banners", "stubs", "chi-square statistics," and "expected values." A typical cross-tabulation table comparing the two hypothetical variables "city of residence" and "favorite baseball team" is shown below. Are the cities of residence and being a fan of that team independent? The cells of the table report the frequency counts and percentages for the number of respondents in each cell (Qualtrics, 2023).

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Festival Economy Destination Design Songkhla

Kochakorn Tongprom
Prince of Songkla University

Kanticha Suwannarat
Prince of Songkla University

Watchanon Pumetarkun
Prince of Songkla University

Waristha U-thaisahat
Prince of Songkla University

Bostan Ali, Wanamina
Prince of Songkla University

Abstract:

Developing and driving MICE tourism in Songkhla province by bringing the festival economy to increase the opportunity to organize events to create sustainability in economic development, community development, helping to revitalize Songkhla province. It is also an important tool in distributing income to various organizations, creating a festival economy that requires cooperation of communities and cities in bringing culture or city identity. Combined with experiential design to create a new ecosystem to develop the city's economy through organizing festivals. to show more to the world and the people in the community must work together as owners in order for the Festival Economy in Songkhla to succeed and grow to be known around the world sustainably.

Keywords: Destination design , Festival economy, Songkhla

1. Introduction

In the current situation after the epidemic Thailand, many provinces Affected because it is a tourist city but was not restored. And people are unable to travel to natural attractions, TCEB foresees to be a city of tourism. Opportunity to organize the Festival Economy to create sustainable jobs according to the national strategy to develop the Thai economy in Songkhla province to move all the time. Festival Economy is also an important tool in building the economy. community development Develop tourist attractions, distribute income, by bringing the culture or identity of Songkhla to create a legacy as a memory of Songkhla Province, which will focus on economic development with festivals for the city and community. Therefore, it became the origin of the Festival Economy or the economic drive with festivals. By emphasizing on the use of city identity (City DNA) in combination with experience design (Experience Design) to create a new ecosystem (New Ecosystem) in developing the city's economy through organizing festivals to make the Festival Economy in Songkhla Province successful and Growing to be known around the world sustainably (MICE Intelligence Team, 2020 ; TCEB, 2023)

2. Literature Review

2.1. Festival economy

Festival refers to festivals that are held for celebration or significance, which in many provinces in Thailand strive to elevate the city through festivals. There have been a variety of festivals over the years, including arts festivals or music festivals, festivals that bring in foreign content or bring in local content as the main protagonist. What is clear is that most festivals adopt "culture" as a key element in the event (MICE Intelligence Tea,2020).

Economy to jobs related to the production, distribution and consumption of community goods." The economy may also be described as a network limited by space and social networks, where goods and services are exchanged according to supply and demand between stakeholders, by exchange or exchange medium, with credit or debit values accepted within the network (TCEB,2022).

Festival Economy is an important tool for building an economy. Diversify revenue This requires the cooperation of the community and the city to bring the culture or identity of the city to the world more, and the community must work together as owners in order for the Festival Economy to succeed and make the festival grow to be known to the world in a sustainable way (TCEB,2022).

2.2. Festival Economy by MICE cities

2.2.1 Overview

Festival" is an event organized to celebrate the community in order to preserve and carry on the traditions. Traditions, wisdom, beliefs of people in each area, such as the Loy Krathong Festival. Songkran Fireball Float Lent candles, vegetarianism, Christmas, etc. Nowadays, people are increasingly paying attention to lifestyle. Festivals are a great way to attract people to travel to experience them. Experiences such as the Art Biennale, the world-renowned art fair that takes place in many regions around bangkok, or the Music Festival, held in various corners of the city every year, Glastonbury in England, Coachella in the UNITED STATES or Tomorrow Land in Belgium, as well as Germany's world's most famous beer festival. Oktoberfest is instrumental in driving the economy to draw money at the expense of attendees and tourists around the world (TCEB ,2022).

2.2.2 Festival Economy in Thailand

The Convention and Exhibition Promotion Agency (Public Organization) (TCEB) has a policy to push the Festival Economy to develop and create an economic heritage for the city and its communities by emphasizing the city's identity in order to create a new economic heritage. The big goal is to create a festival that is appropriate and in line with the identity of the city, and develop it to become "One City, One Patent Festival" or 1 City 1 IP Event6 to add value, elevate and export the event. The Festival Economy is one of five films (5 F) that the government aims to promote and push: (1) FOOD - FOOD, (2) FILM - FILM - FILM AND VIDEO, (3) FASHION - Thai fabric and fashion design, (4) FIGHTING - Muay Thai, and (5) FESTIVAL - Conservation and driving the festival. Traditions to the world, in which local governing bodies in each province. It's an important part of driving the festival economy as well. Recently, Bangkok has adopted a policy of '12 festivals throughout the year across Bangkok' to stimulate the economy in the short term to increase economic value and open up opportunities for new businesses for bangkok people (TCEB ,2022 ; Natanisha ,2022).

TCEB will work with partners from all sectors through projects such as EMTEX, which allows more than 10 public and private organizations to jointly raise local trade fair standards to create new jobs TCEB has brought the concept of a "festival economy" to cities in different regions, the idea is to create a unique international festival - "1 city: 1 activity license" - that can translate the region's unique advantages and attract it into a "festival economy" economic driver, it brings together the interests of local stakeholders such as service providers and suppliers. We are committed to achieving new, sustainable, and sustainable goals with tangible economic benefits. TCEB's financial support for the conference in the country, which is now in its third phase. More than 1,000 people have already applied for support, while support for 645 meetings has been approved (TCEB ,2022).

2.2.3 Festival economy in Bangkok MICE city

Organizing festivals is one short-term measure of boosting the economy, creating new economic opportunities for people in Bangkok, as well as developing creativity, designs, communities, as well as interesting events for both Bangkok residents and domestic and international tourists. In the process of coming up with ideas for each festival, identities and potential of every district across Bangkok will be tapped into to tell unique stories about each particular neighborhood, selecting, categorizing, and utilizing distinctive features to boost economy all year round, with long-term goals to establish tourism in that neighborhood (TCEB, TIEFA, 2022).

2.2.4 Festival economy in Phuket MICE city

TCEB, in conjunction with TIEFA, organized the event. Reliving the past from its Phuket roots,"Phuket Peranakan Festival 2022" uses cultural charm to stimulate the economy with the Festival Economy, Convention and Exhibition Promotion Office (Public Organization) or TCEB. TCEB is affiliated with the Thai International Expo and Festival Promotion Trade Association (TIEFA), The Phuket Provincial Administration, and the entrepreneurial community. Join forces to host the pilot prototype festival "Colours of Peranakan" under the name "Phuket Peranakan Festival 2022" 1-2 April 2022 in Old Town, Phuket, to create a prototype festival for multidimensionality in Phuket. Generate economic income for communities and cities. It is hoped that Phuket Peranakan festival 2022 will be a model of festival under the concept of Festival Economy for many other provinces to expand and create an economic-driven festival for communities and cities (TCEB, TIEFA, 2022).

2.2.5 Festival economy in Chiang Mai MICE city

ChiangMai Chu Soft Power Sculpting. The World Festival City After Chiang Mai was chosen as the world festival city. World Festival and Event City 2022 draws on Lanna cultural, historical and identity capital. Expanding to become an international creative economy city and accelerating the MICE push festival economy to increase the value of the economy of ten billion (Business Nation, TCEB, Chiang Mai Tourism and Sports Office, 2022).

World Festival & Event City at RatiLanna Riverside Spa Resort Chiang Mai, said the World Festival City Award. World Festival and Event City 2022 in Chiang Mai has been selected by the International Festival Association. The International Festivals and Events Association (IFEA) will promote Chiang Mai's image as the center of chiang mai's creative economy and as the center of economic and social development of the North. It is linked to neighboring countries and the south of China. According to the Lanna Economic Corridor policy, Chiang Mai has a cultural capital that is considered a soft power. (Soft Power) that is charismatic and internationally valuable. Chiang Mai is ready to push the Creative Lanna policy and strategy and push Chiang Mai to become a World Heritage City. World Heritage creates soft power through cultural capital by setting an event calendar each month. In order to draw people to Visit Chiang Mai and be happy throughout the 12 months and 12 festivals, the international dimension will set out a clear strategy to develop and drive Chiang Mai to have something new and interesting happening every day, namely cooperation from all parties, including the public sector, private sector, as well as the public sector. In order to co-create Chiang Mai as a livable and attractive city, the city moves towards economic stimulus development. Create a task Generate income for the people like sustainable stability (Pracharat Business, TCEB, Chiang Mai Tourism and Sports Office, 2022).

2.2.6 Festival economy in Songkhla MICE city

Currently, Songkhla province has been certified as a MICE City by the Convention and Exhibition Promotion Agency (Public Organization) (TCEB) in 2020, which is a city that is ready for a variety of MICE events and has full facilities to support the event. The understanding and skills of MICE business operators in Songkhla province have lost the opportunity to host both national and international events and generate income for local people (TCEB, SCEB, 2022).

Mr. Kong Ek Budh Krishkongphan, Deputy Governor of Songkhla Province, chaired the upskilling workshop. MICE industry entrepreneurs in Songkhla province through the city's drive with Festival Economy for Songkhla MICE City to organize design thinking brainstorming activities for MICE industry entrepreneurs to develop jobs and pull MICE jobs in Chu Songkhla to become a popular destination in the IMT-GT region. Provincial Public Relations Officers with experts, along with government agencies, government, private sector and related personnel, attended the meeting in unison at Exhibition Hall 1, International Convention Center. The meeting concluded from the event on January 17-18, 2023, the use of the International Festival to create an economy of Songkhla MICE City of 5,000 million baht. By Mr. Boon was the Inthanpsathon President of TIEFA, which highlights Songkhla Mice City's international festival destinations. It consists of 5 aspects such as safety and risk of organizing events, transportation within the province, tourism and facilities of the province, and the potential of personnel, and then reports on the strengths, weaknesses, opportunities and obstacles of organizing festival activities, as well as presenting the Songkhla MICE City strategy to promote the development of local festivals in Thailand. Co-create a new festival with foreign owners Expanding knowledge and expertise to Thai organizers and bringing the event to a ready venue to create awareness and public relations, attracting foreign collaborators, encouraging organizers and local residents to develop home grown festivals. "Bidding rights, co-creating, creating" (TCEB, SCEB, Public Relations Committee, 2022).

2.3 Factors in organizing festival economy

2.3.1. Destinations

Ease of access to the city and venue, it was found that the area was the center of transportation. Connecting to ASEAN by land, water and air Traveling to Songkhla and Hat Yai There are various transportation options to choose from. There is Hat Yai International Airport that can accommodate Tourists who travel to the area both within the country and abroad There are many airlines to choose from. And the number of flights each day has a flight schedule almost every hour. While traveling by train, especially the Hat Yai Railway Junction that can run with a rail system connecting to Malaysia. and transport routes by land, there are many standard highways that can connect to nearby provinces. in the southern border group, the Gulf of Thailand group, the Andaman Group and Malaysia While the infrastructure of the internal mass transit system area to event area Participants can travel by public transport, taxi, van, rental car or local bus (Rattanapan, N., Bunlueng, P ,2017).

2.3.2. Accommodations

Availability of hotels to accommodate attendees It is a fundamental factor that must be considered when choosing an event city. Which considers various aspects such as the number of rooms that are sufficient for hotels in each level, availability of facilities, reasonable cost Service Quality, Safety and Food Quality (Rattanapan, N., Bunlueng, P.,2017).

Accommodation in Hat Yai - Songkhla Complete accommodation and facilities The number of accommodations is sufficient to accommodate tourists. who travel to join the festival, the hotel price is not high because it is a traditional hotel for local people There are hotels spread throughout the province. It has more than 20,000 rooms and is a hotel that has received various standards such as SHA+ and many others (Songkhla Provincial Tourism Office, 2022).

2.3.3. Transportation

Songkhla is the main city of the lower South. and is a transportation hub. There are main routes used to travel. Both by car, by train, by ship and by plane. There is a national highway Several provincial highways and standard routes connect the 16 districts in Songkhla to neighboring provinces and Malaysia. As Songkhla province has many main routes that connect In the future, it can be developed into a transportation hub. Trade and industry of nearby provinces to develop tourism between provinces and regions. Songkhla province has a variety of transportation systems, including land, air, boat and rail that are convenient and cover all routes to the city. It is also the main route of international airlines. in the lower southern region of Thailand by focusing on providing comprehensive transportation services that serve tourists thoroughly as well as choosing to use public transportation to facilitate tourists (Songkhla Province Tourism , 2018).

2.3.4 Legacy

Legacy in various aspects of Songkhla Province

Economic Legacy • Increase income and economic value. • Develop a high-value value-based economy. • Develop new businesses and industries. • Develop and export soft power to international markets. • Attract investment. • Create economic opportunities for entrepreneurs.	Social Legacy • Conservation and development of cultural heritage. • Engage the community in the event space. • Inspire and be proud of the people in the area. • Create a local volunteer group or organization. • Create a learning society.
Environmental Legacy • Create awareness and care for the environment. • Make fundraising and cooperation to protect the environment. • Develop an environmental management system suitable for the area. • • Enabling environmental utility experiments.	Innovation Legacy in Innovation • Make the development of ICT systems to provide information services to citizens and tourists. • cause the development of technology for public services within the area • Develop a travel system that reduces the impact on the community. • Cause the development of technology to preserve the environment. • Cause the development of a security system.

Table 2.1. Legacy Songkhla (Songkhla Convention and Exhibition Bureau, 2023)

2.4 Festival Economy services.

Songkhla Convention and Exhibition Bureau or SCEB is driving the MICE economic organization of Songkhla province. We offer Full Support Service for Organizing MICE events such as Meetings, Incentive Travels, Conventions, Exhibitions, Mega Events and World Festivals in Songkhla MICE cities (Songkhla Convention and Exhibition Bureau,2023).

2.5 MICE Stakeholder

Stakeholders are individuals and other groups that add value to the organization or are interested in or affected by the organization's activities. Aligning with the needs and expectations of stakeholders will support the organization's sustainable success. The needs and expectations of each stakeholder have different interests, which may conflict with other stakeholders or can change quickly. Knowing the needs and expectations and conforming. This can be done in a variety of ways, whether it's cooperation, negotiation, negotiation, etc. Hiring or canceling or deactivating activities, but traditionally, management and business operations management systems often have their scope covered only in their own operational processes. That is to say, it only looks at the production and delivery level of the business' goods and services. (ISO,2023).

Stakeholders are critical to the organization's business operations. The needs and expectations of stakeholders are therefore important information that is used to formulate strategies, directions, operational plans, and approaches to the development of the organization in order to contribute to the performance of such development guidelines, which is not only profitable, but also meets the needs and expectations of all stakeholders. Connecting stakeholders helps to create competitive advantage for businesses, and understanding and giving stakeholders confidence will be a good immunity for the organization. When there is a problem, stakeholders will have trust that the business will be able to deal with the problem or situation with stakeholders in mind (SET,2015).

2.6 Festival Economy for sustainability

Festival is a large event. Generate huge income for organizers to entrepreneurs in the area. over the past several years Festivals are not just events, but a Festivalisation way of thinking. It is also used in other events, and the "festival" has also become a tool that 'awakens the city', creating a lot of color and economic impact in the area. It was born as a concept to elevate the city through festivals. Reviving a sleepy city again (MICE Intelligence Team, 2020).

2.6.1 Development of public services of cities and communities

Organizing a festival requires the provision of public spaces. transportation system, waste management systems and other public services to serve both local residents and visitors. The festival is an opportunity for the city to develop public services that the citizens of the city will benefit from (Duangjai , 2021).

2.6.2 Conserve and develop the local environment

Festivals can help create awareness and awareness among local residents and visitors about the value of the environment in terms of both natural resources and cultural heritage. It also helps the city to raise funds and ask for cooperation from all sectors to conserve the city's resources to maintain their value and promote sustainable use (Hat Yai City Municipality, 2022).

2.7 Framework of Festival Economy

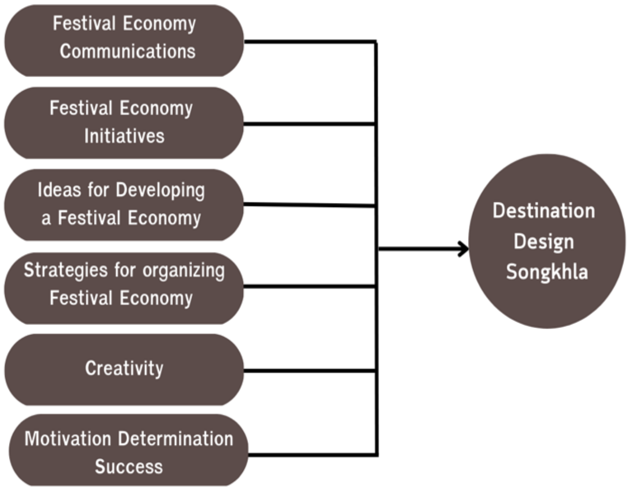

Figure1 Destination Design

3. Methodology

This research was a qualitative research.

The instrument used in this study was a questionnaire. The sample group was stakeholder. 15 people who are drivers of MICE businesses, organizations in Songkhla Province who are reliable and highly regarded.

Data filtering is based on the strategy, suitability and feasibility of the data.

3.1 Population and Selection sample

Population in this research, there will be 15 companies in Songkhla Province, with both government and private sectors.

In order to achieve the objectives of this research, the target population is those who have the ability and knowledge of the Festival Economy of Thailand under the cooperation agreement to develop the Festival Economy in Thailand held at the 60th Anniversary celebration of The International Convention Center, Prince of Songkla University, Hat Yai Campus, in order to push Songkhla's ability to host sustainable and perfect festivals.

Position	No.
Thai – ASEAN Halal Tourism Association	C1
Tourism and Sports Association	C2
Thailand Convention and Exhibition Bureau	C3
Organizing Creative Business Association	C4
Muslim association	C5
Dannok Songkhla operators	C6
Songkhla Provincial Tourism Association	C7
Sports Association of Thailand Songkhla Province	C8
Thailand International Event & Festivals Trade Association	C9
Songkhla Convention and Exhibition Bureau	C10

Songkhla Hotel Association	C11
Central Festival Hatyai	C12
Department of Highways	C13
Songkhla Focus	C14
Songkhla Folk Artist Association	C15

Table2 Industry of 15 companies

3.2 Research instrument

Variable 1: Festival Economy Community

Festival Economy Communications Elements of communication include: messenger Substances, communication channels, and recipients to explain the communication process regarding the subject. Communicating to promote culture, festivals, festival communications that contribute to the economic development of the festival are meant to make the target audience aware of the festival.

The interview question is: **Q1: What is the development plan for the festival economy community?**

Variable 2: Motivation determination success

Motivations influencing festivals The festival organizers organize festivals to meet the needs of the target audience when the target audience is motivated. The target audience may like the festival or the festival may matchที่ the behavior of the target audience, giving the target group an incentive to come to the festival and make the festival a success.

The interview question is: **Q2: What drive festival economy success?**

Variable 3: Ideas for developing a Festival Economy

Mice Regional Cities have the potential to organize festivals and elevate the city through festivals. At a time when domestic travel is about to become popular again. Foreign travelers are not yet able to enter. Domestic travelers will be the prime target audience. If it gives them an interesting, authentic local experience, it's probably time for MICE to bring its own culture and traditions to dust off. Enhance the way of thinking, emphasize cooperation from the community and the private sector. To push traditional traditions to become the selling point of the city. Creating a new meaning for travelers to visit again.

The interview question is: **Q3 : What is the idea to develop a plan for the festival economy ?**

Variable 4: Strategies for organizing the Festival Economy

In addition, TCEB values and aims to drive the Festival Economy policy as a key strategy to encourage and encourage cities and communities to partner with a network of associations with expertise.5 The main associations include: Thai International Trade Association for The Promotion of International Festivals and Festivals (TIEFA), Thai Mass Sports Organizers Trade Association (TMPSA), Thai Entertainment Media Professional Creators Network (TECNA), Contemporary Arts and Culture Industry Promotion Trade Association (CAPT), and Creative Business Association (EMA) are working to design and create appropriate festivals for the city and further develop them. 'One City, One Patent, 1 City 1 Licensed Event' within 5 years to increase the value, upgrade and export of festivals born from what is the identity of the city to be known to the world, with the goal of short-, medium and long term, economic stimulus.

The interview question is: **Q4 : What is the strategy to organize the festival economy ?**

Variable 5: Creativity

Creative Economy is the development of an economy based on the creation and use of knowledge. Creativity and intellectual property linked to cultural foundations Building knowledge of society, technology and innovation To produce new goods and services to create economic added value through festivals, or simply put, a creative economy is to bring in goods or services to add value through creative thinking and to bring new technologies or innovations, including cultural and social foundations, to help create works.

The interview question is: **Q5 : What is your creativity to make the festival economy?**

Variable 6: Festival Economy Initiatives

When it comes to the word "festival" or "festival", many people think of events organized to celebrate the community, or as the preservation and continuation of traditions. Traditions, wisdom, beliefs of people in each area, such as Loy Krathong Festival. Songkran Fireball Float Lent candles, vegetarianism, Christmas, etc., but nowadays, as the tides of the world change, they are looking forward to it. People are turning their attention to lifestyle even more. This has resulted in a new type of festival that has been held all over the world.

The interview question is: **Q6 : What's your interest in teaching initiatives to organize events under concept festival economy?**

3.3 Data collection process

We have a method of collecting data, which is procedural as follows

- The researchers attended the seminar Festival Economy for Songkhla MICE City.
- TCEB is affiliated with PSU and government agencies. Private sector entrepreneurs in Songkhla province signed the MOU, MICE Entrepreneurship Skills Enhancement Project, to reach target groups and gather research data.
- The researchers gathered data from the conference. Commenting and answering questions asked the audience to answer questions and express their thoughts at the Festival Economy for Songkhla MICE City.

3.4 Data Analysis Tool

The objective of this research was to analyze the approach of the Festival Economy in Songkhla province from 15 groups of entrepreneurs with the following data analysis tools :

3.4.1 Questionnaires from interviews

The tools used in this study were interviews, comments and quizzes, asking audiences who jointly answered questions and expressed their thoughts on what they thought at the Festival Economy for Songkhla MICE City.

3.4.2 Content analysis

Content analysis or analysis of document data may also be done , which is also descriptive data analysis, but it is done by trying to make that data countable, and often with document data in document research.

3.5 Research Paradigm
The ideas and beliefs that the researcher uses for designing the research process about the truth of the world or things of interest.

3.5.1 Qualitative
Is a research that "want to find out the truth from the events The real environment", whose heart is to analyze the relationship between the event and the environment in order to gain insight (Insight) from an overview that comes from various dimensions or perspectives.

3.5.2 Basic Research
It is a research that seeks new knowledge to create a theory. or to expand knowledge to be more extensive and complete regardless of whether that knowledge can be used to solve any problems or not This type of research is very deep and complex, such as scientific and mathematical research.

3.5.3 Exploratory
It is a research to study the events that have occurred and how they occur. what is the cause and why? This type of research attempts to reveal which variables are related to which variables and how they are related in terms of cause and effect .

3.5.4 Inductive
The truth-seeking process that relies on deductions from general laws or principles to the phenomena studied. Researchers knew this before and accepted it as true. to find reasons leading to conclusions in other words So the deductive method is the term used. Call the method of summarizing the facts resulting from the cause, which is fundamental knowledge.

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Assessing Entrepreneur Expectation Towards Special Economic Zone Project in Songkhla

Planuntapong , Thantita
Prince of Songkla University

Sathainyuk , Manthita
Prince of Songkla University

Nookaew , Kittipos
Prince of Songkla University

Bostan Ali, Wanamina
Prince of Songkla University

Abstract:

Special Economic Zone Project in Songkhla is the land checkpoint with the highest trade value in the area. designated as a special economic zone, the government will support infrastructure, investment welfare and the management of foreign workers. Reduce income inequality, improve people's quality of life, and strengthen security in border areas, including: Improve competitiveness and links with neighboring countries. And interviewed 15 entrepreneurs by using qualitative and to bring those opinions to develop the economy in the area.

Keywords: SEZ , Special Economic Zone Project In Songkhla , Tourist

1. Introduction

The Thai Special Economic Zone is an area designated as a Special Economic Development Zone by the Economic Corridor Office of Thailand (EECO) the state will support infrastructure investment benefits management of foreign labor round trip provision of one-stop service and other necessary services. Office of the National Economic and Social Development Council, 2018). by establishing a special economic zone on the Thai border It began with the Asian Development Bank's (ADB) push under the Strategy to Promote the Use of the Economic Corridor in 1998 by identifying the development of special economic zones on the border in the Action Plan to Change the Transportation Corridor to Economic Corridors. (Cheewatrakoolpong, 2021).

In 2014, Thailand announced the Special Economic Development Zone policy through the National Council for Peace and Order. On June 19, 2014, Order No. 72/2557 was issued to appoint the Economic Corridor Office of Thailand (EECO), headed by the Chairman of the National Council for Peace and Order and there are 6 main subcommittees responsible for different areas of work. (Office of the National Economic and Social Development Council, 2018).

The Economic Corridor Office (EECO) of Thailand has developed a plan for the development of special economic zones. The main objective is to spread prosperity in the region by taking advantage of ASEAN opportunities. reduce income inequality improve people's quality of life and strengthen security in border areas, including increasing competitiveness and connectivity with neighboring

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countries. (Office of the National Economic and Social Development,2018).

The Economic Corridor Office (EECO) of Thailand gives the province the opportunity to prepare a proposal for the development of a border special economic zone. covering the boundaries of the area to be developed into a border special economic zone Activities to be developed in the area The necessary infrastructure has been developed. and the desired investment benefits are supported. Such proposals must go through a participation process. the population and various sectors in the area. and be submitted to the Economic Corridor Office (EECO) of Thailand and the Council of Ministers for consideration in accordance with procedures. The relevant authorities will implement plans, projects and measures. in accordance with the Cabinet Decision Since 2014, the Economic Corridor Office of Thailand has implemented various strategies. in the area of special economic development zones in 10 provinces.(Community Organizations Development Institute, 2018).

2. Literature Review

2.1 Special Economic Zone Project

Special Economic Zone (SEZ) is a new economic area along the border. It is an economic gateway connecting neighbors for people to have a better living. Spread prosperity to the region, raise the level of income and quality of life of the people. As well as solving security problems, SEZs were established in provincial areas along the borders of neighboring countries, namely Myanmar, Lao PDR, Cambodia, Malaysia, located in 10 provinces: Chiang Rai, Kanchanaburi, Narathiwat, Nong Khai, Nakhon Phanom, Trat, Songkhla, Tak, Sa Kaeo and Mukdahan (Bangkokbiznews, 2020).

Special Economic Zone (SEZ) established under the law for the benefit of promoting, supporting and facilitating as well as granting certain privileges in operating various businesses such as industry Commerce, services or other activities that are beneficial to the country's economy and the benefits that industrial operators commerce or other activities that are beneficial to the country's economy, which are already granted under the law in force at present, such as investment promotion industrial estate and free zone (Temphrasiri , P. *et al.,*2017).

In 2015, the Special Economic Zone Development Policy Committee (SEZ) designated the Special Economic Zones in two phases to attract foreign direct investment to increase the country's capability. spread prosperity to the region reduce inequality Enhance the quality of life of the people and solve security problems There are 4 key strategies: 1. Support new economic areas 2. Support infrastructure 3. Support SMEs and continuous investment 4. Organize border economic areas.(Realist blog, 2016).

2.2 Special Economic Zone Project at Sadao

Special Economic Zone at Sadao is the center of southern Thailand. The 4 sub-districts of Sadao District are Sadao Subdistrict, Samnak Kham Subdistrict, Samnak Taeo Subdistrict Padang-Besar Sub-district, totaling 552.3 square kilometers 345,187.5 Rai (Office of the Board of Investment,2018). It is the land checkpoint with the highest trade value in Thailand. The area is close to Penang Port. It also connects the railway between Thailand and Malaysia through Padang Besha, and has production bases in rubber processing industry, seafood and other areas. Indonesia-Malaysia-Thailand Tripartite Economic Zone (IMT-GT) This will help support the expansion of economic activities in the region to neighbouring countries. In particular, the development opportunity is the joint special economic zone between Sadao and Bukit Gayuhitam (Malaysia) for investment in industry and services. Malaysia North-South Expressway (Klaewklad, 2018).

2.3 Stakeholder Expectations

Government sector : It is expected that the special economic zones will spread development to various regions to prevent development from concentrating only on large cities. Allocate development to specific areas that have been established as special economic zones. Improve the quality of life of people in nearby areas. We also hope to benefit from economic development and improve the competitiveness of the country in the global trade arena. With the approval of the Special Economic Zone Policy Committee, appropriate potential areas for the establishment of special economic zones are determined. The strategy includes: 1) creating new economic space through the use of links with neighboring countries, and focusing on the border in the first stage. 2) Support Thailand's small and medium-sized enterprises and Thailand's continuous investment in neighboring countries. 3) Organize border economic zones to solve labor problems. Illegal foreigners and agricultural products smuggled from neighboring countries (Chayakul,2016).

Economic competitiveness requires improving competitiveness and openness to increase product value. Increase potential and create opportunities for local people by using SEZs as a base to connect Thailand 4.0. The "Guidelines for the Development of Special Economic Zones" found that agriculture should be promoted and standards for production, trade, investment, tourism, and services should be raised. In line with the development of special economic zones, security is strengthened by focusing on the development of people, communities, and society (Termsilp, S. and Saenphakdee, P.,2019).

The private sector : It is expected that the development of transportation and customs system brought by the development of special economic zones will contribute to the economic growth of the province. It is expected that once the Special Economic Zone is established, local capital will be able to grow. At the same time, the private sector is concerned that those who benefit from special economic zones Only major and external capitalists invest, not local capital (Chayakul,2016).

Accepting the development of relevant personnel is considered beneficial and should be promoted as soon as possible, but some people believe that it should be given. Opportunities for information and public participation. Expectations for development have found that trade and investment are expected. Promote areas that are ready to enjoy benefits, quality of life, and job stability. Administrative agencies of special economic zones From government agencies, manage the potential and public participation of the area (Termsilp, S. and Saenphakdee, P.,2019).

2.4 Entrepreneur Expectation

The government should speed up the introduction of measures or plans to support entrepreneurs who may be negatively affected by various forms of policy agreements.The government should improve and develop the infrastructure and infrastructure, especially the logistics system.The government should formulate clear economic policies. Promote more effective trade facilitation along the border between Thailand and neighboring countries. Governments must take care of and protect the impact of natural resources and the environment, including child labour and migrant workers.The government should find defensive measures, because if the production base is transferred to cheaper labor, the industrial sector may be dismissed (phadungkit suchat,2016).

The government should find defensive measures, because if the production base is transferred to cheaper labor, the industrial sector may be dismissed. Needs of investors and entrepreneurs in the Special Economic Zones should be studied to avoid The impact that will happen to the people in the

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area. Benefits should be given to people living in special economic zones. by providing a field Tax-free in the whole city (Duty free zone) . Alowing a knowledgeable working group Expertise came in to manage and plan to achieve development in a clear, consistent manner go in the same direction (Termsilp, S. and Saenphakdee, P.,2019).

2.4.1 General

Entrepreneur means an innovator, set-up or business owner who accepts the risk of investing to operate. Business operations for long-term profits for business growth. Therefore, it can be concluded that the expectations of entrepreneurs are the thoughts, feelings, and needs of the originator, founder, or business owner towards the person who to have foreseen or foresee what you wish for (Uathamthaworn, T. and Uathamthaworn, P.,2022).

2.4.2 Special Economic Zone in Songkhla

Expectations of entrepreneurs within the Special Economic Zone in Songkhla expect to receive measures or plans to support entrepreneurs who may be negatively affected by the agreement in various forms, concrete and detailed. And the government should improve and develop public utilities and infrastructure In particular, the logistics system and the government sector should set clear economic policies. And push for trade facilitation along the borders of Thailand with neighboring countries more efficient(Phadungkit suchat,2016).

Economic Corridor Office (EECO) announced the establishment of the Songkhla Economic Development Zone in Phase 1 covering 4 sub-districts: Sadao Subdistrict, Padang Besar Subdistrict. Samnak Kham and Samnak Taew sub-districts In Sadao District, the area covers 430 square kilometers and 552.3 square kilometers (345,187 Rai). Sadao District borders Bukit Kayuhitam, Kedah State, Malaysia. It is considered as the gateway to the south of Thailand that can connect trade, investment and tourism according to the economic development plan in the Northern Corridor Economic Region of Malaysia (NCER) (Wongkongkaew, P. and Suwanrungruang, T. ,2019).

An important development in the Songkhla Special Economic Zone in Sadao District is the construction of road infrastructure. The development of the Sadao Customs Checkpoint is located in Samnak Kham Sub-district, Sadao District, opposite Kedah State. And the Padang Besar customs house is located in Padang Besar Sub-district, Sadao District, opposite the state of Perlis, Malaysia and industrial development. By establishing the Industrial Estate Authority of Thailand, it was proposed to establish an industrial estate at Tambon Samnak Kham, Sadao District, Songkhla Province, area 1,196-2-20 Rai. The target industries that promote investment in the area are rubber industry and rubber-related products. Agro-Industry and Halal Processed Food Textile, garment and leather industry logistics services, cargo centers and warehouses and other industries that does not affect the environment. (Wongkongkaew, P. and Suwanrungruang, T. ,2019).

In addition, the Sadao district is also close to the industrial area that uses the main raw material of the southern region, rubber for Malaysia's rubber glove industry. And the distance is not far from Penang Port and Central Port of Malaysia. Currently, Thailand has exported many important products through the aforementioned ports to destination buyers in many countries. Therefore, it is easy to export important products such as rubber sheets and latex. (Wongkongkaew, P. and Suwanrungruang, T. ,2019).

2.5 Positive impacts and negative impacts towards Special Economic Zone Project at Sadao

Positive impact
Increase in income distribution and sources of income from economic activities. Improve people's quality of life, create employment opportunities and create jobs. Promote tourism and community people to appreciate, protect and inherit local lifestyle and culture. Efficient and safe transportation. Infrastructure and public health, labor force. Define border management and organization (Jirawatjanya, 2015).

Negative effect
Due to the intensification of market competition, small manufacturers in the region may experience a decline in revenue. The way people live in the community and culture. Traditional traditions may change with the expansion of society and the acceptance of modern values. As more and more immigrants enter the region, there is a possibility of crowding of foreign workers working in the region (Jirawatjanya,2015).

2.6 Theoretical context

Development guidelines

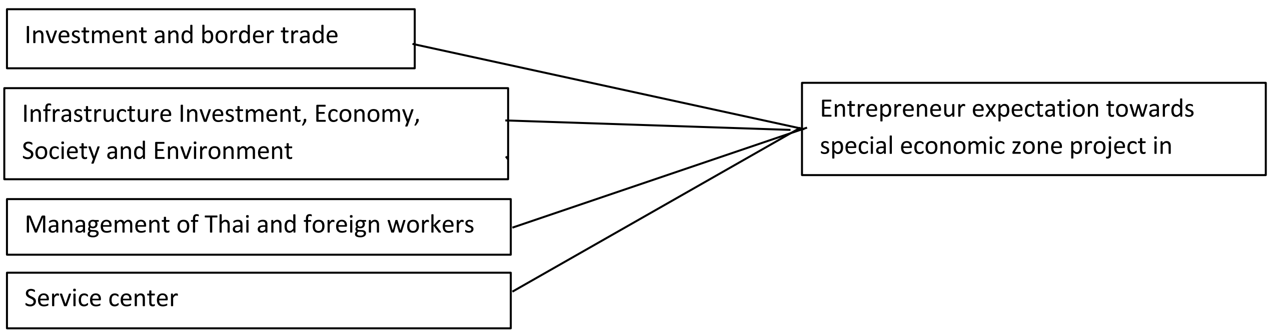

Figure 2.6 Theoretical context (Mr.Atthaphon Jirawatjunya , 2015)

Variable Explain:

Variable 1: Investment and border trade : Promote trade, investment and border trade including small and medium enterprises and social enterprises. To attract Thai investors in the region to invest in the area, especially the establishment of special economic development zones in border areas. (Jirawatjanya,2015).and area under the Indonesia-Malaysia-Thailand Economic Trilateral Cooperation (IMT-GT) project, which will help support economic activities in the area to expand to neighboring countries even more. especially occasion development of a joint Special Economic Development Zone between Sadao and Bukit Kayu Hitam (Malaysia) for investment in industry and services which can expand cooperation in trade and investment continuously in express way North-South (North-South Expressway) in Malaysia enters the interior of Malaysia (Office of the Board of Investment,2018).

Variable 2 : Infrastructure Investment, Economy, Society and Environment : Give importance to infrastructure investment in economic, social and environmental aspects to develop the Special Economic Zone Project in Songkhla. (Jirawatjanya,2015). Urban structure development plan Industrial estate establishment project Area of approximately 927.925 rai in the area of Samnak Kham

Subdistrict, Sadao District, Songkhla Province. The EIA report is being presented to the National Environment Board for consideration industrial Estate Authority of Thailand the first plot of land was leased on August 8, 2017, with an area of 629-1-70 rai. As for the second plot of state property land (298-3-70 rai), there are stilltrespassing in the project area and still not willing to move out As a result, the Industrial Estate Authority of Thailand not yet able to enter into a contract can be rented from the Treasury Department. (Office of the Board of Investment,2018).

Variable 3 : Management of Thai and foreign workers : Giving benefits Management and capacity building of Thai and foreign workers. (Jirawatjanya,2015).

Variable 4 : Service center : Providing service centers and organizing security border areas To facilitate border trade and border crossing between Thailand and neighboring countries. (Jirawatjanya,2015). Foreign Worker Management Establishment of one-stop labor service centers in the area special economic development zones in 10 provinces were completed. And now there are foreign workers coming to work in the areas of special economic development zones in 10 provinces between October 2017 - January 25, 2023 all nationalities, a total of 542,775 people, separated into workers who come to work work in a round-trip manner or seasonally (Section 64) of the Royal Ordinance on Work Management2017 and its amendments, 474,974 people are Cambodian workers.190,219 people and 284,755 Myanmar workers (Office of the National Economic and Social Development Council,2023).

3. Methodology

Applied research

Exploratory research. This research revealed the attitudes of travelers from collecting evidence from questionnaires that were answered by the informants themselves.

Qualitative research. This research can be used to develop expectation. During various situations as one of the entrepreneur expectation towards special economic zone project in Songkhla.

Inductive research. As the researchers designing the research conceptual paper up till methodology, it is significant for this research should present the result within situation is occur. About entrepreneur expectations towards is most valuable to consider in order to serve them accordingly by special economic zone project in Songkhla. Therefore, the next step in upcoming month, the researchers will work on data collection and proceed with further steps.

Research question

The tool used in this research was an interview from which interviewed the feelings, opinions and questions posed by the researcher according to the study objectives assessing entrepreneur expectation towards Special economic zone project in Songkhla.

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Assessing Songkhla Community Product Activities for MICE

Chanissara Hewpong
Prince of Songkla University

Naphatsorn Mukem
Prince of Songkla University

Nutkamon Vanichpattarakul
Prince of Songkla University

Geniga Phiangsuntorn
Prince of Songkla University

Bostan Ali, Wanamina
Prince of Songkla University

Abstract:

This research involved the evaluation of community products. The community products are diverse and exotic. Therefore, 15 communities have been selected to assess and measure the level of products that will be further developed in the MICE industry. The objective of the research is to raise the level of community products to be widely known, to determine whether the community products are strong enough to enter the MICE industry or not, to promote community enterprises to have more income and to revitalize the community economy. And finally, in this research section for entrepreneurs to study basic product information that we have evaluated and then further expand in the business of the MICE industry.

Keyword: Community Product, MICE industry, District in Songkhla Province, Raise the Level of Community Products, Assess and Measure.

1. Introduction

When referring to the word "product standard" All types of products used in the production of products are inspected and screened. strictly safety To be a standard for products in the manufacturing industry, but in terms of technical quality or standard, that means products that can be used.It is well designed, durable, stable, in good condition, can be used, and performs its function. If the quality is better than expected, it will make an impression (Department of Industrial Promotion, 2016). Therefore, seriously promoting Thai industrial products. Thai Industrial Affairs because Thailand lacks industrial products that are imported from foreign countries. During this period, the country's economic development plan came into play. Technical specifications that the Thai Industrial Standards Institute (TISI) has set up as a guideline for manufacturers to produce quality products at the level that.

is most suitable for use.It is a document and printed as a book within each book of TIS.Contains content related to the production of that product, such as technical criteria.Key features,performance of implementation The quality of the material from which it is produced and test methods etc.Currently, the product at the anchor.Currently, there are more than 2,000 standards set,covering many types of products that we use in daily life, such as foodstuffs, electrical appliances, vehicles, textiles, construction materials, etc (TIS., 2023). Including the province's GDP per capita value,it is the fifth highest in the southern region and higher than the national average (128,245baht/year).,(Thailand, 2023). Standardized products use the same materials no matter where they are sold anywhere in the world. Local community products in Songkhla province It is a products originating from the local community. by bringing unique local wisdom that shows the cultural roots way of life of the people in that community used in production There are various types of local community products in the locality of the province originating from villagers, community producers with specific expertise in producing products in the community. by focusing on sustainable development in order to raise the quality of community products to meet the specified standards.

2. Literature Review

2.1 Community Products in Songkhla

2.1.1. Type of Products

• Food

We use all local raw materials to produce this product, including Sangyod rice and Cho Khing rice, both of which are Songkhla rice varieties. And use raw materials that have the integrity of the sea such as dried shrimp, squid and salted eggs as all ingredients (online millionaire path & Blink, 2022). Including we also use palm sugar. Making the egg cover was invented in order to be able to keep the egg yolk foreating for a longer time (Ltd., 2021) And then Most of the villagers in the area tend to work as fishermen. Therefore, there is a large amount of egg yolk left after dyeing the nets each time.

• Drink

Use the mulberry grown by people in the community to get the freshest mulberry. Clean, processed into wine with a mixture of 100 percent mulberry and 11 percent alcohol (Saeng Chan Siri, 2023).

• Consumables

The distinctive feature of the Javanese dove cage in Chana District, Songkhla Province is the beauty and subtlety of the patterns. There are also many shapes with different names, such as Sateng cage, Khon Nong rattan cage, using raw materials from the community, namely rattan, bamboo and ivory (Ideal Creation Center Co., 2023).

• Culture

Kuan Niang is an old community, so it is the origin of various arts and cultures. Kuan Niang shadow play carving is a fine art, delicate, very beautiful, giving a feeling of emotion. Cowhide is also a local raw material with local conservation values and fines.

• Clothing

Ratchawat pattern, big flower, Luk Kaew pattern, Payom flower pattern, Squirrel pattern, Pikul flower pattern, Pakakrong pattern, Ratsukhon pattern, Kret Kaew pattern, Water drop pattern. Weaving is a popular art and cultural event by Chao Ko. There are artificial silk, pure silk, and cotton. Later, it became a popular woven fabric of southern city weaving by Koh Yor weaving fabric. be considered Selected as the outstanding product of Songkhla Province (Ko Yo Subdistrict Administrative Organization & Ko Yo Subdistrict Administrative Organization, 2023)

2.2 Community product standards

2.2.1 Manohra beads Manohra bead handicrafts, Baan Khao, Ranot District, Songkhla Province, under

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the NERA brand. to further develop the design into a product that delivers value from villagers to users while reflecting the uniqueness and charm of local wisdom in a more beautiful, modern, and interesting way (songkhla, 2012).

2.2.2 Ko Yo woven fabric, or Ko Yo fabric, is a native fabric of Ko Yo sub-district, Muang district, and Songkhla province. It is a famous native fabric of Songkhla province. with refinement and beautiful colors by weaving flowers in soft patterns. It is considered a symbol of southern handicrafts and is also the best product. One Tambon Year 2006 OTOP Product (Wikipedia, 2023).

2.2.3 Nam Budu Khao Yam Instant Noodles, Ban Trab, Pla Ra, or as the villagers call it, Bara, is the food of the villagers. which is said to be food for the poor By bringing fermented fish, which is fish marinated in salt and boiled before being seasoned with onion, chili, lime, and sugar, served with vegetables and grilled fish (Ideal Creation Center Co., 2023).

2.3 Theoretical Frameworks

Figure 1 2.1. Conceptual model for this study Assessing Songkhla Community Activities for Assessing Songkhla Community Product Activities for MICE Model (JOURNAL, 2021).

3. Methodology

3.1 Population and Sample Size

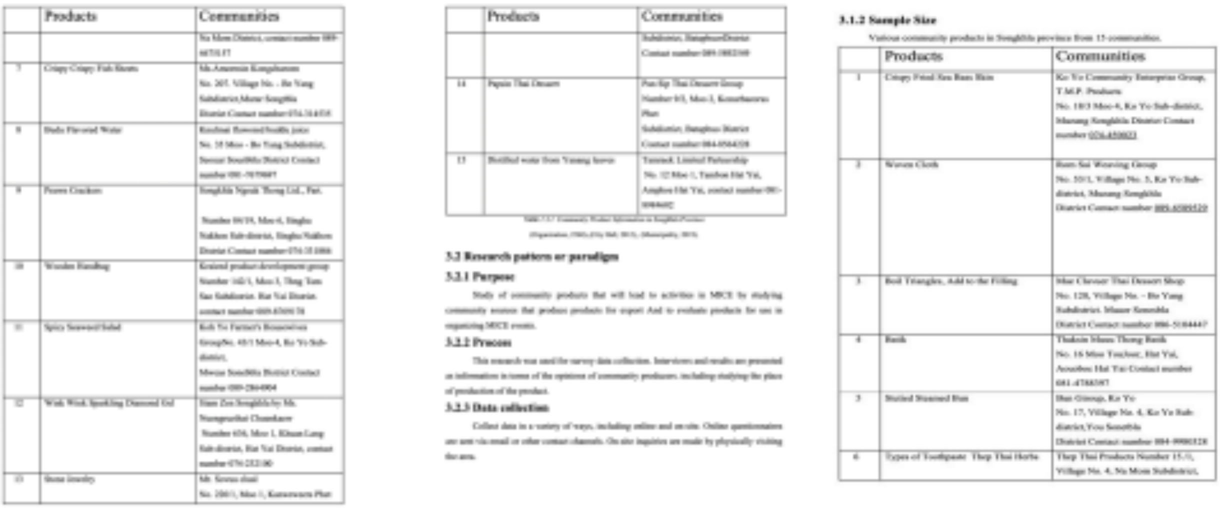
3.1.1 Population

Population The target population used in the study was various community products. In Songkhla Province, there are 16 districts in each district with multiculturalism. with a variety of resources and way of life as follows.

Figure 2 3.1 District Map in Songkhla Province (Panteethai.Songkhla, 2023).

3.1.2 Sample Size

Various community products in Songkhla province from 15 communities.



3.1 Community Product Information in Songkhla Province (Organization, 2560).,(City Hall, 2012)., (Municipality, 2019).

3.2 Research paradigm

3.2.1 Objectives

Studying and evaluating community products that will lead to MICE activities by studying community areas that produce products for export.

3.2.2 Process

This research was used to collect exploratory data. By studying the place of production and receiving information from people in the community.

3.2.3 Data collection
Gather information in different ways including online and on-site

3.2.4 Research Theory
Find community product assessment information for MICE activities, study production, preparation, export and planning, have standards and lead to MICE activities.

3.2.5 Research Paradigms
Quantitative Data: The research for this book is a community product evaluation survey to raise export standards for MICE activities.

Analytical: Analyzing community products to reach standards and upgrading community products for export to MICE activities.

3.3 Research Model Constructs and Variables
Independent Variables is tourism Division of tourism in Thailand is declining. It will affect the MICE industry and make entrepreneurs lose their income. Dependent Variables is to promote tourism in various forms makes tourists more interested.

3.4 Research Questionnaires
Since the research questionnaire is in the form of an on-site interview, the information in this section must first go to the actual field. The interview goes down into the entrepreneurial community and asks about the product. Customer reach and sales to obtain more information for further research.

3.5 Research Instrument
The tools used in this research were interviews with people in the community. by studying concepts and theories about product evaluation from interviews.

3.6 Data Analysis Tools
Analyze personal information from interviewees in the community. It will analyze the answers to the above questions.

The details are as follows:

- How do you feel about products that have been certified by international product standards such as GMP and GAP?
- Is the FDA mark important for a product to be purchased?
- Does changing the product package affect sales?
- How does the price of a product affect product evaluation?
- Highlighting product features Will customers be more interested in the product than before

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Marketing Mix Factors Influence Accommodation Selection in Songkla by Malaysian Business Travelers

Khongaiang, Thornyada
Prince of Songkla University

Suwanno, Chanittha
Prince of Songkla University

Musikawan, Sarinda
Prince of Songkla University

Jamroennusit, Supawadee
Prince of Songkla University

Artthayapan, Hatsaluk
Prince of Songkla University

Bostan Ali, Wanamina
Prince of Songkla University

Abstract:

The purpose of this research was to study the behavior of Malaysian travelers choosing accommodation. in Songkla Province The research tool was a general information questionnaire. And the researchers will take a deeper look at the marketing mix that influences accommodation decisions. The first is the human aspect, followed by the product aspect. Physical creation and presentation service process in terms of marketing promotion, price, and finally in terms of distribution or location. and examine the safety factor in terms of violent crime. Crimes against property, accidents, and identifying safety factors in terms of natural disasters, sanitation, influencing Malaysian business travelers' accommodation choices. The research tool used was a questionnaire to collect data. The behavior of the sample used in the research is about 400 business travelers pull of Malaysian business travelers.

Keywords: Business Travelers, Decision-Making, Marketing Mix.

1.Introduction

Tourism is an industry that is important to the Thai economy. Able to generate huge amounts of income for the country for many consecutive years. Tourism income is a clear driving force and plays an important role in stimulating economic growth (Lomsetthi, A. 2013).

If considering the statistics of foreign tourists traveling to Thailand during the first 8 months of this year. From January 1 to August 31, 2022, there were 4,635,418 foreign tourists accumulated, consisting of 647,648 Malaysian tourists, overall 3.13 million tourists in ASEAN, an increase of 11,074%, generating revenue of 1.14 billion baht, an increase of 7,256% (Tourism Statistics in Songkhla. (n.d). 2022).

Songkhla is known as a city that many foreign tourists have visited by setting the nickname of Hat Yai as "Paris City of Southern Thailand" (Tourism Statistics in Songkhla. (n.d). 2022).

The researcher is interested in studying Marketing Mix Factors Influence the Accommodation Selection of Malaysian Business Travelers because Songkhla is a traveler attraction well known to both Thai and foreign tourists. As a result, the hotel business was created to meet the needs and welcome traveler visiting Songkla by applying the results to adjust marketing promotion strategies and promote business operations. To increase competitiveness to be more efficient which is important to create an impression and lead to an agreement to decide to stay and use that hotel (Rakmuncharoen, C. 2015).

2.Literature Review

2.1 Concepts about tourism

In the year 2506 (AD 1963), the United Nations organized a conference on travel. And international tourism in Rome, Italy, and defined the word "Tourism" is defined as "traveling for entertainment, enjoyment, visiting relatives or going to a meeting but not for occupation as evidence or not to stay permanently (Rakmuncharoen, C. 2015).

The World Tourism Organization (World Tourism Organization : W.T.O) has defined the meaning of tourism comprises the activities of the person traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purpose." It can be concluded that tourism means travel by a person from his normal place of residence on a temporary basis (not exceeding one year in a row) as a voluntary, recreational trip. Contact for any business and purpose, but not for occupation or income (Rakmuncharoen, C. 2015).

Tourism Development Office (2003) has given the meaning of tourism as a stress relief journey. Seeking new experiences provided that the journey is a temporary journey .Travelers must not be forced to travel (Rakmuncharoen, C. 2015).

From the definition and meaning of tourism (Tourism), it can be concluded that tourism refers to human travel from one place to another. Or travel from local voluntarily take a temporary resident to another place The journey is a journey. The reason is to travel, not to make a career or earn money. Such as leisure travel to visit relatives or friends, etc (Jittangwattana, B. 2005).

2.2 Concepts and theories about accommodation selection

2.2.1 Meaning and types of accommodations

Hotel as defined in the Hotel Business Act B.E. 2004, Section 4, means accommodation established for the purpose of business to provide temporary accommodation for travelers. Or another person with compensation This does not include (Jarumanee, N. 1993).

1. Accommodations established to provide temporary accommodation to traveler operated by the part of the government, state enterprises, public organizations or other government agencies, or for charitable or educational purposes. Without seeking profit or income to share (Jarumanee, N. 1993).

2. An accommodation established with the purpose of providing accommodation for traveler. The service fee is charged on a monthly basis only (Jarumanee, N. 1993).
3. Other places to stay as specified in the Ministerial Regulations. There are many types of accommodation businesses such as hotels, motels, guesthouses, apartment mansions, condominiums, campsites, guest houses of the Royal Forest Department. Vacation homes, bungalows, rafts, etc. Accommodation must be clean, comfortable, safe, and have a price that is suitable for each type of accommodation (Jarumanee, N. 1993).

2.2.2 Meaning of decision to selection different types of accommodations

Purchasing decision refers to the process of selection to buy products or services from two or more alternatives. The general purchase process consists of 5 steps as follows (Sukritta, K. 2014) :

A. Need recognition the buying process
B. Searching for information (Search)
C. Evaluation alternative solution
D. Deciding on the appropriate solution
E. Post-purchase evaluation

2.2.3 Behavior in selection accommodation of Malaysian business travelers caused by 2 main factors.

1. Internal factors related to personal factors, learning, perception, motivation and attitudes (Mayo and Jarvis. 1981).
2. External factors related to personal factors, learning, perception, motivation and attitude about family influence social classes, cultures, and reference groups (Mayo and Jarvis. 1981).

2.3 Tourism information in Songkhla

Songkhla is an economic city. Is a center for trade and investment transportation, education, and tourism. This is considered a strong point and a good opportunity for Songkhla Municipality to join hands with all sectors in formulating a strategic plan for economic development of the area that is flexible and able to resist (RESILIENCE) against the situation both under normal circumstances. And crisis, as well as to be used as a guideline to help upgrade and increase the competitiveness of Songkhla economic system as well as seeking cooperation with various sectors to drive development to determine the strategic position of Songkhla to become a smart city in the future (Songkhla SMART CITY. (n.d). 2022).

Multicultural city and food using the strength of Songkhla as a city of multicultural and food. And there are locations with strong local administrative organizations around such as Phatthalung, Satun as a guideline to stimulate tourism. By creating alliances with surrounding local government organizations in organizing tourism activities and tourism routes that are linked to support each other. Together with the promotion and support of food festivals and festivals related to important cultural traditions. As well as promoting tourism support in creating. Developing and improving the urban landscape and important traveler attractions in Songkhla, such as upgrading and adjusting the landscape of the park to be a family-oriented and healthy traveler destination. Canal landscape adjustment Most importantly, clean, clear water, shady, beautiful with various plants. To use as a place to rest exercising and organizing activities for people in the community, adjusting the landscape around the clock tower to cover the fountain circle to be an important landmark of Songkhla. The city's lights are decorated to make it stand out at night. Building a brand (BRANDING) that is unique to Songkhla through the process of creating value and adding value (VALUE CREATION & VALUE ADDED) in major traveler attractions. This will affect the motivation and interest of travelers. Including cooperation with various agencies related by managing tourism in groups of provinces and creating travel networks across province in a way that promotes and builds market share together to stimulate tourism and revitalize the economy. Including creating a sports tourism market. By collaborating with various organizations organize a variety of sports activities both nationally and internationally continuously and consistently to attract travelers who are interested in sports and bring income to the province (History of Songkhla. (n.d). 2022).

2.4 The concepts of Malaysian business travelers

2.4.1 The meaning of Malaysian business travelers

Malaysian business travelers means Malaysian travelers. Who stay in accommodation in Songkla Province for business purposes or other aspects. Which can help propel the economy both the accommodation business. And trade, Malaysian business travelers who come to travel and stay in Songkla Province, where tourism has many forms. Depending on many factors such as duration, type of transportation, number of members, expenses, so it can be divided according to the purpose of the trip. Which may be divided into 6 characteristics as follows (Walam, A. 2016).

1. Travel for fun and entertainment.
2. Tourism for leisure It is a use of free time to rest the body and brain. may include rehabilitation after illness.
3. Tourism for cultural studies.
4. Sports tourism.
5. Business tourism, conferences, and seminars.
6. Educational tourism.

2.5 Conceptual framework

2.5.1 variables explain

A. Marketing mix factor (7P’s)

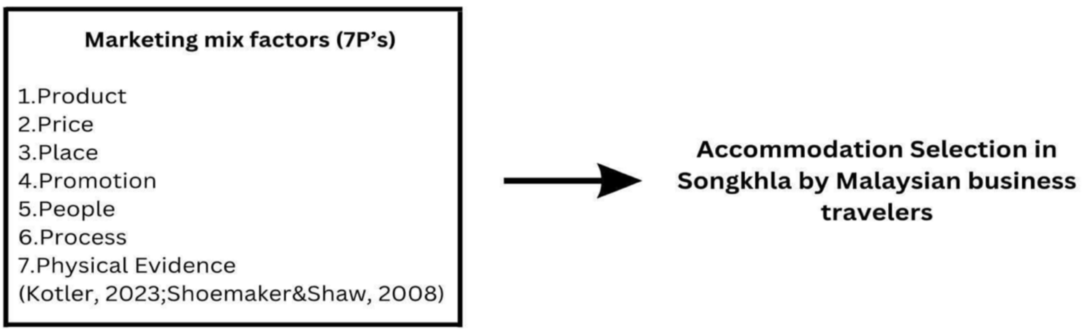

Figure 2.5 Research conceptual framework (Rakmancharoen, C. 2015).

In creating customer satisfaction Marketers often use tactics. The “Marketing Mix” 4P's which include Product, Price, Location and Promotion In addition to the 4P's of the Marketing Mix, there is also a focus on the other 3 P's: packaging or physical creation and presentation, Personnel, and processes (Samerjai, C. et al. 2008) are therefore the 7P's of the marketing mix that will be used in this research as follows:

1) Product
2) Price

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3) Place
4) Promotion
5) People
6) Process
7) Physical Evidence (Rakmancharoen, 2016).

3.Methodology

3.1 Population and sample

The population used in this study was Malaysian business travelers arrived in Songkhla, the exact number of which is unknown. Know only all Malaysian business travelers who travel to Hat Yai, Songkhla, approximately 1.9 million peoples (Ministry of Tourism & Sport. 2022).

Country of Nationality	Number	
	2022P	2021P
Malaysia	1,948,549	5,511

Table 3.1: Number of Malaysian travelers: 2021-2022
(Ministry of Tourism & Sport. 2022).

Table 3.1

Table for Determining Sample Size of a Known Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: N is Population Size; S is Sample Size *Source: Krejcie & Morgan, 1970*

Table 3.2: Table for Determining Sample Size of a Know Population
(Krejcie & Morgan. 1970).

Sample size consisted of use, while this time it was an unknown number of Malaysian business travelers, so the sample was calculated with an unknown number of samples, setting the standard demand level 95% (Sin-jaru, T. 2010).

Use random sampling using non-probability sampling and using Judgment random sampling. 385 people in the survey have increased the number the sample size was increased to 400 samples in order to prevent the loss and unacknowledgment of the questionnaire for data collection in locations with Malaysian business travelers (Walam, A. 2016).

3.2. Research Paradigm

3.2.1 Fundamentals of classification

The research population is divided into 2 types:

1. A population with a definite number (Finite population) means a population with a definite number. Can be counted out as complete numbers, such as the number of students in the Bachelor of Nursing Program who are studying in Boromarajonani College of Nursing, Songkhla, the number of patients who come to receive treatment at the diabetes clinic Maharaj Hospital Nakhon Si Thammarat.
2. Infinite population means a population whose exact number is unknown. Which cannot be counted out as a number, such as the number of patients with diabetes throughout the country. The number of rice grains produced in Thailand, the target population for each study. There may be one group or several groups depending on the scope of the research. The target population can be units of the same level or multiple levels, such as individuals or areas. The determination of the target population will affect the method of data collection and analysis. Because the information collected from each group is different and the tools that will be used are different and difficult. Therefore, in determining the target population, it must be clearly defined and specific. Population targeting is not only effective for data collection. It also makes it known whether the scope of the research is limited to a specific group or not. It also affects the sampling frame.

3.3 Analyze data

Analyze the data and test the opinions of the volunteers. Factors that each person uses the hotel and resort accommodation of consumers in the municipality. can be divided into two parts according to.

To practice analyzing data and experience in making a decision to selection accommodation, hotels and resorts of consumers. Observe the data analyst's characteristics of the sample by studying and presenting it in the form of a frequency distribution table (Frequency), the desired value (Percent) (Mean) and the standard deviation (Standard Deviation).

Summarize the characteristics of the data set. Inferential statistics help to draw conclusions and make predictions based on the data.

When collecting data from the sample group Inferential statistics can be used to understand the larger population of which the sample is.

Inferential statistics have two main uses:
- Population Estimates (Pritha, B. 2020).
- Hypothesis testing to draw conclusions about a population (Pritha, B. 2020).

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Bidding Strategies to Win International Event in Southern Thailand

Kaewprakop, Nichakorn
Prince of Songkla University

Rungrojwattanakul, Teeradech
Prince of Songkla University

Thammakarn, Purinut
Prince of Songkla University

Raethongkham, Siraprapa
Prince of Songkla University

Bostan Ali, Wanamina
Prince of Songkla University

Abstract:

This is a study on the bidding strategy of the event, with the purpose of understanding the meaning, purpose, and type of the event. The form and importance of the activity bidding The method of competing for the host's rights bidding in various forms, including the host's rules, will be very useful for the exhibition industry. Understand the whole process of the event bidding, and you can see the overview and key points. The next important thing is to be able to achieve the goal of the event bidding. Bidding strategy with high success rate and practicability.

Keywords: International Event, Bidding strategies, MICE

1. Introduction

Event bidding can be thought of as a process of communication between two players, the event owners and the event bidder. The event owner may be a client, an association/organization or even a government body. The event bidder is the entity or organization that seeks to secure the right to host an event. In most cases, there are usually a number of bidders seeking to win the hosting rights of an event. This is because of the increasing economic value of hosting events, particularly as they are in high demand and limited supply. which owns the rights to the event and is looking for a host to organize and successfully. In most bids, there is more than one bidder for an event, which results in a competitive bidding strategy.

The bid-winning strategy to be adopted to maximize the chance of winning or the degree of effort and competitiveness to be applied. Getting success in the bidding strategy, it is necessary to bid high enough to ensure getting profit on each job, yet low enough to get a job. The problem that appears is that if the bids high enough for a sure profit, but too hard to get the job. The first option is a good opportunity for low bids to be unprofitable, and the second option is high bids to be unprofitable. Therefore, among these radical choices, it is possible to generate reasonable profits. Strategies to win the auction include: Added valued, Marketing and promotion, Existing facilities, Research, Figureheads, Ability to Organize Events, Accountability, Bid Team Composition, Relationship Marketing, Political and Economic Support, Existing Facilities, Communication and Exposure

(Media), Concern for environment.

2. Literature Review

Bidding strategies

Bidding is a proposal from one party to the other party to do something in accordance with the requirements or specifications and agreed upon. Bidding strategy in construction comprises a number of decisions to be made including whether to bid or not bid; the level of mark up to be adopted, if the decision is to bid; the winning strategy to be adopted to maximize chance of winning or the degree of effort and competitiveness to applied. Getting success on bidding strategy, it is necessary to bid high enough to ensure getting profit on each job, yet low enough to get job. (Elsevier Ltd,2015).

In a competitive bidding process there is more than one bidder. Over the years, many critical factors have evolved for successful bidding. They are also the evaluation criteria used by the bid evaluation commission. The key critical factors or considerations in the bid process, are discussed under the following subheadings (Elsevier Ltd,2015).

- Added valued
  As the desired outcome of the event is to win the event bid, you must always have in mind the aspirations of the event owners towards the event. You can figure out their aspiration through their bid criteria or their strategic documents. The challenge will, therefore, be to achieve the best fit between the event owners' criteria and the bidding organization's offering. In achieving this best fit in a highly competitive environment, the focus should also be on adding value to the event. Added value is considered to be useful in achieving a competitive advantage over your rivals. Simply meeting the primary criteria stipulated in the event bid not enough, you have to enhance your bid by adding more value to the event. The process of adding value is a conscious one that occurs thought the event bidding process (IQ Academy, 2020).

- Marketing and promotions
  This is in relation to the marketing considerations of the hosting city. There are a number of factors that would contribute to ensuring local, regional, national media exposure, such as the city's tourism industry, communication and IT systems in place. Again, widespread promotion and media exposure are important for the bidding organization and event owners in increasing the brand equity of both parties (IQ Academy, 2020).

- Existing facilities
  When bidding an event, there must already be existing facilities in the host city, at the time of the bid. Such facilities may have been established by public policies, private investments or have even been facilitated by events that the city has hosted in the past. These facilities may even refer to overnight accommodations that spectators can stay in overnight (IQ Academy, 2020).

- Research
  Another key success factor in the event bid is the requirement to undertake basic research when bidding for an event. Conducting research as a multitude of benefits of the bidding organization, for instance, it helps understand the nature of the event, where the power base is and what is needed to win the bid. Undertaking this research will further assist in understanding the technical requirements of the bid, that is infrastructure, contractual obligations, sponsorships, and media.

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You also need to know who your competitors are and their strengths and weaknesses, who the decision makers are and the critical bid dates (IQ Academy, 2020).

- Ability to Organize Events
  A solid track record in organizing similar events goes to show the ability to organize an event. This means that the experience in hosting event is a major success factor, along with the scope of knowledge of members on the bid team. The network and capability within the organization to manage the event includes the event management (administration) expertise, the technical expertise within the network, facilities, event equipment and overall financial support (public and private) to fund the event (ignou the people's university, n.d.).

- Accountability
  This is an element that provides evidence of the event's reputation in the market, its advantageous venues, previous success in hosting events leading to generation of goodwill and benefit to the community, that is creating legacies (ignou the people's university, n.d.).

- Bid Team Composition
  This is an essential element that includes the talent mixture of members involved in the bid development. Bid success is dependent upon in-depth knowledge and networks, processes and people – in other words external support at the very highest levels of the government, state level, district level and commercial sector. All this suggests that the organizing team (bid team) itself is an important element that could enable the winning of a bid. Understanding the event owner's perception is important for the bid presenter. To increase the bid evaluators' perception of the bid, the bid team officials should display selling capacities. Good bid team composition emphasizes the need to recruit, train and develop individuals with specific bidding skills. Besides having considerable experience in hosting successful events, there should be expertise in developing experience (ignou the people's university, n.d.).

- Relationship Marketing
  To strengthen its position, the event bidder must seek to enter into relationships with other organizations in order to provide resources and ties that will benefit the bid. At the internal level, by including experts, the bid team can convince the event owner that there is sufficient internal expertise, including technical expertise and capacity within the bid team to successfully develop the requirements relating to the event. At the external level the bid team can develop political support and access to major infrastructure projects in support of the bid. (ignou the people's university, n.d.).

- Political and Economic Support
  This indicates support from the government for the event bid. Political stakeholders often associate themselves strongly with event bids in order to show their local or national identity, their connection with global culture, their recognition and local or national pride. The strength of the government support is seen by the level of spending on infrastructure and the use of money towards attracting events to the city or country. Political support is important in gaining stability from the point of view of getting vital resources – financial, infrastructure facilities, physical and human resources, as well as the political and financial stability of the city and country, in relation to the formulation of (longer-term) government policies that will clearly contribute to the quality of the event. In addition to this events attract investment to a region from business visitors and

non-business visitors, such as the Trade Fair in Delhi. Major events are linked to large and wealthy corporations and governments, due to the wide range of economic benefits that are generated (ignou the people's university, n.d.).

- Existing Facilities
  At the time of bid submission, the current status of the event facilities, construction dates and accommodation capacity should be highlighted. Infrastructure such as capacity for the provision of appropriate accommodation, transportation, venues, finances, telecommunications and technology are important for the success of a bid (ignou the people's university, n.d.).

- Communication and Exposure (media)
  This element highlights the reputation and capacity of the host city as a destination, to develop media exposure opportunities for the event. To support the bid, it also highlights communication requirements for hosting and promoting the event, as well as the capacity to handle communication systems. Communication and exposure of the event through media also reflects city marketing, that goes to show how reputed a particular city is as a major tourist destination for a festival or fair or any kind of event. The communication and information technology systems that exist ensure national and global media exposure of the event. Marketing and public relations techniques are also frequently used as a mechanism to get citizen support for a bid for major events. However, these campaigns, meant for backing or supporting the bid are carefully handled through media management (ignou the people's university, n.d.).

- Concern for Environment
  Besides the above key success factors, additional significant factors that could help in the winning of bids are (i) commitment - given to full-time bidding, (ii) having a bidding presence, (iii) competitive environment - a global understanding of other bidders and events, (iv) creative statistics – present credible event specific information. (ignou the people's university, n.d.).

Theoretical Context
This study will aimed to the significant elements of the bidding strategies will be exploring in order to identify the bidding strategies to win international event in Southern Thailand. There are variables explain as below:

Variable 1: Added valued
As the desired outcome of the event is to win the event bid, we must consider the owner's inspiration. You can find their inspiration through bid criteria or strategy documents. The challenge is to achieve the best goal between the owner's standard and the company's quotation. In order to achieve this goal in a competitive environment, we should focus on adding value to the events. Adding value helps to achieve goals and gain advantages in competition(IQ Academy, 2020).

Variable 2: Marketing and promotions
This is related to the marketing considerations of the city hosting the event. There are a number of factors that help ensure the exposure of local, regional and national media, such as the city's tourism industry, communication and IT system In place. extensive publicity and media exposure are very important for auction organizations and owners to improve their reputation and owner's event(IQ Academy, 2020).

Variable 3: Existing facilities

When bidding an event, there must already be existing facilities in the host city, at the time of the bid. Such facilities may have been established by public policies, and private investment or have even been facilities by events that the city has hosted in the past. These facilities may even refer to overnight accommodations that spectators can stay in overnight(IQ Academy, 2020).

Variable 4: Research

Another key success factor in the event bid is the requirement to undertake basic research when bidding for an event. Conducting research as a multitude of benefits of the bidding organization, for instance, it helps understand the nature of the event, where the power base is and what is needed to win the bid. Undertaking this research will further assist in understanding the technical requirements of the bid, that is infrastructure, contractual obligations, sponsorships, and media. You also need to know who your competitors are and their strengths and weaknesses, who the decision makers are and the critical bid dates(IQ Academy, 2020).

Variable 5: Ability of Organize Event

A solid track record in organizing similar events goes to show the ability to organize an event. This means that the experience in hosting events is a major success factor, along with the scope of knowledge of members of the bid team. The network and capability within the organization to manage the event include the event management expertise, the technical expertise within the network, facilities, event equipment, and overall financial support to fund the event. These are all the base requirements that directly relate to the actual event being hosted. Technical elements include such features as facilities, event location, proposed budgets, personnel, equipment, and other resources that contribute to the successful staging of the event. A site visit adds to this technical part of the bid process (ignou the people’s university, n.d.).

Variable 6: Accountability

This is an element that provides evidence of the event’s reputation in the market, its advantageous venues, and previous success in hosting events leading to the generation of goodwill and benefits to the community, that is creating legacies (ignou the people’s university, n.d.).

Variable 7: Bid Team Composition

The main components include the ability combination of the members participating in the bids development. The success of the bids depends on external support, such as national support. It can be seen that the bid team is an important part of winning the bid. It is important for bidders to understand and receive information. In order to win the bidding, the sales ability should be demonstrated. The composition of the quotation team emphasizes the necessity of recruitment and training. Cultivate personnel with specific bidding skills. In addition, they should have the professional knowledge to develop experience and communication skills. The opportunity to bid successfully through the use of written, verbal, visual, and all other elements.

Variable 8: Relationship Marketing

Relationship marketing refers to the relationships between key people in the bidding process. It is a key requirement for the success of the bid. The boss relationship is the main alliance relationship. between bidders and owners The most important thing is the trust that is built on the experience that comes from the collaboration between the job owner and the bidder. And this trust will guarantee a level of confidence in the Organizer's competence and alignment with the business model and client requirements. In addition, the bidding team must provide a reliable relationship between the bidder and the project owner to strengthen their position. And must build relationships with other organizations to find resources and relationships that are beneficial to bidding.

Variable 9: Political and Economic Support
This indicates support from the government for the event bid. Political stakeholders often associate themselves strongly with event bids in order to show their local or national identity, their connection with global culture, their recognition, and local or national pride. The strength of government support is seen by the level of spending on infrastructure and the use of money towards attracting events to the city or country. Political support is important in gaining stability from the point of view of getting vital resources – financial, infrastructure facilities, physical and human resources, as well as the political and financial stability of the city and country, in relation to the formulation of (longer-term) government policies that will clearly contribute to the quality of the event.

Variable 10: Existing Facilities
At the time of bid submission, the current status of the event facilities, construction dates, and accommodation capacity should be highlighted. Infrastructure such as a capacity for the provision of appropriate accommodation, transportation, venues, finances, telecommunications, and technology is important for the success of a bid (ignou the people's university, n.d.).

Variable 11: Communication and Exposure (Media)
This element highlights the reputation and capacity of the host city as a destination, to develop media exposure opportunities for the event. To support the bid, it also highlights communication requirements for hosting and promoting the event, as well as the capacity to handle communication systems. Communication and exposure of the event through media also reflects city marketing, which goes to show how reputed a particular city is as a major tourist destination for a festival or fair, or any kind of event. The communication and information technology systems that exist ensure national and global media exposure to the event. Marketing and public relations techniques are also frequently used as a mechanism to get citizen support for a bid for major events.

Variable 12 : Concern for the Environment
In recent years an element that is gaining prominence in event bid success is a concern for the environment. Sports, recreation, MICE, and tourism bid submissions or dossiers have started to mention how the event and its participants are going to protect the concern for the environment. The IOC code of conduct presented six key principles that included avoiding wasting water, avoiding wasting energy, traveling as efficiently as possible, consuming responsibly disposing of waste properly, and supporting environmental conservation and education. Event organizers are expected to protect and promote environmental sustainability. Bid dossiers should hence indicate how the event and its participants will protect the worldwide concern for the environment.

3. Methodology

3.1. Population and sample
Bidder in the southern Thailand:

3.1.1 Population

No.	University	Campus	total
1.	Prince of Songkla University	Hatyai Campus.	6
2.	Prince of Songkla University	Phuket Campus.	8
3.	Prince of Songkla University	Surat Thani Campus	6

Table 3.1: University Bidders

3.1.2 Sample size
Three bidders in the southern Thailand:

Position	No.
Doctor of Philosophy Tourism and MICE Management, Western Sydney University Australia, 2019	1
Ph.D. in Hospitality Management, University of Surrey, UK	2
Ph.D.(Tourism),Griffith University,Australia	3

Table 3.2: Sample Size

3.2 Research paradigm

3.2.1 Research paradigm
Exploratory research is a methodology approach that investigates research questions that have not previously been studied in depth (George. T, 2022).

3.2.1.2 Applied research
Applied research is a non-systematic way of finding solutions to specific problems or issues. These problems or issues can be on an individual, group, or societal level. It is called "non-systematic" because it goes straight to finding solutions (Urmita.L).

3.2.1.3 Qualitative research
Involves collecting and analyzing non-numerical data (e.g., text, video, or audio) to understand concepts, opinions, or experiences. It can be used to gather in-depth insights into a problem or generate new ideas for research (Bhandari. P , 2022).

3.2.1.4 Basic research
Basic research is a type of investigation focused on improving the understanding of a particular phenomenon, study or law of nature. This type of research examines data to find the unknown and fulfill a sense of curiosity. Usually, these involve "how," "what" and "why" questions to explain occurrences. Basic research looks at how processes or concepts work. Information obtained from basic research often creates a foundation for applied studies (Indeed, n.d.).

3.3 Research Instrument

Variable 1: Added valued

Considered to be useful in achieving a competitive advantage over your rivals. Simply meeting the primary criteria stipulated in the event bid not enough, you must enhance your bid by adding more value to the event. The process of adding value is a conscious one that occurs through the event bidding process (IQ Academy , 2020).

The proposed interview question is: Q1: What are the challenges of adding value to the bidding event?

Variable 2: Marketing and promotions

This involves considering the host city's market aspect. There are many factors that help ensure exposure to local, regional and national media such as the tourism, communications and city IT industries elevating the potential of both brands (IQ Academy , 2020).

The proposed interview question is: Q2: How is promotion done both within the organization and outside the organization?

Variable 3: Existing facilities

When bidding events, there must already be existing facilities in the host city, at the time of the bid. Such facilities may have been established by public policies, and private investments or have even been facilitated by events that the city has hosted in the past. These facilities may even refer to overnight accommodations that spectators can stay in overnight (IQ Academy , 2020).

The proposed interview question is: Q3: When we bring Bided event, we must have facilities within the area. Want to know what facilities are there? and if the area does not have the required facilities We can solve some problems?

Variable 4: Research

key success factor in the event bid is the requirement to undertake basic research when bidding for an event. Conducting research as a multitude of benefits of the bidding organization, for instance, it helps understand the nature of the event, where the power base is and what is needed to win the bid. Undertaking this research will further assist in understanding the technical requirements of the bid, that is infrastructure, contractual obligations, sponsorships, and media(IQ Academy , 2020).

The proposed interview question is: Q4 : In each task, we need to conduct a thorough study of it, and we need to understand our strengths and weaknesses. How to eliminate or adjust weaknesses?

Variable 5 : Ability to Organize Events

the experience in hosting event is a major success factor, along with the scope of knowledge of members on the bid team. The connection and capability within the organization to manage the event include the event management expertise, the technical expertise within the network, facilities, event equipment and overall financial support to fund the event(ignou the people's university, n.d.).

The proposed interview question is: Q5 : How will past events affect the next event?

Variable 6 : Accountability

This is an element that provides evidence of the event's reputation in the market, its advantageous venues, previous success in hosting events leading to generation of goodwill and benefit to the community, that is creating legacies (ignou the people's university, n.d.).

The proposed interview question is: Q6 : What are the advantages of successfully organizing activities to benefit the community?

Variable 7 : Bid Team Composition

This is an essential element that includes the talent mixture of members involved in the bid development. Bid success is dependent upon in-depth knowledge and networks, processes, and people. All this suggests that the bid team itself is an important element that could enable the winning of a bid. (ignou the people's university, n.d.).

The proposed interview question is: Q7 : The bid team is very important to every bid. I want to know what you think is the most important to win the bidding.

Variable 8 : Relationship Marketing

This is a key requirement for bid success. The most important aspect is the trust that is built over the initial experiences between the client (owner and promoter) and the event manager. Relationship marketing ensures a sustained business between the event bidder and event owner(ignou the people's university, n.d.).

The proposed interview question is: Q8 : Relationship marketing is very important in the bid. The bidder must build a network of relationships with other organizations. To provide resources that are useful for bidding I would like to know how difficult it is in reality to build relationships with other organizations and why?

Variable 9 : Political and Economic Support

This indicates support from the government for the event bid. Political stakeholders often associate themselves strongly with event bids in order to show their local or national identity, their connection with global culture, their recognition and local or national pride. The strength of the government support is seen by the level of spending on infrastructure and the use of money towards attracting events to the city or country (ignou the people's university, n.d.).

The proposed interview question is: Q9 : How important is the government's support to the bidding of the event? How will it affect the future of the country or province in the future?

Variable 10 : Communication and Exposure (media)

this element highlights the reputation and capacity of the host city as a destination, to develop media exposure opportunities for the event. To support the bid, Communication and exposure of the event through media also reflects city marketing, that goes to show how reputed a particular city is as a major tourist destination for a festival or fair or any kind of event (ignou the people's university, n.d.).

The proposed interview question is: Q 10 : How does the city's reputation and image participate in the auction?

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Forecasting Tourism Accessibility in One Decade Era

Wuttipong Raksachum
Prince of Songkla University

Supapit Phemhansa
Prince of Songkla University

Atitaya Ananvilas
Prince of Songkla University

Sutthida Siriwat
Prince of Songkla University

Bostan Ali, Wanamina
Prince of Songkla University

Abstract:

The purpose of this study is to assess tourism accessibility industry in one DC era through tourism for all campaign. Through the "National Tourism" campaign according to the national tourism development plan. The second edition of the "National Tourism for All" 20-year national tourism development strategic plan is very important and aims to meet tourism needs of all tourists. Tourism logistics, tourism logistics elements, national tourism development strategic plan 20 years to assess the potential and future of Thailand's tourism industry. The study can also be used to evaluate tourists' satisfaction with tourism access. Provide all tourists with information on the correct planning, development, and improvement of Thailand's tourism industry.

Keywords: Logistics tourism, One DC era, Tourism for all

1. Introduction

Logistics before it became known and used in business management. Logistics is a science that Military use for logistics or supplies. or in military terminology known as the Commissar The logistics system was used in the planning of thstrategy, rganizing a food depot to support the army every 30 kilometres along the march route so that the army does not have to carry a lot of baggage, including to prevent food shortages during the march from using this strategy, the army of Alexander the Great was able to win the battle over a long distance from Europe to India (Fongsamut, T. 2015).

Logistics has played a significant role in tourism, in other words, tourism logistics is about managing the movement, connecting goods and services related to tourism. In addition, the image will enhance the tourism potential to maximize the satisfaction of tourists. This will be a part of increasing and supporting the potential of tourism in the future (Sitthilert, K 2009, p 13).

Tourism for all is an international concept. This does not provide certainty, but it is said that the main feature of tourism is tourism that focuses on promoting tourists. " Tourism for all " emphasizes that "everyone enjoys equal products and services". It is not limited by gender, age, physical condition, or language ability. Because tourism is the right of every human being, therefore, the government and private sectors must work together to make tourism suitable for people of all ages and groups. This requires concrete planning and execution (Designated Areas for Sustainable Tourism Administration, 2022, p.11).

Thailand's tourism industry is expanding rapidly. Therefore, good quality tourism requires the management of various stages in the logistic tourism supply chain, which must be applied to the science of logistics to manage mobility. Circulation and coherence Products and services related to tourism to be efficient in terms of time and cost, which will bring maximum satisfaction to consumers (The National Statistical Office, 2021).

2. Literature Review

2.1. Overview of Tourism Logistics

Logistics management refers to the process of moving goods or services in both the manufacturing and service sectors (Kamolchonk Sutwathanruputhi et al., 2004). Management of the flow process of goods, services, or raw materials. From the beginning (Points of Origin) to the point where the product or raw material is used (Pongchai Adhikomrattanakul, 2008).

Tourism refers to traveling for recreation or for fun, excitement, or to find knowledge. Tourism logistics management or tourism logistics is an integration of the concept of logistics management with the concept of tourism management. This is to consider the tourism logistics management model. It is essential to understand the supply chain of tourism, as the concept and style of logistics management is the management of circulation within the supply chain, which consists of managing and managing physical, financial, and information flows in order to be as efficient and effective as possible (Pongchai Adhikomrattanakul, 2008).

Hotel operators should adapt to sustainable business operations, such as:

- More modern technologies should be used to build tourists' confidence and maintain competitiveness. Modern technology has also strengthened the tourism value chain, because tourism is an economic sector involving multiple business groups. Such as hotels, travel agencies, transportation, food, retail and raw material suppliers, so that chain operators can connect through various platforms. And expand the business to meet the needs of different tourists (Lunkam, P. 2021).
- Provide services to meet personal needs using technological progress. Improve the efficiency of data storage and processing process to meet the needs of each visitor, such as public relations. Marketing for tourists by age group (Lunkam P.2021).
- Tourism and health sports such as cycling and marathon prove this point. COVID-19 pandemic Therefore, tourists pay more and more attention to the public health policies of destinations and the health of tourist attractions. Promote the development of safe, clean and disease-free local communities (Lunkam, P. 2021).

In Thailand, there are various modes of passenger transport available, from buses, trains, boats, ferries, and car taxis to motorcycle taxis, tuk-tuks, and songthaew, which are pickups or trucks with wooden benches for passenger seats. Although commuters have various options to travel around, Thailand's passenger transport network is dense and compacted instead of inclusive, especially in Bangkok. Commuters in the upcountry sometimes find it inconvenient to travel without private vehicles. The Thai transport authority has been pushing for a more organized transport system, expanding the network, and investing more in transport solutions (Jocelyn, V. 2023).

In addition, the industry continued to develop transportation systems, driving the transition of the entire automotive industry to the smart electric vehicle industry. Encourage airline operators of developing countries. Capacity to transport passengers and goods, as well as to promote the development of the repair industry and We also support mechanisms to promote the development of the rail industry and domestic support industries and support future transportation systems (Master Plan under the National Strategy, 2018).

The elements of tourism can be separated into 5 elements that are cyclically related 1. Tourist 2. Travel Marketing 3. Transportation 4. Tourist resources 5. Tourism facilities (Sitthilert K. 2009, p.6). It's all the goal of tourism development in the first 20 years has been to ensure the continued monetization of tourism. Laying the foundation for tourism that emphasizes standards and quality. Internationally, the most important thing is to ensure the safety of tourists. Enforcement the law provides for safety and preventing tourists from being exploited, and then distributes tourism in both the dimensions of the area and income to the community, as well as providing benefits to the sustainable development of tourism. The goal of tourism is to be instrumental in reducing inequality in Thai society (Master Plan under the National Strategy, 2018, p.20).

2.2. Elements of Tourism Logistics

Physical flow
Accelerate the development of roads and routes to tourist attractions, so that tourists can easily and quickly go to tourist attractions. And strive to establish a public transport system that meets tourism standards, including planning tourism safety actions. Accelerate the improvement of infrastructure and logistics utilities such as electricity, lighting roads, entrances to tourist attractions, water supply, sewage collection (Dr. Aisanon , C. 2009).

Information flow
Create a beautiful and interesting website. Complete information is provided to tourists through the system. Online information allows visitors to view it anytime and anywhere. Propagandize new radio stations through various media and create a map to connect the tourist route to the tourist attractions, clearly define the starting point and destination, so that tourists can easily and quickly understand. Make the road signs clear and the language easy to understand. Standard layout, reasonable quantity, sufficient layout and beautiful system. Create a map that clearly shows the entrances and exits of the scenic spots and the links between the scenic spots. Establish a local tourism information center to provide information about tourists entering tourist attractions (Dr. Aisanon , C. 2009).

Financial flow
This includes promoting the payment of goods or tourism services, ticket purchase, and three-step tourism city analysis. Because Thailand's financial system is quite developed, with banks and airport currency exchange institutions, it is very convenient for Thai tourists. Even tourism operators use the Internet to trade Operators do not have to book Internet travel plans with the company and pay through the bank. This is a network that can be connected to the company's financial system. The company can check whether tourists pay. Establish an accounting system to coordinate and connect domestic and foreign tourist attractions, hotels, restaurants and souvenirs (Memorandum of Understanding: MOU) etc (Sittilert , K . 2011) .

Facilitating infrastructure
Construction of the amenities and infrastructure. This is one of the factors driving tourist growth, which all helps to market the vacation experience. Transportation in all its aspects, including the creation of facilities for the and the methodical improvement of safety and hygiene, to support the growth of tourism (Ministry of Tourism and Sports, n.d., p. 14).

Sustainability
Sustainability is another concept underneath Tourism is for all people. The content is related to the environment, both resource conservation and cost-effective utilization Long-term proper living, understanding and respecting the concept of sustainability will help the economy grow, create jobs, protect the environment and preserve cultural heritage (Destination Management Organization [DMOs]) must therefore be considered in composition with source promotion planning (Accessible Tourism Destination) (Designated Areas for Sustainable Tourism Administration , 2022, p.12).

2.3. The 20-year National Tourism Development Strategic Plan Thailand
Tourism for all is tourism for people of all genders. All ages All physical conditions are accessible to tourist attractions. Public services and tourism activities can be convenient, safe and free from barriers that may arise due to differences in physical condition, age and gender (Designated Areas for Sustainable Tourism Administration , 2021).

The development of management to promote accessible tourism is important to the allocation and development of tourist attractions and accommodation. Tour business provides facilities. It is convenient that "everyone" travelers have access to goods and services. Accessible travel For people with special needs, which can also be utilized by the general public (Designated Areas for Sustainable Tourism Administration , 2020, p.11).

2.4. Assessment of Thailand's tourism potential
The covid-19 pandemic, which began in December 2019, has greatly affected Thai tourism and world tourism. This has disrupted international travel and affected the number of foreign tourists entering Thailand. According to the latest data from the Division of Economics, Tourism and Sports. Ministry of Tourism and Sports (Thailand Development Research Institute (TDRI), 2021).

2.5. The Future of the Tourism Industry
The travel and tourism industry is becoming futuristic by instilling new travel trends in the ecosystem, making it more feasible for the public. Other things are done through online media, people prefer to use contactless methods (EaseMytrip,2022).

The use of robots, chatbots and automation is one of the most eye-catching trends in the tourism trend. To handle welcoming duties or food and drinks to customers. Many customers also book their stays through hotel chatbots, a specially tailored AI that can assist customers and handle questions and also allow them to have helpful interactions when human operators are unavailable (EaseMytrip , 2022).

While machine learning technology is entrenched in the marketing of the tourism sector, AI is particularly valuable in contexts such as smart hotel rooms, identifying guests' potential needs, and finely transforming the experience to give them a more personalized touch (EaseMytrip , 2022).

Recognition technology With time recognition technology, travellers' passports and ID cards can be read and matched to faces using cameras and facial recognition technology (EaseMytrip , 2022).

The Internet of Things is associated with many tourist trends. It is a microprocessor with a digital connection, thus allowing it to be connected and controlled from the Internet. The basic idea of IOT is to make the experience "smarter", that allows guests to book spa sessions via touch on their smartphones (EaseMytrip,2022).
Use technology Augmented reality (AR) combines the world of virtual reality in the tourism industry, this is very useful, as can be used to provide tourists with information about the places they are exploring.

Conceptual framework

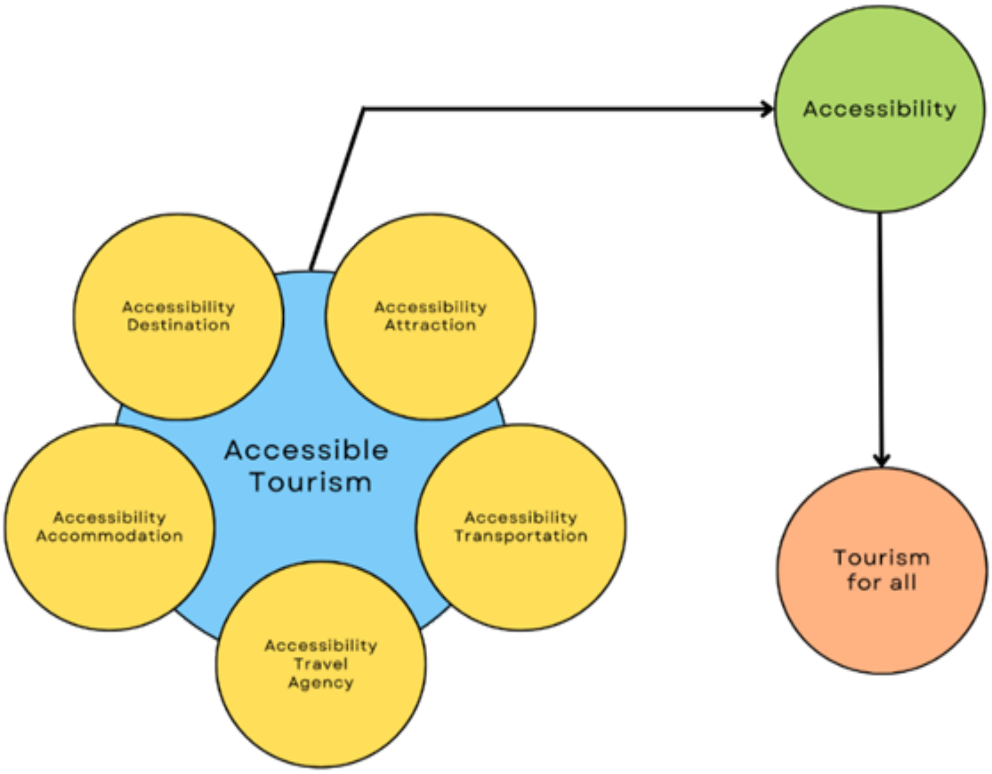

Figure 2. 1 Conceptual frameworks for this study
(Designated Areas for Sustainable Tourism Administration, 2022, p.11).

3. Methodology

3.1. Population and sample size
Statistics of the population of Thailand 66,090,475 people (The Bureau of Registration Administration, 2023). Researchers determine the sample size using Krejcie and Morgan's formula (Krejcie & Morgan, 1970).

The sample group is 400 tourists, then the researcher uses the theoretical formula of Krejcie and Morgan to find a simple scale. Theoretically, if the population is greater than 1,000,000 people, the sample number of 384 people has an expected value of 0.05, but the researcher uses an expected value of 0.05. Hope is 0.10. The sample number is 300-400 people because the researcher has limited time. In a one-year business survey (Krejcie & Morgan, 1970).

3.2. Research Paradigm

Quantitative research
Quantitative data is used when researchers try to quantify a problem or address the "what" or "number" aspect of a research question, a data that can be counted or compared at a numerical level (DeWitt Walace Library , 2023).
Deductive Research
Deductive research is an approach to science where researchers confirm existing theories or test hypotheses. Deductive research differs from inductive research, which is aimed at creating new theories or developing existing theories. Inductive and deductive reasoning work hand in hand to allow researchers to understand social theory fully (Sybing, R. n.d.).

Applied Research
It is a research study to acquire new knowledge and aims to put that knowledge to good use either, or to apply the knowledge and methods obtained from basic research, or to find new ways to achieve the goals that have been stated in advance, such as research and development (Dr.Borirakvanich , K. 2021).
d. Predictive Research

Predictive analytics and prescriptive analytics use the past data and provide insights about the future. Predictive analytics use past data to provide the likelihood of a future outcome and answers "what will happen in the future?". Prescriptive analytics use outputs of both descriptive and predictive analytics to prescribe actions. It advises on what to do next based on the prediction (Sijo, VM. 2018).

3.3. Research Instrument
The tool used in this research is quantitative assessment, which has been studied under the theme FORECASTING TOURISM ACCESSIBILITY IN ONE DECADE ERA.

The explain of independent variables as below:

Variable 1: Accessibility Transportation
Accessible transportation is transportation, whether by car, bus, plane, or sidewalk, that may be used by everyone – with or without disabilities – and does not have barriers. People with disabilities may face barriers when it comes to transportation, such as lack of affordable transportation options, inaccessible stations or vehicles, audio-only announcements, or obstructed walkways. These barriers may hinder them from attending school, going to work, and participating in their communities. Transportation with accessibility features benefit everyone (Garcia, M. 2021).

The survey questions are:

- Q1: The public transport system can be used by people of all ages, including those with physical limitations.
- Q2: Bus operators provide seats for wheelchairs, children, pregnant women, the elderly, and people in need of special care.
- Q3: The public transport service provider must publish the information clearly and easily and explain the price and cost.

Q4: The website or application of the public transport service provider has developed functions to meet the needs of specific groups, such as: Font extension with audio captions.
Q5: There are ticket offices, check-in counters or special care areas.
Q6: The vehicle design is suitable for "everyone" and emphasizes the safety and comfort of passengers.
Q7: Stations, terminals, and passenger transport facilities. Everyone must enter.

Variable 2: Accessibility Travel Agency
Individuals or companies capable of organizing tours, transportation, accommodation, meals, pick-up and return Navigating places and other tasks of travel which is a service to the public, such as a tour operator limited, has all-round expertise. able to operate on their own (Sena, C. n.d.).

The survey questions are:
Q1: Agency can provide consulting services and advice on tourism that is suitable for everyone (tourism for all).
Q2: Individuals in the organization can design travel plans that can be accessed by anyone.
Q3: Provide mobile equipment rental service for those who want to use the service.
Q4: The travel mode can be adjusted and designed according to the preferences of tourists.
Q5: Provide professional support for those who want to use the service throughout the journey.

Variable 3: Accessibility Accommodation
Accommodations are sometimes referred to as “productivity enhancers”. Reasonable accommodations should not be viewed as “special treatment” and they often benefit all employees. For example, facility enhancements such as ramps, accessible restrooms, and ergonomic workstations benefit more than just employees with disabilities. Examples of reasonable accommodations include making existing facilities accessible; job restructuring; part-time or modified work schedules; acquiring or modifying equipment; changing tests, training materials, or policies; and providing qualified readers or interpreters (U.S. DEPARTMENT OF LABOR , n.d.).

The survey questions are:
Q1: The hotel has a rest room for the disabled, toilet armrest, emergency button, wheelchair entrance, anti-slip mat, etc.
Q2: Food and beverage facilities provide services for the disabled and can enter the food counter at different heights. be prone to.
Q3: The menu is written in an easy-to-understand language, Braille supports the blind, and the format is suitable for different customers.
Q4: Meeting space, special seats or space reserved for wheelchair users.
Q5: Have hearing impairment for subtitles or sign language, including providing interpreters or interpreters.

Variable 4: Accessibility Destination
Destination means a destination that will be temporarily relocated and then return to its original address or domicile. It is a place that tourists choose to visit and spend a certain amount of time there, where there are sufficient facilities and services to satisfy the needs and pleasures of the tourists visiting (Chittangwattana, B. 2005). Environment and architecture are another factor that developers must plan concisely (Designated Areas for Sustainable Tourism Administration, 2022, p.19).

The survey questions are:

Q1: Provide a separate parking lot for women with children and a separate parking lot for women who need wheelchairs. 2 parking spaces.

Q2: The signs and information boards of tourist attractions should have symbols that are easy to read, clearly visible, easy to understand and universal.

Q3: Provide accurate, clear, and easy-to-understand location information of travel/access pictures. Nearby location information is required.

Q4: The width of the passenger elevator can accommodate the stroller and wheelchair.

Variable 5: Accessibility Attractions

Attractions are the most important element because they are the attraction for tourists to visit. Tourist attractions can be unique natural sites such as Doi Inthanon, which has the biodiversity of the Himalayas, or cultural and historical sites such as Phenom Rung Castle, which represents the prosperity of the Khmer Kingdom, as well as rural tourism to experience the local way of life. Learn about local wisdom as well as ancient prehistoric archaeological sites such as Ban Chiang culture, etc (Thammabut, P. 2003).

The survey questions are:

Q1: There is a ramp that needs width to accommodate wheelchair. There are handrails on both sides of the sidewalk to prevent vision damage. aged.

Q2: Provide wheelchair, stroller, and personal assistant. In addition, there are special tourism services for groups requiring special care, which are separate from normal tourism.

3.4. Data analysis tool

Cross-tabulation table: is a table that shows the relationship between two or more variables, such as the relationship between sex and power. Department of work with the power of kwon, etc (Tunjai, 2020).

Survey Question (SPSS): A process or method that acquires a reliable message, truth, or answer to a question or problem and a reliable answer. It must have elements, that is, evidence or evidence. And must be obtained in a systematic and reliable system which requires research planning or writing a research project, collecting data and analysing data and write research reports (Jitphusa, 1982).

Google Form: is part of the Google Docs service that helps us create online surveys or used for gathering information quickly Without the cost of using Google Form, users can adapt multiple applications, such as making a survey form. Completing the satisfaction survey form. Registration form and voting, etc (Technology Land Bangkok, 2019).

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MICE Activities Impact Towards Residential Area in Hat Yai

Sukyaruk, Kanokporn
Prince of Songkla University

Thuethong, Kanyanat
Prince of Songkla University

Rattanasupa, Kamin
Prince of Songkla University

Ruangthai, Pollapas
Prince of Songkla University

Narongrak, Ploypailin
Prince of Songkla University

Bostan Ali, Wanamina
Prince of Songkla University

Abstract:

The purpose of this research is to study MICE activities impact residents of Hat Yai. Today, MICE industry is expanding quickly. All sectors, including a variety of industries, are advancing development using current innovations. But so far, as the sector expanded, there were several unfavorable impacts on the environment and residents, which resulted in the introduction of sustainability policies. This makes it possible to promote a sustainable society and business over the long term.

Keywords: Resident, Impact, Sustainability, Environment

1. Introduction

MICE industry is a business related to organizing meetings. Reward Travel Attend international conferences, exhibitions, or events that bring in money from visitors with large spending power and improve the domestic economy. The MICE sector places a strong emphasis on developing the brand and broadening the MICE market (Smeleader, n.d.). The advantages of the Mice industry also support the development of human resources through training, the distribution of income to many linked businesses such as hotels, restaurants, convention centers, exhibition centers, etc., and the creation of jobs. improve knowledge of several work skills (Chutipong, S, n.d.). As a result of the MICE industry's many negative impacts, many top businesses now place a high priority on social responsibility. conducting business ethically through assessing how the organization's operations, services, and products may affect society and the environment. Including using the organization's capacity to further improve society and protect the environment (Kittiphat, J, 2017).

The impact of MICE activities on the environment, society, culture, politics, tourism, and many economic situations, such as 1) the development of hotels, restaurants, and other facilities for MICE travelers, inevitably results in environmental problems. 2) Generate solid waste as MICE travelers' numbers increase. More raw materials are inevitably used, such plastic, foam, water bottles, etc. 3)

Pollution is caused when many MICE travelers gather, thus using various facilities. until environmental toxicity (Chutipong, S, n.d.). Additionally, the community's residents are impacted. One of the environmental factors that has an impact on community residents' physical and mental health is the quality of the housing. Depending on the conditions in the area, there can be noise, air, or even traffic pollution. All result in issues with one's physical and mental health (Methave, U, & Kundoldibya, P,2020).

That concept "sustainability" has gained importance and is currently frequently brought up by business groups as a pressing issue that requires attention. The severity of the environmental issues that are developing every day around the world is increasing. Sustainable MICE hosting can significantly reduce its impact on the environment. Also, to project a positive image to the organizers as a result, it is now necessary to adapt to and keep up with these changes. Particularly business owners in the Mice industry who must change their attitudes & Research sustainable development to efficiently plan the event and adequately serve the attendees. Also, it fosters a positive reputation over time (MICE Intelligence Team, 2021).

2. Literature Review

2.1 MICE activities

MICE Industry Stands for the word Meeting, Incentive travel, Convention. This business has continued to expand each year. MICE industry has the potential to bring in at least one hundred thousand million baht annually for the nation, both directly and indirectly. These tourists provide a significant amount of revenue for the nation because they are considered as high-quality travelers and spend 3–4 times more than average tourists. These travelers have a significant role in boosting the national economy. It also contributes to the growth of social networks, businesses, clubs, and organizations. There are consequently more gatherings and interactions. Other service sectors will be impacted when there is a significant amount of activity. improve the nation's overall economy in a way that benefits all parties. As a result, the MICE sector has kept expanding (Sorrawat, S, & Chonmani, T, 2020).

The MICE sector is crucial in helping the neighborhood become stable. contribute to the economy's sustainability and job creation (Hanna et al., 2020). The macro and micro economies of Thailand are impacted by the MICE sector. Therefore, the Thai government has a policy to encourage more MICE events and community-based tourism. the growth of the MICE sector as a vehicle for raising service quality to a high level and generating a tangible flow of cash into the community (TCEB, 2017). Every year, event revenues tend to rise. Seminars and investments create significant revenue for the nation thanks to the tourist sector's draw. It demonstrates that Thailand's MICE sector is one of the key locations for holding international conferences or seminars (MICE Intelligence Team, 2020).

Conferences, exhibitions, seminars, and other large-scale events that promote sustainable development are concepts and guiding principles. All have a negative impact on resources like the air, soil, and water. or perhaps social Not just the place itself has an impact. But it also has a broad effect. If the event's planners make sustainable decisions Event planners must be able to plan and create work plans. On the day of the event, the process doesn't conclude. Therefore, continue after the work has been completed. Negative effects on the environment and resources can be minimized by organizers. Inviting all relevant parties to the event will also help inspire real improvements in favor of sustainability and deliver long-term benefits that will be enjoyed by future generations. It also encourages a sustainable style of life in society (MICEcapabilities, n.d.; MICE Intelligence Team, 2021).

2.2 Sustainable MICE concepts

The meaning of sustainability is finding ways to meet human needs while thinking about the future of the world and future generations. Both in terms of natural resources, human resources, and social resources so that the world still could survive in the future. As a result, the United Nations has brought the concept of global sustainability to development countries. In 2015, world leaders endorsed the Agreement on “Development Goals for Sustainable Development” (Sustainable Development Goals - SDGs) The International Development Goals set the direction for global development from 2015 to 2030. These goals are a global call for measures to eradicate poverty. Protect the global environment (NGThai, 2020).

a. Triple bottom line

It was conceptualized by John Elkington who viewed today's economy as simply profits not being sufficient for sustainability. Alone comes as a balanced measure with 3 aspects including. 1) Profit is an assessment of the return on money from the operation of a business organization. And the economic profit derived from the business operation. 2) People are treated as human resources by companies or business organizations. 3) Planet is the use of natural capital of business organizations, which must consider the impact of the use of such resources in the short term. Medium and long term in this case (Kris, P, 2018).

b. Sustainable Development Goals

The Sustainable Development Goals of the United Nations (United Nations: UN), which considers the holistic development of all aspects, balanced because of natural resources. Wisdom and culture with the participation of all groups of people with generosity mutual respect for the ability to be self-reliant and equal quality of life. And international goals to make the world a better place by 2030, or must be achieved within 15 years, consisting of 17 sustainable development goals. Can be divided into 5 dimensions: The social dimension (People), the economic dimension (Prosperity), the environmental dimension (Planet), the dimension of peace and institutions (Peace), and the development partnership dimension. Partnership with 169 specific goals and 230 indicators (Phiphat, Y, 2017).

c. International Organization Standardizations

Event Sustainability Management System (ISO20121) is a standard that creates guidelines for event management systems that lead to sustainable development. The standard was developed from BS 8901, a British standard that was first published in 2007 and later developed into ISO 20121 in 2012. By the first agency Accredited is the agency responsible for organizing the Olympic Games in London in 2012 and thereafter many others. All works that have received this standard certification Whether it's the 2014 World Cup in Brazil and the 2016 Olympic and Paralympic Games in Brazil. 2016 and the World Cup that took place in Russia in 2018. In addition to the sporting events, other events are also requested. Including accreditation for venues such as hotels, convention centers. Exhibition center or the organization that accepts the event (Organizer) Many leading places have also requested the same certification (Kitroj, 2017).

2.3 Impacts

Impacts means all the effects of the policy in the real world, including the impacts of the situation and the target group. Impacts that occur now and in the future direct costs used for project resources various indirect expenses Including the opportunity cost. The impacts can be divided into different types as follows (Sarawut, A. 2016).

a) Effects by content aspect may be divided into Impact on socio-economic, political, and administrative aspects of the physical environment (Sarawut, A, 2016).
b) Effects according to the reality that occurred can be divided into 2 main types, namely, the objective impact, which is the effect that occurs without dependence on feelings of people and one type is the subjective impact is the effect that occurs in people's feelings (Sarawut, A, 2016).
c) Effects according to the direction of impact may be divided into direct impacts and indirect impacts.
d) Effects according to the impact value aspect may be divided into Positive Impact refers to the effect that is desirable and Negative Impact means an effect that is undesirable (Sarawut, A, 2016).

Therefore, the impact of MICE activities can be seen in each event whether small or large causing positive impacts and negative effects can occur in many forms, such as wasteful use of resources, water use, pollution, etc. Therefore, the organizer should plan an event that will benefit and realize the best use of resources (Kittiphat, C, 2017).

2.3.1 Internal factors will be strategy in the organization MICE business will have an impact on operations. Organizational strategy is what governs the work inside an organization. It can indicate the image of the work of that organization. There will be an organizational structure, personnel, and management style (Thatchawan, O, & Kalyakorn, W, 2017).

2.3.2 External factors will be discussed in PEST Analysis consisting of 4 factors related to the MICE industry (Thatchawan, O, & Kalyakorn, W, 2017).

Political impact if the political situation is stable the economy will ride smoothly. This has a positive effect on the business sector, including MICE business. But at the same time, if the political situation is unstable, it will affect the economic sector in terms of spending, investment, and employment of MICE businesses (Thatchawan, O, & Kalyakorn, W, 2017).

Environmental impact organizing a conference has a negative impact on the environment due to the gathering of large numbers of people at any one time. It causes various kinds of pollution such as air pollution, water pollution, garbage pollution and noise pollution. Causing many organizers to start showing social responsibility by planning events that purpose to reduce negative effects on the environment (Nongnuj, S, 2016).

Social Impact local people's participation creates opportunities for local people to organize MICE activities. To be able to acknowledge new knowledge from meetings or have watched new inventions (Arunsee, N, 2016).

Technology impact technology will help in communication to be convenient. Conducive to work as well as creating new things for the MICE business to be interesting (Thatchawan, O, & Kalyakorn, W, 2017).

2.4 Residential Lifestyle

The culture of a society affects how people live in numerous ways based on culture and tradition. Additionally, the way of life of those in that society will alter depending on the age and each society's culture. Therefore, to thrive in society, it is essential to learn new things and adapt to them (Wannaporn, A, & Kettawa, B, & Punya, T, 2018).

a. Residential Lifestyle in Songkhla

The lifestyle of the Songkhla people slowly rotates and people in Songkhla maintains their traditional beliefs. They adore and are proud of their community's history. To ensure that future generations may be proud of the community's identity and observed that there were no indications that it would alter so quickly for whatever reason. Being self-sufficient is one of the defining characteristics of the Songkhla way of life. Live and eat sensibly, without being extravagant or stressing luxury. Purchasing from neighborhood stores makes the neighborhood capable of maintaining a variety of businesses to operate continually, despite its modest growth (Manoch, D, 2013; Yaowalak Ku, n.d.).

b. Residential Lifestyle in Hat Yai

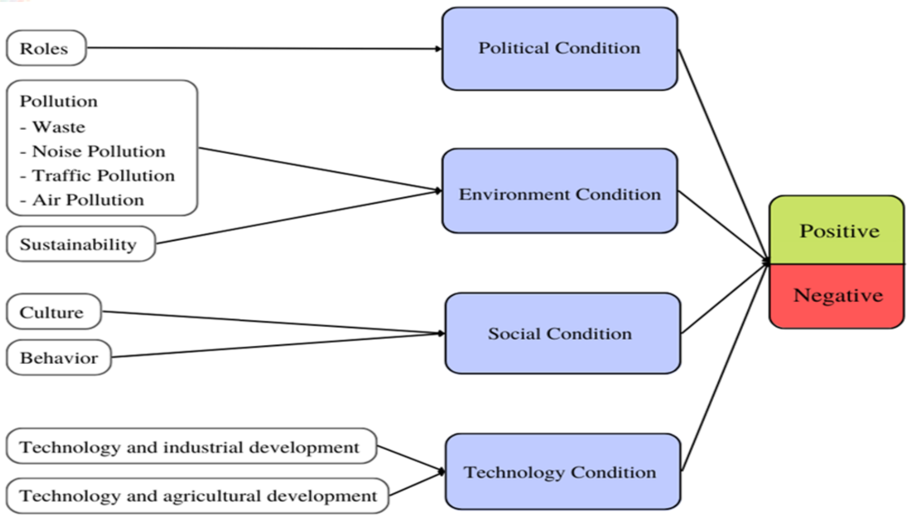
The manner of life in Hat Yai is always in a rush because it has developed into a prosperous city because of its quick growth. Create a career and employment to attract people on a regular basis. And it is evident that Hat Yai residents live a more urban lifestyle. Considering how convenient the facilities are However, some people still conceal remnants of a basic way of life (Dr. Chanisada Ch, & Mr. Jitrawadee Th, & Ms. Jutharat Ra, 2014; goethe.de, n.d.).

2.5 Songkhla MICE city

Songkhla is the center of trade, investment, services, and transportation. An important part of the lower south as well as a gateway connecting the economy with neighboring countries is an area that is growing rapidly in the economy. It has a unique identity that is suitable for travel or relaxation. Especially in Hat Yai district. With the International Convention Center Celebrating the 60th Anniversary of His Majesty's Accession to the Throne and Hall, Central Festival Hat Yai Shopping Center, various hotels, and other event venues. There are tourist attractions that are famous for both domestic and international tourists and are dubbed as "Trading Center of the Southern Border and Multicultural Diversity " Songkhla is a destination city for meetings, seminars, exhibitions, and events. Because Hat Yai has facilities that are ready to have a conference center and a large event venue within the hotel. There are potential organizers, including Hat Yai, a city of colors. There are special events to accommodate MICE tourists throughout the year (Nattakan, R, et al., 2017).

Moreover, Songkhla is ready to be certified as the 6th MICE City in Thailand by the Thailand Convention and Exhibition Bureau. (Public Organization), which, in addition to pulling potential work into the organization. Also, to increase the potential to draw quality and interesting events into the area. And raise the level of the city event to be a prominent event at the ASEAN level as well as developing human potential. To create jobs, generate income, can truly spread development to local areas. The Songkhla Convention and Exhibition Bureau (SCEB) is the first provincial MICE bureau in Thailand. To push Songkhla province to be the destination for the conference strong trade fairs and events both nationally and internationally and able to respond to the needs of the owner as well as being in line with the expectations of the participants sustainably. It will also be a model city and a driving force for other provinces. Has initiated the elevation of the city to be a MICE City as well by the nature of MICE events that have a large group of participants. Therefore, the MICE industry brings quality travelers (PSU Broadcast, 2020).

2.6 Conceptual framework



3. Methodology

3.1 Population

3.1.1 Population

- Resident of Hat Yai Thailand 404,004 people from 2022 (DOH Dashboard, 2022).

Population in Songkhla Provincefrom Registration Record by Sex : 2565			
district	Male	Female	Total
Mueang Songkhla	78,009	84,885	162,894
Sathing Phra	23,261	24,497	47,758
Chana	53,671	54,574	108,245
Na Thawi	35,129	34,417	69,546
Thepha	40,161	38,621	78,782
Saba Yoi	40,620	39,745	80,365
Ranot	31,485	32,476	63,961
Krasae Sin	7,347	7,587	14,934
Rattaphum	37,482	38,227	75,709
Sadao	60,947	63,168	124,115
Hat Yai	189,954	214,050	404,004
Na Mom	11,073	11,900	22,973
Khuan Niang	16,739	17,688	34,427
Bang Klam	16,223	16,423	32,646
Singhanakhon	41,305	42,799	84,104
Khlong Hoi Khong	13,850	13,223	27,073
Total	697,256	734,280	1,431,536

Table 3.1 information system to support health promotion and environmental health. (DOH Dashboard, 2022).

3.1.2 Sample

The sample group is Resident in Hat Yai, Songkhla: From the total number of 404,004 people, the researcher uses a random sampling of 384 people Krejcie and Morgan theoretical sample for the research (Krejcie & Morgan, 1970).

3.2 Research paradigm
3.2.1 Basic of classification

a) Analytical:
This research examines the impact of MICE activities on area people who reside close to the 9 MICE venues in the Hat Yai District, which explores both positive and negative impacts on the community's residents to serve as guidelines for entrepreneurs to recognize and accept responsibility for the impact.

b) Quantitative:
The purpose of quantitative research is to examine data from a questionnaire on the impact of MICE activities. To assess the extent of the impact, MICE venues in the Hat Yai district surveyed both positive and negative residents.

c) Basic research:
This research explores that MICE activities at all 9 venues in the Hat Yai District have an impact on the residents. To compare both positive and negative impacts, survey results were explored. Through the study of information, theories, and hypotheses, a significant body of knowledge has been created for the purpose of future research and for the use of interested researchers.

d) Deductive research:
Although MICE activities can still have both positive and negative impacts, activities are still frequently held in all areas of Songkhla Province's Hat Yai District impacts on the economy, the community, the environment, and society should be aware of the extent of the residents' positive and negative impacts. Therefore, a study was done to find out what the residents of the area within a kilometer of the venue thought about the impacts of MICE activities.

3.3 Research Questionnaires

Variable 1: Political
The role of the government in helping the MICE industry

a. Factor
MICE industry is a factor that encourages the government to develop the country in terms of infrastructure. Development of the business sector and the country's economy in addition, international events add value to convention centers, hotels, and public utilities, making the government a key player in driving and strengthening the industry (Yuraporn, S. et al. 2016). There are other factors that may deteriorate the MICE industry, for example, the political situation and calm that affect the decision to choose the venue and country of the event. Including the continuous push of the government as a lesson in Thailand that must lose the opportunity to win the bid for the right to host the World Expo 2020 (Chulanee, T, 2020).

b. Policy
The government has a policy to drive the economy through the MICE industry as follows: "Making Meetings in Thailand Safer" is the highlight project of the MICE industry rehabilitation plan that will begin in July 2020. The main objective is to stimulate MICE businesses and generate income in the area as quickly as possible. By focusing on organizing corporate meetings and traveling as a reward

in the country. Because this group decides to organize the event quickly and should start moving first. The project will support in 2 ways, which is to support venues and MICE entrepreneurs in each region. And provide support to various organizations who wish to host MICE activity. Both government agencies, private sectors and associations stimulate corporate meetings, seminars, or tourism for domestic rewards. Most of this group of MICE activity will not be held only in conference rooms, but will also expand to other destinations as well, which will be another channel to distribute income to the area (MICE Intelligence Team, 2020).

c. Agencies

Agencies that support MICE include agencies responsible for supervising and supporting MICE events. Which includes both the public and private sectors, including domestic and international organizations (Lycon, 2016).

Variable 2: Environment

a. Waste

Waste is an issue of every event. In addition to selecting the destination and venue of the event. There are other principles that can help reduce waste, such as Reduce, Recycle and Reuse according to the 3R principle, which is an important activity that helps reduce waste. When the planning process begins (Thailand SUSTAINABLE EVENTS GUIDE, n.d.).

b. Noise

MICE activities contribute to noise pollution at several, remote locations, or locations close to community sources. There are many types of noise pollution from MICE events such as noise pollution from cars. noise pollution from air traffic noise pollution from crowded people. Even though noise pollution is unseen to the human eye, it nonetheless affects and is felt by us (HSE, n.d.).

c. Traffic jam

Traffic jams means more use of private cars to participate in MICE events. Although there are public transport options such as buses, vans, trains. But all of them are not as convenient and fast as they should be causing people with cars to use a lot of private cars So it's a traffic problem. Traffic is too congested and results in higher air pollution. Traffic jams are a problem that is associated with big cities that have become almost unique (Thailand SUSTAINABLE EVENTS GUIDE, n.d.).

d. Air pollution

means that there are pollutants in the air. Any chemical, physical, or biological agent that affects the natural properties of the atmosphere and harms people and the environment by contaminating the air in an indoor or outdoor environment This includes air pollution from common sources such as domestic combustion devices, automobiles, manufacturing facilities, and forest fires. Particulate matter, carbon monoxide, ozone, and nitrogen dioxide are a few pollutants that pose serious risks to the public's health. Additionally, sulfur dioxide is a major cause of morbidity and death and causes respiratory disease and other illnesses when it pollutes both indoor and outdoor air (NRDC, n.d.; WHO, n.d.).

e. Sustainability

means being responsible for the environment arising from meetings, seminars, incentives, and events with impacts on land, water, and air to reduce negative impacts on the environment. And will cause long-term benefits to the community and related sectors (Thailand SUSTAINABLE EVENTS GUIDE, n.d.).

Variable 3: Social

a. Culture

means the concepts, assumptions, and modes of life of the inhabitants of a civilization are referred to as its culture. The MICE event that will be held shouldn't conflict with the society's culture. Because it touches on a sensitive topic for individuals and has an impact on how the event will turn out (Intake, 2022).

b. Behavior

means the way people act has an impact on how MICE events are organized. Particularly, the event's concept must not conflict with the way of life of those who live there. As a result, we ought to plan events in accordance with people's cultures and lifestyles (Intake, 2022).

Variable 4: Technology

By utilizing technology and creativity, TCEB has created the "SMART MICE" strategy to enhance MICE events and make them smart and sustainable. develop new value Boost Thailand's global competitiveness and stimulate the economy with innovation (TCEB, n.d.). SMART MICE it has a 5

The essential elements are:

1. Sustainable is an event that considers the effects on society, the local community, and the environment. Ready to foster community involvement.
2. Modern by supporting MICE events with contemporary technologies. to better facilitate and boost the effectiveness of planning MICE events.
3. Artistic It is the creative development of ideas and forms for managing MICE events. to acquire additional events and draw more MICE visitors.
4. Revolution of event planning from the traditional method to the modern method by implementing innovation, which results from the use of imagination and contemporary technology.
5. Transforming MICE events are constantly being improved and modified. to enhance MICE activities to effectively drive the national economy (TCEB, n.d.).

3.5 Data analysis tool

3.5.1 SPSS (Statistical Package for the Social Science):

SPSS is a program that assists in the analysis of statistical data and produces numerous graphs, tables, and charts. It is described as a program that assists in the collection of data for analysis so that it may be read and understood or used more readily. It is simple, capable of saving and creating data files as needed, and suited for people who wish to process accurate data (enablesurvey, 2022).

3.5.2 Descriptive statistics:

It is a statistic that is used to describe the information gleaned from the sample without mentioning the people. However, it simply explains the details of the data, such as the frequency distribution that measures the tendency to cluster in the middle data distribution measurement, etc. Tables and charts of various forms will be used to present the findings of the descriptive data analysis (ResearcherThailand, 2020).

3.5.3 Crosstabulation:

Crosstabulations are data tables that display not only the results of the entire group of respondents, but also the results from specifically defined subgroups (Alchemer, 2023).

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Top Five Prefer Choice for Revisit Mice Destination in Thailand

Boonchuay, Nattaya
Prince of Songkla University

Sutitanukul, Naraphatsorn
Prince of Songkla University

Yimying,Suchanya
Prince of Songkla University

Puttachat,Areenee
Prince of Songkla University

Sariboot, Kornkanok
Prince of Songkla University

Bostan Ali, Wanamin
Prince of Songkla University

Abstract:

Thailand is ranking a top list as a preferring destination which the survey participants who have travel to Thailand on business MICE would like to revisit for their business MICE in the future. The purpose of research is to identify the top five prefer choices for revisit MICE destinations in Thailand and studying the theory of push and pull that make university lecturers to revisit. This study quantitative research using questionnaires as a tool to collect data from university's lecturer.

Keywords: Destination, Push factors, Pull factors, Revisit Intentions

1. Introduction

Understanding revisit intentions for a MICE destination is crucial because the choice of venue is an important part of the overall MICE journey. Thailand is the most visiting MICE destination also ranking a top list as a preferring destination which more than 85% the survey participants who have travel to Thailand on business MICE would like to revisit for their business MICE in the future(Baloglu, Love, 2005).The participants see that when compares Thailand against the other MICE destinations, Thailand's delights factors are great hospitality and value for money(TCEB, 2022).Travel for meeting at destinations that you want to revisit will depend on the interests, factors and decision-making behaviors of university Lecturers and the results of the travel to the meeting positive and negative seminar it depends on the strategy and potential of the popular destination.

2. Literature Review

2.1 Push and Pull Theory

Push-pull theory describes tourist behaviors by understanding the various demands and needs that may influence their actual selection of a destination. Mainly, the theory advocates the motivation behind the behaviors of tourists in two ways: via push factors explained by internal desires to travel and pull factors explained by a persons decision on destination attributes. In addition, tourist motivations could be interpreted through push and pull factors to explain the tourists decision in selecting a destination(Baniya, Ghimire, Phuyal, 2017; Fila Hidayana, Suryawardani, Wiranatha, 2019; Joo, Sean, Hong, 2017; Khuong, Ha, 2014; Kim, 2021).

Accordingly, the push and pull theory assumes that people are pushed by internal desires or emotional factors to travel and are pulled by external or tangible factors(destination attributes). Therefore, a major part of this theory is to describe the association between push and pull factors when selecting a destination. This theory also clarifies that push pull factors act in tandem with the tourists decision, which is eventually related to their travel behaviors. Hence, the push-pull theory ultimately incorporates internal and external factors that serve as facilitators or inhibitors to make personal decisions for visiting or revisiting a destination.

In MICE, push and pull factors are also known as motivational factors that contribute to the event is success(Anas et al., 2020)Understanding motivational factors for attendance has become a prominent subject for researchers(Dragin-Jensen et al., 2018) A deeper understanding of the motives of MICE attendees is a target of event managers and marketers of destinations to increase knowledge and ensure attendee satisfaction(Dragin-Jensen et al., 2018)It has been widely acknowledged that travel motivation plays a strong role in determining and predicting MICE decision-making to revisit a destination. The intentions of travelers to attend or re-attend MICE events may be predicted on the basis of various travel motivations(push and pull)factors. It is rational to suggest that the intentions to revisit a MICE destination improves when the travel motivations i.e., push and pull factors are combined. Studies in MICE tourism have examined motivational factors that influence tourists decision to attend MICE events and categorized the motivational.

a. Push factors

Networking opportunities are defined as an individual's interaction for personal contact with others which brings professional benefits to the meeting. Networking opportunities are also described as the interactions among attendees to expand their networking, make business contacts, and gain recognition from peers by participating in MICE events(Gračan, Barkiđija Sotošek, Torbarina, 2021)Networking opportunities are considered a form of socialization (Choe, Lee, Kim, 2014; Lee, Yeung, Dewald, 2010)and also recognized as one of the prime push dimensions (Crompton,1979b).In convention tourism literature, networking opportunities are considered as the key aspect of the convention-specific dimension because itis an influential motivating factor for convention attendees(Barkiđija Sotošek, 2020).

Educational opportunities are described as the acquisition of skills and the learning of new knowledge and ideas for the MICE event participants(Kim, Lee, Kim, 2012). In the tourism literature, Crompton (1979b) was among the first tourism researchers who identified the importance of educational opportunities as one of the motivation factors and indicated it as a primary factor for tourists. Solomon(2019)stated that educational opportunities are recognized as a strong reason that motivates people to travel. In the convention tourism literature, educational opportunities are a key aspect of the convention-specific dimension because it is an influential motivating factor for convention attendees(Barkiđija Sotošek, 2020).

b. Pull factors

Destination image is an important construct which influences tourists decision-making, destination choice, post-trip evaluation and future behaviors(Ramli, Rahman, Ling, 2020) Destination images are central to the tourists decision-making process, hence attracting researchers constant attention destination image plays two crucial roles in behaviors: firstly, it influences the destination choice decision-making process and secondly it influences conditions after decision-making behaviors(intentions to revisit and willingness to recommend) (Abbasi et al., 2021; Iordanova, Stylidis, 2019; Weru, Njoroge, 2021).

Travel cost refer to the total amount of money that attendees spend on food and beverages, conference registration, transportation and accommodation expenses(Alananzeh, 2012) Travel cost have received considerable attention from most researchers(Masiero, Qiu, 2018) as it plays a vital role in a decision to attend MICE events(Kim, Kim, Oh, 2020) Ortaleza and Mangali(2021)pointed out that travel cost is considered one of the factors that influence tourists decisions. Related studies declared travel cost as a key driver of MICE attendance (Elston, Draper, 2012; Kim, Kim, Oh, 2020; Veloutsou, Chreppas, 2015; Yoo, Zhao, 2010).

Tourism safety perception refers to the subjective feelings and perceptions of tourists about the safety of a destination under the influence of external information involvement and their own factors(Guijin Ding & Jinfeng Wu 2022)Tourists perception of destination safety may be both positive and negative(Guijin Ding & Jinfeng Wu. ,2022)Scholars generally measure tourism safety perception of destinations based on the natural and social environment of destinations and tourism elements and types of tourism safety issues. There are currently two major measurement methods: one is to measure the overall tourism safety perception, for example.

Attraction is described as the ability of the host destination to provide places of interest and attractions to MICE attendees(Hashemi et al., 2020)The concept. of destination attractiveness has attracted the interest of tourism researchers(Ćulić et al., 2021)Destination attractiveness is widely recognized as a determinant of tourism development, consisting of the destinations specific features and attributes that encourage tourists to visit a particular place (Ćulić et al., 2021)

Accessibility in the context of tourism can be regarded is terms of the distance, time and costs of reaching a destination using an external transport from the tourist market(Go and Govers 1999) described accessibility as how delegates travel to and from a conference site. It also refers to the physical distance from the tourist destination to the host destination and the ease or difficulty of reaching it(Alananzeh, 2012).

2.2 Conceptual development

Hypothesis1(H1): The networking has positively influence to MICE destination revisit intention

There is an extensive amount of research conducted in the convention literature regarding networking opportunities in developed and developing countries. For example (Yoo and Zhao 2010) investigated the factors affecting conference attendees decision to revisit a convention by using a sample of 216 hospitality professionals. The study revealed that networking opportunities significantly influence networking opportunities pose a crucial influence on tourists intentions to revisit MICE events.

Hypothesis2(H2): The educational opportunities has positively influence to MICE destination revisit intention

A meta- analysis conducted by Jung and Tanford (2017) on convention attendee satisfaction and loyalty revealed that educational opportunities have a medium relationship with loyalty. Conversely, a related study was conducted to discover visitors' experience in Malaysia among 150 tourists to assess their likelihood to make repeat visits to the same place. Results revealed that educational opportunities did not affect revisit intentions (Gani, Mahdzar, Anuar, 2019). Another study by Lee, Jeong and Qu (2020) also found that educational opportunities did not affect visitors' revisit intentions.

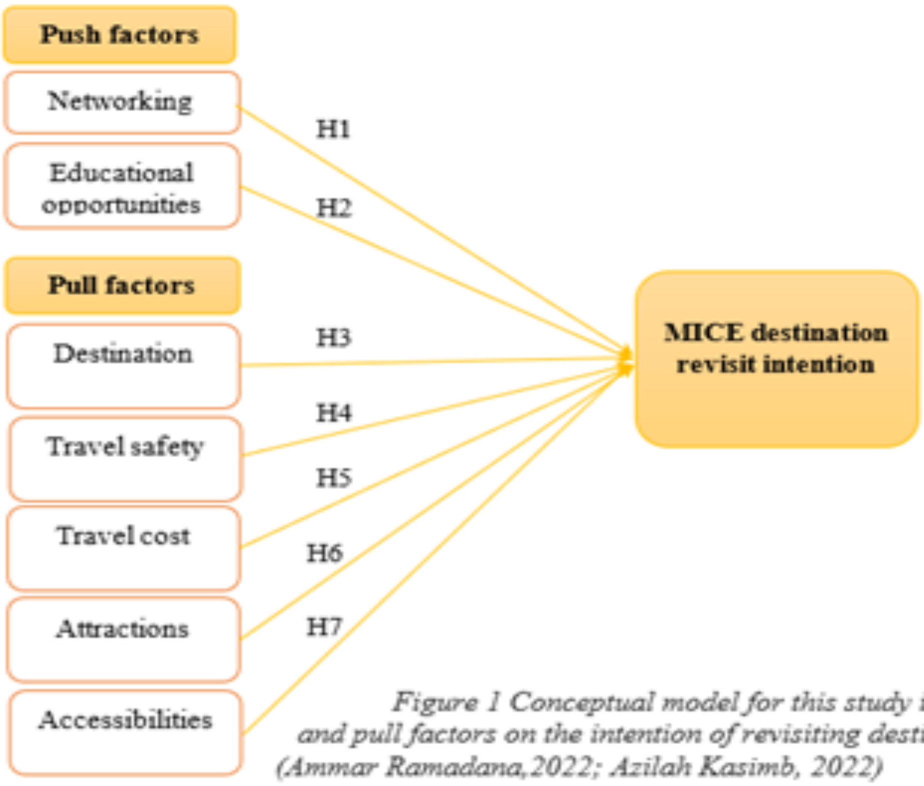

Figure 1 Conceptual model for this study impact of push and pull factors on the intention of revisiting destination MICE (Ammar Ramadana,2022; Azilah Kasimb, 2022)

Hypothesis3(H3): The destination image has positively influence to MICE destination revisit intention

Though many studies have analyzed the effect of destination image on tourists' decisionmaking processes future behavioural intentions and revisit intentions (Al-Dweik, 2020; Sirait et al., 2021; Sitepu, Rismawati, 2021; Weru, 2021; Zhang, Liu, Bai,2021),(Al-Dweik,2020; Allameh et al., 2015; Fitri, 2021).The results vary in terms of direction, magnitude and statistical significance due to the variety in research contexts, research approaches, research strategies, sampling methods and methods for measuring different components of the destination image.(Weru, Njoroge, 2021).

Hypothesis4(H4): The travel safety has positively influence to MICE destination revisit intention

Found in their study that the level of risk perception directly affects tourists choice of holiday destinations across the world (Guijin Ding & Jinfeng Wu. ,2022) Found that both tourist safety perception and tourism image perception have a significant positive effect on loyalty and tourist safety perception and tourism image perception have a full mediating effect between negative public opinion and tourist loyalty (Guijin Ding & Jinfeng Wu. ,2022).

Hypothesis5(H5): The travel cost has positively influence to MICE destination revisit intention

A study by Abbasi et al. (2021) regular tourists and conference attendees are always looking to meet their individual needs as motivation to make better travel decisions (Hashemi et al., 2020) Travel costs have been considered an influential factor for intentions to revisit in developed and developing countries. Previous studies have found an inconsistent relationship between travel cost and intentions to revisit hence requiring further investigation in the future (Abulibdeh, Zaidan, 2017; Elston, Draper, 2012; Yodsuwan, Pathan, Butcher, 2020).

Hypothesis6(H6): The attraction has positively influence to MICE destination revisit intention

The factor of attraction has received considerable research attention in developed and developing countries. However, prior studies on the relationship between attraction and intentions to revisit had recorded inconsistent findings(Qi, Smith and Yeoman, 2019).

Hypothesis7(H7): The accessibility has positively influence to MICE destination revisit intention

The results showed that accessibility significantly and positively affects tourists return intentions (Ngoc, Trinh, 2015) Another study by Giao et al.(2020)investigated the factors that affect domestic tourists revisit intentions using a sample of 550 domestic tourists who had visited Vietnam in the last quarter of 2019. The findings showed that accessibility is positively associated with revisit intentions.

3. Methodology

3.1. Population and sample

The sample group is university lecturers. The population use in this study was 500 university lecturers. The researcher then used Krejcie and Morgan's theoretical formula to find a simple scale. Theoretically, if the population is more than 30,000 people. The sample consisted of 341 sample with an expected value of 0.05, but the researcher s used an expected value of 0.10. The sample consisted of 500 people because the researchers had limited time. In a one-year business survey.

3.2. Research paradigm

- **Quantitative Data:** The research part of this book is a survey related to the destination re-attendance of seminars considered the most attention by university lecturers. By using statistical data of university lecturers in Thailand in 2022

- **Analytical:** In this research, there is an analysis of revisiting in seminar places. There will be a factor in the Interest of this place, why did the university lecturers come back again? as a result of the desire to return and is an indicator to research under the Top 5 Prefer Choices for Revisit MICE Destination of University Lecturers. Researchers have study and search for information to analyze and take into account the interest that the university lecturers would like to return to the seminar venue again, are there any factors other than those that researchers have collected and studied? In the body of the research can be further developed and use for quantitative analysis and comparison.

- **Inductive research:** Describes a study in which theory is develop from the observation of empirical reality about Top 5 Preferred Choices for Revisit MICE Destination of University Lecturers by using principles observations, patterns, tentative hypotheses and theories. Research is exploratory in that there is no direct theory, new topics are invented in order to use it as a factor in studying and searching for information. Researchers will use both theories, behaviors, destinations including preliminary, assumptions It will give examples from the push and pull theory. it can be used as an analogy and can be further developed in researching places that university lecturers frequently revisit in seminars.

- **Basic Research:** This research is research on destination revisit to seminars that the university lecturers observe as the highest rank. through the search for knowledge or truth, rule, formulas, theories and the body of knowledge used to expand the foundation of academic knowledge to be more complete. It will take about 1 year of research time.

3.3. Data analysis

Variable 1: Push factors - Networking
Networking opportunities are defined as an individuals interaction for personal contact with others which brings professional benefits to the meeting networking and convention factors, such as the topic and conference quality and believed that networking is one of the most important reasons for attending conventions. They also pointed out that networking opportunities can increase the number of attendees. (Gračan, Barkiđija Sotošek and Torbarina 2021)

The survey questions are:
Q1. Networking creates benefits to you for revisit the seminar venue destinations in Thailand.
Q2. Networking can make you there is a mutual interaction within the network about seminars in the MICE destinations, which is a factor that makes you revisit.
Q3. Networking was positively associating with behavioral intent among those who attending to revisit more than one conference per year.

Variable 2: Push factors - Educational opportunities
Educational opportunities are described as the acquisition of skills and the learning of new knowledge and ideas for the MICE event participants (Kim, Lee, Kim, 2012) Solomon (2019) stated that educational opportunities are recognized as a strong reason that motivates people to travel. In the convention tourism literature, educational opportunities are a key aspect of the convention-specific dimension because it is an influential motivating factor for convention attendees (Barkiđija Sotošek, 2020).

The survey questions are:
Q1: Educational opportunities are recognized as a strong reason that motivates you to revisit destinations in Thailand.
Q2: Educational opportunities offer a valuable starting point as a motivator to revisit participate in a meeting.

Q3: Professional education is the most important determinant in selecting a convention to revisit attend.

Variable 3: Pull factors – Destination
Though many studies have analyzed the effect of destination image on tourists decision making processes future behavioural intentions and revisit intentions (Al-Dweik, 2020; Sirait et al., 2021; Sitepu, Rismawati, 2021; Weru, 2021; Zhang, Liu, Bai, 2021), (Al-Dweik,2020; Allameh et al., 2015; Fitri, 2021) The results vary in terms of direction, magnitude and statistical significance due to the variety in research contexts, research approaches, research strategies, sampling methods, and methods for measuring different components of the destination image.

The survey questions are:
Q1: You pay more attention on safety of staying of accommodation.
Q2: The image of the destination influences the decision to revisit.
Q3: Destination image in Thailand is a positive influence on satisfaction.

Variable 4: Pull factors - Travel safety
Travel safety perception refers to the subjective feelings and perceptions of MICE travelers about the safety of a destination under the influence of the participation of external data and their own factors. MICE travelers perception of destination safety can be both positive and negative (Guijin Ding & Jinfeng Wu., 2022). It considers the natural and social environment of the destination and the tourism components and types of tourism safety concerns.

The survey questions are:
Q1: There is a comprehensive security service available.
Q2: At the destination, measures to prevent the spread of COVID-19 have been put in place.
Q3: There are coping is prepared with natural disasters and accidents.

Variant 5: Pull factors - Travel cost
The country's Meeting, Incentive, Conference and Exhibition (MICE) business have been identifying as an economic driver and an important part of the service industry and it plays an important role in the government's strategy to drive the country's economy. The economy also influences the choice of revisit to MICE destinations in Thailand. (Abbasi et al. 2021)

The survey questions are:
Q1: The economy affects the revisit MICE destinations in Thailand.
Q2: MICE destination's economic stimulus strategy is a factor in deciding whether to revisit.
Q3: Cost is a factor in deciding whether to revisit a destination in Thailand.

Variable 6: Pull factors – Attraction

MICE destination in Thailand attractions that can attract University Lecturers for revisit as of destination attractiveness has attracted the interest of University Lecturers for revisit. Destination attractiveness is widely recognized as a determinant of destination development, consisting of the destinations specific features and attributes that encourage University Lecturers to revisit a particular place (Ćulić et al., 2021).

The survey questions are:

Q1: There are interesting MICE destination in Thailand for revisit attractions.

Q2: There are ranking top five attractions MICE destination in Thailand to revisit.

Q3: How satisfied are you with the rank top five attractions MICE destination in Thailand to revisit is Bangkok, Chiang Mai, Khon Kaen, Pattaya and Phuket.

Variable 7: Pull factors – Accessibilities

It is very convenient to travel to MICE destinations in Thailand. Visiting to MICE destination in Thailand for seminars of University Lecturers can travel in a variety of ways, including airplanes, private cars, buses and trains.The results showed that accessibility significantly and positively affects tourists return intentions asserted that destination accessibility has a long history of being recognized as a major pull factor (Ngoc, Trinh, 2015; Ćulić et al., 2021).

The survey questions are:

Q1: There are kinds of transportation can be used to reach the destination.

Q2: There are convenient to travel to the destination.

Q3: You receive information publicizing interesting seminar venues of MICE destinations in Thailand that you want to revisit.

3.4. Data analysis tool

Descriptive analysis: Descriptive analysis is a sort of data research that aids in describing, demonstrating, or helpfully summarizing data points so those patterns may develop that satisfy all of the conditions of the data. It is the technique of identifying patterns and links by utilizing recent and historical data. (Fabio Villegas, n.d.).

Crosstabulation: Group variables together and enable researchers to understand the correlation between the different variables. By showing how correlations change from one group of variables to another, cross tabulation allows for the identification of patterns, trends and probabilities within data sets in which researchers can get an indication of the frequency of two variables occurring at the same time (Alchemer, 2019; Betterevaluation, n.d.).

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Halal Gastronomy Tourism Consumption Behavior of Malaysian Tourists in Songkhla

Junlanan , Chutima
Prince of Songkla University

Khumban , Julalak
Prince of Songkla University

Lateh , Fatima
Prince of Songkla University

Yodrak , Anisa
Prince of Songkla University

Bostan Ali, Wanamina
Prince of Songkla University

Abstract:

The purpose of this research was to study Malaysian tourist' consumption behaviors toward Halal food in Songkhla. A questionnaire-based quantitative research method was used as a tool to collect data from 400 Malaysian tourists with the objective of allowing entrepreneurs and government agencies or related agencies to use this information to push, promote and develop expanding businesses and support Songkhla Province as a city of Halal gastronomy tourism.

Keywords: *Halal Gastronomy Tourism, Malaysian Tourist, Consumption Behavior*

1. Introduction

The potential of the Muslim tourist market is currently growing rapidly. There are 1.57 billion Muslims worldwide, accounting for 23% of the global population. with 20 percent of Muslims living in Asia (Siriwan Chuapoodee, 2015). According to the travel statistics of tourists visiting Thailand in 2022, Malaysia was the number one tourist arrivals in Thailand. It has a population of 1,789,136 million people and a tourism revenue of 15,739 million baht (Sirarom Techasriamornrat, 2022). Muslim travelers are one of the fastest growing travel market segments in the world. Tourism establishments and tour operators in Thailand shouldn't undervalue the immense potential of the Muslim tourist industry. The majority of Muslim tourists look for locations where travel goods and services fit their religious requirements, thus the nation must expand its capacity to meet demand by moving toward popular Muslim-friendly locations (Journal of Silpakorn University, 2022). Songkhla is another province in Thailand with a variety of tourism resources that can be used to manage tourism for Muslim tourists. In 2016, it received 4.2 million visitors and generated 29.2 million baht in earnings (press conference on tourism trends in 2017). The foregoing reflects that the market value of halal food tourists tends to grow continuously in addition, the number of Muslim tourists is changing and the demand for travel is also increasing. Therefore, we should study the behavior of consumers of halal food. To be improved and developed to meet the needs of consumers as much as possible.

2. Literature Review

2.1. Halal food and Certification

All food that is permissible to eat according to the teachings of Islam is called Halal food. This is essentially any food that does not fall into the category of Haram (or forbidden). In Islam, all foods and beverages are Halal except for those that were explicitly forbidden in the Quran. Muslims around the world accept the Quran to be the book of perfect direction and bearing for humankind and believe the Quran to be the last disclosure of God (Crescentrating, 2019).

Halal food standard is not only for a fair business entity but also for human welfare, sustainable environment, and social justice (Zainal Abidin et al., 2011). It is not only restricted to the slaughtering of animals for the Muslim consumption behavior, but it also incorporates products and services of the highest quality that meet the ever-increasing awareness and needs of the non-Muslim individual in the demanding halal tourism market (Rahman et al., 2019).

Halal certification is introduced to protect Muslim's consumers through a comprehensive Halal Assurance System. Halal certification not only focusing on the materials or ingredients that goes into the product, however the "Toyyiban" or wholesomeness concept that is applied will also scrutinize every aspect of production. This is considered as the Halal certification strength, where sanitation and safety are also an important part of this certification which is not only important to Muslims but equally important for non-Muslim consumers and such important features are found to be important selling point to all consumers segment (Y. A. Aziz, and C. N. Vui, 2013). A Halal Certificate is a document issued by an approved Islamic organization certifying that the products meet Islamic laws and are usable by Muslims. Halal certification from a recognized Islamic organization helps build confidence among Halal consumers and is a reliable and authoritative testimony to support manufacturers claims that their products are Halal compliant (Islam T.; Chandrasekaran U., 2013).

In Malaysia, the application of halal certification and logo is based upon request of food producers. Those with halal certification and logo have the advantages of capturing a bigger market. Because 60.4% of Malaysians are Muslims. Social awareness can be described as a contextualized cognizance either of oneself or of another person (Nasrudin & Najeeb, 2020).

2.2. Halal Gastronomy Tourism

Food has always been an important component of the tourist experience. Tourists eat to survive, but they also consume to discover the place and the intrinsic environments of the visited region (Anne Hjalager, 2023). Gastronomy Tourism is another alternative tourism that is in trend (MGR Online, 2022). that is very strong and worth watching. Partly because of the consequences of the behavior of modern tourists that have changed from before. Wanting to explore new places that no one has ever been to (Off the Beaten Path) Not just traveling alone, also looking for exotic local food. Different flavors and uniqueness of each area (Bangkok Bank SME, 2019). And Food can link into local and regional economies in multifaceted value chains, which includes agriculture, fisheries, food producers, a variety of media, entertainment, learning, research and numerous service providers. Consequently, the regeneration of rural economics, the discovery of local identity and the re-valuing of heritage and tradition can all flow from growing, processing, marketing, distributing eating and enjoying food and beverages, food and food consumption are seen as key elements in a better more sustainable world, where the interlinkages with tourism need to be further explored (Anne Hjalager, 2023).

Halal Gastronomy Tourism It is a tourism that is born from the cultural capital of society to cater to both Muslim and non-Muslim tourists, the ban on non-halal services in food tourism would be able to create more experiences and increase tourism value (Rahman et al., 2019). And operators must pay more attention to the regulation of the provisions that will help build confidence for tourists more than other forms of tourism activities. From the foregoing, it can be seen that this halal food tourism activity is an activity that organizers must first understand the religious regulations. After that, it is the application of the national consumption culture as the main idea of creating a form of tourism activities. The highlight of this type of activity is that it can accommodate both Muslim and non-Muslim tourists. That represents an opportunity to attract groups of tourists who want to learn new experiences to visit as well (Khan & Callanan, 2017).

2.3. Halal Consumer behavior

Consumers' buying decisions are invariably influenced by their religion and culture. In Islam, the foods they consume must be halal or permissible according to the Islamic principles. However, there are other food attributes such as brand, price, promotion, and safety assurance that may also influence consumers' decisions (Mohayidin & Kamarulzaman, 2014). The behavior of the Halal group will have a variety of lifestyles, such as "lifestyles that focus on health and Halal standards", pay attention to the Halal brand on the packaging. The second group of factors is “A way of life that is social and open to new things”, people like to consume according to trends and like to eat new kinds of food. regularly attending festivals and parties and the last group of factors is "A way of life that trusts imported food and any halal standards" i.e., likes to buy special food as souvenirs for others. trust in imported products is sensitive to product prices and the people around them influence the choice of food purchases (Chanathinat Phasuphan, n.d.).

2.4. Malaysian Tourist

Malaysia is another country with high potential for exporting tourists. Based on the estimated total market size of Malaysian tourists of nearly 11 million, there are 1,344,293 Malaysian tourists who travel with frequency approximately once a year and in this group, there are 498,913 tourists who frequently travel abroad three or more times a year for traveling to Thailand of Malaysian tourists. It can be said that they are continually increasing from According to the travel statistics of tourists visiting Thailand in 2022, Malaysia was the number one tourist arrivals in Thailand. It has a population of 1,789,136 million people and a tourism revenue of 15,739 million baht (Sirarom Techasriamornrat, 2022).

2.5. Malaysian Consumer behavior

Malaysian tourists like restaurants with a variety of food. and the most popular food is seafood. Large groups order about 6-7 items, and small groups order about 3-4 items. The popular menu items are fried crab with curry powder, steamed fish with shrimp sauce and baked with oyster sauce, and seafood soup. The preferred beverages are carbonated soft drinks and coconut juice. The popular fruits eaten after a meal are watermelon, pineapple, guava, mango, and the beverages are iced coffee and tea. Malaysian tourists spend about 27 – 50 US$ for one meal. The small group of 2-4 persons spends about 33 – 67$US, while the large group about 67 – 100$US. Malaysian Islamic tourists focus on the Halal sign ensuring the food is cooked and served according to religious recommendations. In addition, Malaysian tourists focus on They also focus on special prices and special menus of food and drink in restaurants. This is a process that can create incentives for tourists. If they are impressed by the restaurant services, they will return to have meals at the same restaurant (In-TouchResearch & Consultancy, n.d).

2.6. Songkhla MICE city

Songkhla is home to the largest international convention center in the south. It is the most valuable border trade gate in Thailand. It is also an important source of seafood production and processing in the South and the country. The key highlight of being a MICE city is having quality hotels and facilities. Able to accommodate the demand of approximately 20,000 rooms and all types of event venues as a result, Songkhla was officially chosen as the MICE City. Which is the first province and the only province in the southern Gulf of Thailand that is currently certified as a MICE City (TCEB, 2022).

The decision of Muslims to travel to Songkhla will lead to good economic growth and Songkhla has a Muslim population of 33.42%, the second largest among the Buddhist population (National Statistical Office, 2017). that is spread across 16 districts. Songkhla also has strengths in various tourist attractions. Tourism activities are a source of trade that promotes important tourism in the region and is a transportation hub linking southern tourism (Songkhla Provincial Development Plan 2014-2017), leading to the development of Halal tourism according to Islamic provisions create confidence among Muslim tourists as well and is a friendly tourism management for Muslim tourists visiting Songkhla Province (Arun Billy, 2019).

2.7. Conceptual framework

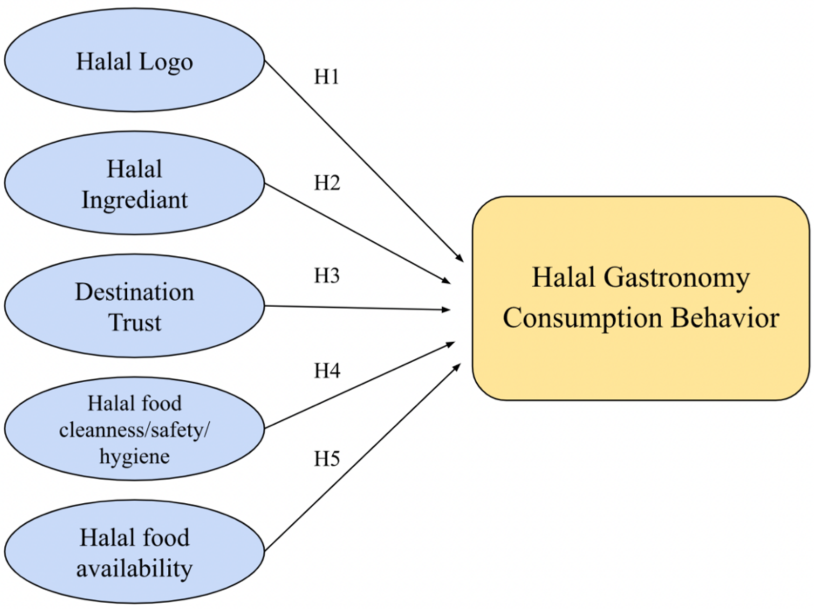

Figure 2.3 Conceptual model for Halal Gastronomy Consumption Behavior (Han H et al., 2021; Mistersor, 2013; ChiefmarketBlogspot, n.d).

3. Methodology

3.1. Population and sample

This study was to explore the Malaysian tourist' consumption behaviors toward Halal food in Songkhla to various factors that affect consumer choices Primary data is used for most exploratory analyses. Related research methods this research is quantitative research aimed to study the behavior of

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Malaysian tourists in consumption halal gastronomy in Songkhla. Details of the conduct of the research are as follows.

3.1.1 Population
According to the statistics of the tour of Songkhla, there were 4,396,474 Thai tourists visiting 2017 tourists, 2,629,099 Malaysian visitors generated revenue of Baht 59,831 million, and in 2018-2019 increased tourist income 2020-2021 tourist arrivals declined due to the serious condition of Covid-19, and increased again in 2022, which generated revenue for Songkhla province of 15,739 million baht (Ministry of Tourism & Sports, 2022).

3.1.2 Sample size
Sample group Because there is no information related to Malaysian tourists arriving in Songkhla and the exact number is unknown. The researcher therefore used the method to determine the sample size from the percentage estimation. In case of unknown population Using the formula of W.G. Cochran (Naiyapat, 2005).

The sample size was 400 samples. The method used to select the sample was Thai study will collect data using purposive sampling, selecting only the sample group that was Malaysian tourists.

3.2 Research paradigm

3.2.1 Inductive Research
Describe the study of the Malaysian tourist' consumption behaviors toward Halal food in Songkhla in Songkhla by using theories, observation, research, data collection, analysis and conclusions. This research is a quantitative survey. The questionnaire is a tool for collecting data of the sample population.

3.2.2 Quantitative research
This research is quantitative research. It is a study of Malaysian tourist' consumption behaviors toward Halal food in Songkhla. The statistical data of the number of Malaysian tourists traveling to Songkhla Province in 2017 to 2022 were used by using a questionnaire as a tool to collect data from Malaysian tourists. and analyze the obtained data to present the results of the research according to the theory Hypotheses and related research papers.

3.2.3 Analytical research
This research is an analytical study. To analyze the Malaysian tourist' consumption behaviors toward Halal food in Songkhla. The tools used for the collection were general information questionnaires. Factors affecting Halal gastronomy consumption behavior *(*Halal logo, halal food ingredients, destination reliability, cleanliness, safety, hygiene and availability of halal food*)* Data were collected by a questionnaire from a sample of tourist attractions in Songkhla Province. The collected data will be analyzed and summarized to answer research questions.

3.2.4 Basic research
This research was conducted to study the Malaysian tourist' consumption behaviors toward Halal food in Songkhla. Through the process of researching information using theories, observations, hypotheses, data collection and analysis. Summarizing and presenting this research will take about 1 year. Government organizations or related agencies, including entrepreneurs, can apply the information

from this research to further their business. considered a push to promote and develop the tourism economy of Songkhla.

3.2.5 Data Collection

Collecting data from Malaysian tourists traveling to Songkhla. The questionnaires were in Malay and English. The researcher conducted data collection at places that are tourist attractions in Songkhla, such as Songkhla Old Town, Samila Beach, Kim Yong Market, Khlong Hae Floating Market, Hat Yai Public Park, Central festival Hatyai, Greenway Market etc.

3.3 Research Instrument

Study Tools

The study is intended to explore the Malaysian tourist' consumption behaviors toward Halal food in Songkhla by offering tools and methods to analyze data:

3.3.1 Questionnaire development

Hypothesis 1 (H1): Halal logo has positively influence to halal consumption behavior

Data collected from a study (Ambali & Bakar, 2014). show that food labeling Including the Halal logo affecting the behavior of consuming Halal food. Another study showed that religious beliefs, exposure, logo endorsement and health reasons are determining factors Predicting Halal Perception among Muslims Interesting health reasons are the most important factor leading to awareness among Muslims Halal food and products in addition, halal branding was also used to attract Muslim consumers.

The proposed survey item are:

- Halal logo is important for choosing halal products.
- Halal logo must be visible on the product packaging.
- Halal logo must display in front of the shops.

Hypothesis 2 (H2): Halal ingredient has positively influence to halal consumption behavior

In general, consumers, purchase intentions towards food are highly associated with individual and environmental factors such as marketing information, situation and food specific properties which include product ingredients (Golnaz et al., 2012). From the aspect of familiarity on the product ingredients, it has a potential to influence Muslim's judgment on its "Halalness". Most of the consumers are very serious in knowing what they are consuming, and this information is commonly gathered through food labeling (Wandel, 1997). Thus, those unfamiliar ingredients tend to be perceived as suspicious in term of its "Halalness". In Islamic thought, Halal food must not contain any parts of an animal that is not Halal to be eaten or used by the Muslims (Ardayanti et al., 2013).

The proposed survey item are:

- Quality of the ingredients used is important for my consumption.
- Price is important for my consumption.
- Promotion is important for my consumption.
- I will consume the product if I am familiar with it.

Hypothesis 3 (H3): The destination trust has positively influence to halal consumption behavior

While the definition of trust varies in the existing literature, one of the most broadly accepted definitions in tourism is that trust is the degree to which travelers rely on a product, place, brand, or exchanging partner (Kim et al., 2020). Similarly, (Sirdeshmukh et al., 2002) have conceptualized destination trust as the travelers' level of confidence and reliability toward a tourist destination and its performance. It is broadly known that trust is a critical influence factor on travelers' emotional attachment and approach behaviors (Artigas et al., 2017; Kim et al., 2020; Abubakar et al., 2017; Sirdeshmukh et al., 2002). Such trust is likely formed based on a Muslim-friendly tourism environment at the destination (Olya et al., 2018). Thus, destination trust will positively affect Halal Consumption Behavior.

The proposed survey item are:

- Place trust affects your decision to consume.
- A Muslim-friendly environment is often one of your consumption choices.
- You always trust products with Halal logo.

Hypothesis 4 (H4): Halal food cleanness/safety/hygiene has positively influence to halal consumption behavior

Hygiene has been given much emphasis in the concept of Halal and it includes various aspects of personal body cleanliness, clothing, equipment and the working premises for processing or manufacturing of foods, drinks and products. The objective of Halal is to ascertain that the food (whatever kinds) produced is safe, hygienic and not hazardous to human health. Thus, in the context of Halal, hygienic food, drinks and products can be defined as free from najis (dirt/impurity) or contamination and harmful germs. So, it is obvious that Halal compliance is particularly important in food matters especially in the practice of keeping ourselves and the things around us clean in order to prevent diseases (Abdul et al., 2008; Sumali, 2009).

The proposed survey item are:

- Service provider cleanliness is often your priority.
- Hygienic things are often what you choose to consume.
- A clean and hygienic service location is often your choice to consume.

Hypothesis 5 (H5): Halal food availability has positively influence to halal consumption behavior

Halal food availability attracts tourists. Halal food and beverage are served in restaurants and outlets in tourist sites/places (Han et al., 2021). It is considered a necessary facility for the travel of all groups of tourists. especially for tourists who have food service needs. And the one-of-a-kind drink is for Muslim tourists who are strictly on food. The food eaten must be food that does not go against the provisions of Islam, known as halal food. When talking about Songkhla province.

The proposed survey item are:

- A place with Halal food is often the choice you care about.
- A place with amenities is often your pick of choice.
- If there are shops and Halal restaurants, it's often a good place to go.

3.4 Data analysis
The data collected from the query is then encoded and analyzed by using readymade programs, where the statistics are:

3.4.1 Descriptive data analysis
Is an analysis of respondents' general data, including gender, age, occupation, average income per month, image status. Statistics used include frequency, percent, average, standard deviation.

3.4.2 Crosstabulation
The analysis of comparative data from Malaysian tourist' consumption behaviors toward Halal food in Songkhla can be used to classify the relationship between sex and consumption behavior, which can be seen that Women will value halal logos, prices and visual appeal that women will already love to buy. As for males, they value good service, shops and restaurants that are sufficient for consumption. And both women and men are more likely to consume goods and services with service providers who can speak English or Malaysian.

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For life, Taste, Delicacy, and Well-being

Joy, Chiu Ying Kao
School of Transportation and Tourism
Kainan University, Taiwan

Pearl, Y. H. Lin
School of Transportation and Tourism
Kainan University, Taiwan

Abstract:

Well-being is the goal of human functioning. Extraordinary sense of well-being while dining is also the goal and consequence of dining experiences. For decades, hospitality marketers have made efforts on elevating the dining experience by applying extra friendly services and sensational food quality in order to increase customer satisfaction. Thus, understanding of customer's affect and well-being from the psychological aspect is necessary. Although the researches of the relationship between leisure activities and well-being have been studied for years, there are very limited literature with regard to dining experiences. This research, therefore, explored the routes to customer's hedonic and eudaimonic well-being in dining experiences. By conducting qualitative methods, a framework of well-being in dining experiences was proposed in this study. Combining the well-being and experience literature, the findings of this study set an initiating concept for future researchers to extend.

Keywords: Well-being, Eudaimonia, Hedonia, Dining Experience

1. Introduction

Well-being is the goal of human functioning. Extraordinary sense of well-being while dining is also the goal and consequence of dining experiences. For decades, hospitality marketers have made efforts on elevating the dining experience by applying extra friendly services and sensational food quality in order to increase customer satisfaction. Thus, understanding of customer's affect and well-being from the psychological aspect is necessary. Although research about the relationship between leisure activities and well-being have been studied for years, there are very limited literature with regard to dining experiences. This research explored the routes to customer's hedonic and eudaimonic well-being in dining experiences. By conducting qualitative methods, a framework of well-being in dining experiences was proposed in this study. Combining the well-being and experience literature, the findings of this study set an initiating concept for future researchers to extend.

Customer's dining experiences, concerning a product or service, are very complex and involve multiple factors, such as sensory, cognitive, and emotional aspects. Hansen and Mossberg (2013) suggested customer meal experience should contain five categories: core product, the restaurant interior, the personal social meeting, the company, and the restaurant atmosphere. Customer's memories of their experiences have significant influences on their decision-making processes, behavioral intentions, and word of mouth communications, thus providing an important source of competitive advantage to company (Triantafillidou & Siomkos, 2014).

2. Literature review

Well-being is described as enabling people to develop their potential, work productively and creatively, form positive relationships with others and meaningfully contribute to the community, consequently, the concept of well-being, is beyond happiness. In fact, the well-being evolved from two basic philosophies: the hedonia and the eudaimonia. Eudaimonia, is the well-being in Greek language, has its roots in Aristotelian philosophy (Ryan & Deci, 2001), and deals with the content that process of a life well lived (Ryan, Curren, & Deci, 2013). In Aristotel's view, eudaimonia is regarded as a matter of nature-fulfillment: fulfilling one's natures as human beings, and realize one's potential and fully functioning (i.e., Ryff, 1989; Huta and Ryan, 2010; Huppert, 2009). Hedonia can also traced back to Greek philosopher, Aristippus' theory, which focuses on a sensual and pleasurable life and perishable happiness (Gaston-Breton, Sørensen, & Thomsen ,2020). Contemporary Psychologists (i.e., Huta and Ryan, 2010) interpreted the hedonic pursuits related more to positive affect and carefreeness, whilst eudaimonic pursuits related more to meaning and elevating experience.

Huta and Waterman (2014) classified the leisure activities into two categories: hedonia and eudaimoina. In the hedonia condition were: listening to music, watching TV or a movie, shopping, playing games, eating sweets, taking time to enjoy scenery, reading, doing various things in a more leisurely fashion, etc. And the activities in the eudaimonia condition were: helping someone or cheering them up, studying extra hard, being extra kind, finishing an assignment early, doing health-promoting activities like eating better or exercising, striving to have a meaningful discussion with someone, forgiving someone, connecting with one's spirituality, taking time to introspect or think about one's values or count one's blessings, and so on. From the above descriptions, it is easy to assume both hedonia and eudaimonia can co-exist in dining experiences. For instance, an individual can find a restaurant to eat or drink, and at the same time, to have a meaningful chat with friends, or to escape from his routines and to rethink his personal values. If an outstanding well-being experience can easily be witnessed in tourism literature (Oh, Fiore, & Jeoung, 2007; Kim, Ritchie, & McCormick, 2012), an extraordinary dining experience, which engages customers, and connect them in a personal way should lead customer to the states of hedonia and eudaimonia as well.

3. Research Method

This study aims to conceptualize customer's well-being in dining experiences and develop a framework of well-being dining experience (WBDE). To achieve the aim, qualitative approaches were employed, step one is the review of well-being literature, then in-depth interviews and content analysis were conducted to annotate a concept into a framework of well-being in dining experience in this study. The researcher asked respondents from which paths they obtained the sense of well-being while in dining occasions. Then, the dialogues were recorded, analyzed, classified into items pool, and identified the related constructs.

The sample size of a qualitative investigation is determined based on the principle of data saturation, which is reached when no new information is discovered on the mater being studied. Interviewee selection was carried out to include as wide as possible a representation of survey population, and a purposive sampling was applied to recruit interviewees with the objective of deriving diversified samples representing various occupation background. Interviewees need to have more life experiences or very self-conscious about themselves in order to answer the philosophical questions. Therefore, senior executives, corporate runners, social worker, and professors, who have more occasions to expose to dining experiences, were recruited for interviewing. Interviews were conducted in two phases. The first phase entailed interviewing 11 selected interviewees, the second phase involved interviewing the other two. Very limited information was derived from the latter two interviews, indicating that data saturation had been reached. Table 1 shows the demographics of the 13 interviewees, their age ranged from 27 to 63 years old. Eleven interviewees have post-graduate degrees and have distinct professional background, including hi-tech company owner, wine vender, financial director, tour leader, hospitality staffs, and so on. In terms of demographics, interview participants selected in this study are from various age groups as well as diverse professional background. The reason is because some researchers (i.g., Huta, 2015) argued that hedonia and eudaimonia might increase or decrease along with age, education, professional skills and life experience.

Open-ended questions that were designed in accordance to the multi-dimension theories of SWB (Huta & Waterman, 2014) and PWB (Ryff, 1989; Ryff & Keyes, 1995) An interview guideline was prepared and sent to the interviewees before interviews, which clarified the definitions of hedonia (subjective well-being) and eudaimonia (psychological well-being), and specified the interview procedures. After interviewed, data then were systematically sorted and analyzed by the method of contend analysis.

Due to the Pandemic, the original face-to-face interview plan was changed to on-line interview by using the terminology of "Google Meet." The interviewees were asked open-ended questions, which were developed based on the hedonia theory (Huta & Waterman, 2014), and eudaimonia theory (Ryff, 1989; Ryff & Keyes, 1995). The research first explained the definitions as well as examples of hedonia and eudaimonia to the interviewees. Then, the researcher encouraged the interviewees to recall their dining experiences and share in what situations they can obtain or perceive the sense of well-being, both hedonia and eudaimonia. The open-ended questions include:

1. What from dining experiences gives you hedonic well-being
2. What from dining experiences gives you eudaimonic well-being
3. In your dining experience, does hedonic well-being comes up more often than eudaimonic well-being? Or both well-beings co-exist in the dining experience?

The interviews were conducted from Feb. 20th to Mar. 25th of 2022. Each interview lasted approximately one hour and was recorded and transcribed in electronic format. Data then were systematically sorted and analyzed by the method of content analysis.

Table 1 The profile of interviewees

	Age	Gender	Profession	Education level
A	58	M	Hi-tech company owner	Undergraduate
P	49	F	Social worker	Master
K	52	F	Educational consultant	Master
V	54	M	Import company owner	Undergraduate
Y	51	F	Financial Director	Master
R	62	M	Tour leader	Master
C	55	M	B & B owner	Ph.D
H	32	F	Hotel Sales	Master
T	57	F	College administration	Master
N	27	F	Chain restaurant marketing	Master

W	53	F	College professor	Ph.D
S	38	F	Artist	Undergraduate
L	34	F	Magazine editor	Master

4. Findings

Hedonic well-being in dining experiences

Most people go to a restaurant for seeking food and service enjoyment. There is clear agreement that hedonia involves pleasure, enjoyment, and life satisfaction (i.g., Huta & Waterman, 2014). Hedonia or pleasure allows customers to construct and recall their own dining experience because memorable experiences are emotional in nature. And the experience is construed by these variables, which act as the motivation or behavior for customers to aim at seeking these experiences. Further, hedonia has also been associated with an absence of distress, as a presence of comfort (i.g., Vitterso, 2016).

From the definition of well-being (Huta & Ryan, 2010), hedonia focuses on striving for pleasure, enjoyment and comfort experiences. In other words, it is customer's motives or orientations to feel hedonia. For example, customer plans to have a dining experience in fine dining is deriving from his motivation of experience sensory stimuli or novelty enjoyment. This study therefore falls into exploring the customer's orientations to be hedonia. Following subjective well-being literature (Huta & Waterman, 2014; Sirgy & Uysal, 2016), there are three major orientations to hedonia in dining experiences were figured out in this study including: 1.seek individual desires, 2.escape from routines and stress, and rewards.

1 Seek individual desires

Fulfill the physical needs *"If my stomach is satisfied, my mind is fulfilled too." (R0001)*

Fulfill the sensory needs *"The music, and the environment of a restaurant make me feel safe, relaxed, and happy." (P0007)*

Fulfill the emotional needs *"When I miss my son, who is studying abroad, I always go to the café we used to dine together and get emotional connection again." (W0027)*

Fulfill the needs of curiosity and novelty seeking *"The sense of hedonia comes to me right away when the food presentations show up very creative and stunning pretty." (L0003)*
"If my expectations to a novelty restaurant and exotic food were fulfilled, I can reach the high level of well-being; it's like the dream of my life comes true." (C0005)

2 Escape from routine and stress *"Eating itself is a healing process." (P0001)*
"My husband and I always look for new restaurant for exploring the new dining experience…. We work hard on weekdays, and the pursuing novelty dining experience on weekends becomes the important events for our lives." (W0004)

3 Rewards *"Well-being comes to me when I choose a restaurant to dine, which I can afford in order to reward myself for the hardworking." (R0011)*

To sum, the orientations of hedonia in the dining experiences pinpointed in this study are shown at Chart 1.

Eudaimonic well-being in dining experiences:
This study is conducted by applying the PWB theory, which proposed by researchers (Ryff, 1989; Ryff & Singer, 1998) that the eudaimonic well-being is connected to 1.autonomy, 2.environmental mastery, 3.personal growth, 4.purpose in life, 5.positive relations with others, and 6.self-acceptance. The findings are as follows:

1 Autonomy
Free will to choose *"Freedom to choose the way I am and what I want to eat is a blessing and cognitively I can feel it's real me." (S0005)*

Be true self *"It's the food and wine that I can easily speak out myself and show my true self...and this experience brings me eudaimonia." (W0017)*

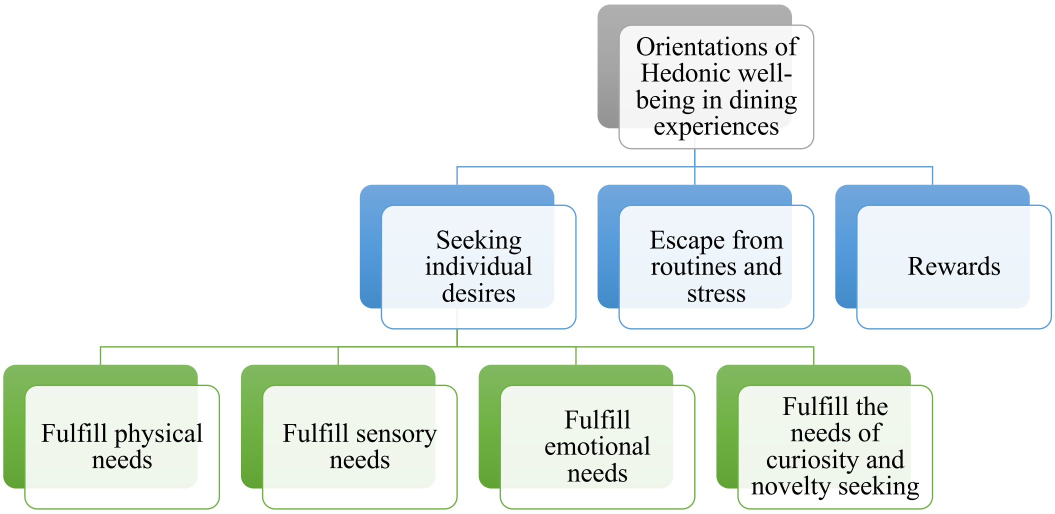

Chart 1 Orientations to hedonic well-being in dining experiences

2 Environment mastery
Sense of mastery *"Even though the restaurant is full of people, I don't need to play any role to please them. I can drink a cup of coffee and talk to my solitude." (H0009)*

Ability/capability to control *"I pay for this space because I know other restaurant customers won't bother me. In company, I have to follow the organizational norms; back home, you have to concern the opinions of your family; but in the restaurant, no one, chef or other customers, dares to bother you." (R0003)*

Personal space *"A restaurant is the place that I have independent time and space to refresh myself, and this makes me fulfilled and eudaimonia." (S0023)*

3 Personal growth
Find one's potential *"When I dine alone, it's easy for me to calm down and visualize my own potentials…" (N0031)*

Knowledge improvement *"I always want to explore the new restaurants and new trends of food style that I can get inspiration as well as knowledge to share with my friends." (L0001)*

Spiritual improvement *"A good dining experience is more like a reset of my life. After a short period of quiet time, I was full of energy and spirituality to confront my daily challenges…. And I always cherish it in my memory." (Y0011)*

4 Purpose in life
Self-exploration route *"I can easily figure out my future direction while dining in a restaurant, either chatting with friends or exploring alone. This process leaves me the sense of well-being." (N0018)*
"Before pandemic, I can say 1/3 of my work problems were resolute in a restaurant. And 10% of time spending in a restaurant is for my self-exploration. To me, a public restaurant is a hub for my eudaimonia." (S0032)

Life decision-making *"I always make a big life decision while dining in a restaurant, such as immigrating to other country, or a big plan for trip. The process of finding future direction is very meaningful and always gives me eudaimonia." (W0024)*

5 Positive relations with others
Positive interactions with friends or family *"The happiest moment is to let my parents enjoy the food in a restaurant that I exclusively choose for them. My sense of well-being derives from their delightfulness." (V0007)*

Empathy and care from servers *"The reason I always choose a restaurant to go is because the positive and extra warmth received from restaurant staffs. My eudaimonia is that they understand me and see me as one of the family." (P0005)*

Respect individual's baseline *"Dining out with friend is happier than dining home with family because my friend respect that there is boundary between our relationships." (S0031)*

6 Self-acceptance
Self-image congruity *"The eudaimonia comes to me when I go to the restaurant that fits me, because I feel I can accept who I am." (P0009)*

Personal values congruity *"I always choose to go a certain restaurant because I affirm its core values, which elaborate my dining experience thoroughly." (N0014)*

To conclude, from interviews, all the orientations to PWB dimensions (Ryff, 1989) in dining experience were identified and the findings of this study reflects PWB theory is shown as Chart .2.

Between hedonic and eudaimonic well-being
"Both hedonic and eudaimonic well-being show up, although hedonia is directly to stimulate your five senses…but eudaimonia keeps in my mind longer." (Y0029)
"The perfect dining experience, which gives the greater sense of well-being, is the combination of fantasy food and enlightening relations my soul mate." (K0017)
"I can perceive eudaimonia more often than hedonia during dining experiences. The reason is

eudaimonia always starting from a painful trial… but a strong sense of well-being impacts me when I walk out from the restaurant…And I remember this experience forever.” (H0033)

Clearly, customers value psychological state of well-being, and states of positive affect are associated with high-quality motivation and functioning, including the state of intrinsic motivation (Deci & Ryan, 2008 Huta & Ryan, 2010). As such, in order to be fully functions in a well-being state, customers are seeking a dining experience including both hedonic motivation and eudaimonic thinking.

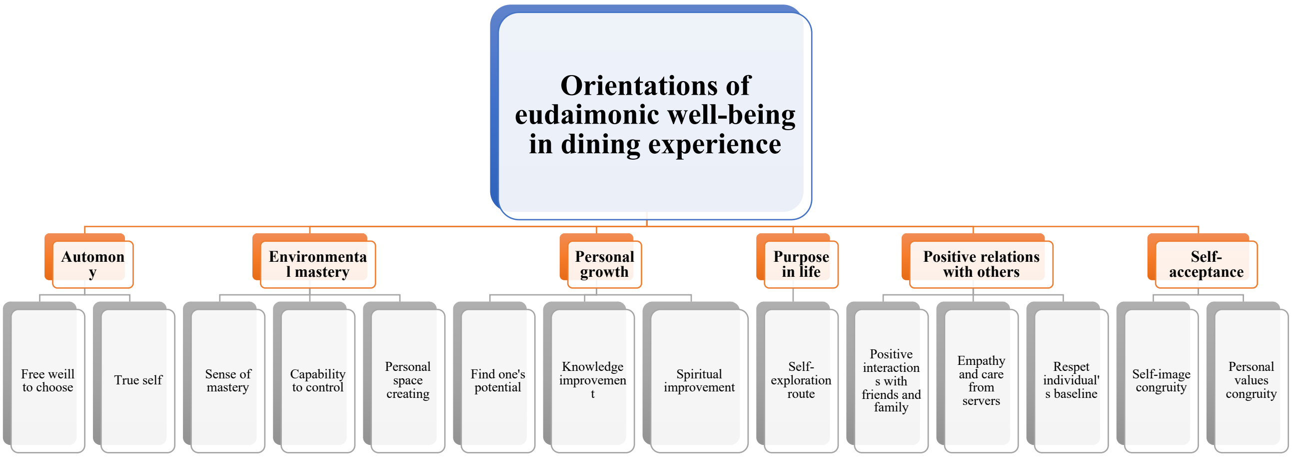

Chart 2 The orientations of eudaimonic well-being in dining experiences

5. Discussion

Based on the well-being theories, this study provides practical implications for examining an insight of customer psychological pathways, which can convert into marketing communication with restaurant. The results of this study include a theoretical concept that explains the routes to hedonic and eudaimoinc well-being is a salient antecedent influencing restaurant customers’ positive feelings and motivations toward a restaurant.

Limitations and future perspectives

One big limitation of this study, is that the interviews were conducted from internet due to COVID-19 pandemic. Ryff (1989) suggests that in order to obtain a more complete understanding of a respondent’s psychological well-being, observation or data from others who are close to or important to the respondent is needed. This study, however, is lack of the clear observational data from the interviews because it employed the on-line interview during pandemic. The other limitation is that the WBDE framework proposed by this study hasn’t been empirically validated. Future researches can go further investigate the validity of WBDE framework. It is also suggested that this generalization be further examined using a cross-culture or cross-nation study, since the perceptions of well-being could be very different from demographical and cultural backgrounds.

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The Mediating Role of Travel Live Streaming Attachment and Authentic Experience Between the Tour Leader and Visit Intention

Park, Jihwan
William F. Harrah College of Hospitality
University of Nevada

Busser, James
William F. Harrah College of Hospitality
University of Nevada

Bai, Billy
William F. Harrah College of Hospitality
University of Nevada

Abstract:

Despite the growth of live streaming in the tourism industry, more research is needed to examine the factors that affect tourists' destination visit intention after experiencing travel live streaming with a professional guide. To bridge the gap in the literature, this study proposed a stimulus-organism-response (SOR) based theoretical framework to examine the impact of travel live streaming on tourists' destination visit intention, mediated by authentic experience and attachment to travel live streaming. The findings revealed that authentic experience and attachment played significant mediating roles in the relationship between rapport with the tour guide and tourists' destination visit intention. This study's implications highlight the potential of live streaming with professional guides as a marketing tool for the tourism industry to attract more visitors to their destinations and provide them with an authentic and memorable travel experience.

Keywords: Travel live streaming, tour guide, Tour guide's professional competencies, Rapport, Authentic experience, Attachment, visit intention

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The Factors influencing consumer behaviour post COVID-19: A case study of a City Hotel in Bangkok, Thailand

Nana, Yasmin
Dusit Thani College, Thailand

Hallan, Robert
Dusit Thani College, Thailand

Sriaroon, Aviruth
Dusit Thani College, Thailand

Srisakun, Chakrit, Ph.D
Dusit Thani College, Thailand

Abstract:

This paper aims to study the factors influencing consumer behaviour in city hotels, in Bangkok, and define the underlying structure among the variables of consumer behaviour towards service quality, health, and safety standard (SHA/ SHA+) and behavioural intention to purchase based on the context of Thailand, Bangkok. Also, to study the impact of components among consumer's behaviour on intention to purchase based on the context of Thailand, Bangkok. Factor analysis and multiple regression are employed to define the structure among the independent variables to form the determinants of consumer behaviour and explain the impact of consumer behaviour on intention to purchase respectively.

Keywords: *Consumer Behaviour, Service quality, SHA/ SHA+, Behavioural intention, Bangkok, Thailand*

1. Introduction

With consistent growth since 1960, Thailand has made a name for itself in the world of international tourism (Kontogeorgopoulos, 2017; Liu & Dejphanomporn 2018). Since then, it has grown in its cooperation with the USA for foreign investment in its region, infrastructure improvement, and giving people from other countries a different perspective. Thailand's economy has been rapidly changing in the meantime, and its tourism sector has been transformed into "touristic transaction" (Kontogeorgopoulos, 2017). Overall, Thailand has developed into a powerhouse of opportunity in the hospitality industry, attracting travellers from all over the world.

Thailand's capital city, Bangkok, is situated in the centre of the nation. Thailand's hospitality business has been driven by the country's expanding tourism sector, which currently ranks ninth among the most visited nations in the world (Ajanapanya, 2022). Along with rising visitor arrivals and earnings from tourism, the main performance factors for hotels include as well. Bangkok was chosen because it has a high sample size and a population that is densely populated with flats, hotels, hostels, motels, eateries, and activities for our research.

The central of Thailand where all opportunities for both locals and tourists visit, work and contains a bit of everything and the reason for the choice is that there is a wide range of both locals, international

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tourists and business staying in city hotels (Hauglann, 2022). And we could say that most of the city hotels in Bangkok are in the prime location. However, as most visitors put it, Bangkok is chaotic and most agree. The rise of city hotels has its negative effects on environmental resources and hygiene management, especially after COVID-19 which is harmful to the industry itself depends on (Hauglann, 2022). Moreover, the influence of consumer behaviour, city hotels have been trying to care more about health and safety regulations to reduce the impact.

The countrywide lockdowns and containment procedures brought on by the coronavirus (COVID-19) outbreak have reduced travellers' interest and immobilized the hospitality sector, including airlines, hotels, and restaurants (Karabulut, Bilgin & Doker; 2020). Many nations have been easing their control and lifting the lockdown measures to allow businesses to gradually open while adhering to government guidelines and rules on health and safety and social distancing measures where necessary (Karabulut, Bilgin & Doker; 2020). In which Thailand also come up with government guidelines and rules on health and safety for hospitality industry to ensure this issue, which also known as SHA standard.

Tourism Thailand (2021) introduced SHA stands for Amazing Thailand Safety & Health Administration (SHA). It's a project by the Ministry of Tourism and Sports, the Tourism Authority of Thailand (TAT), the Ministry of Public Health, as well as the government and private sectors involved in tourism, to prepare Thailand for the new normal of travel and the group devised the SHA standards that various (especially tourism and hospitality industries) must achieve to increase consumer confidence by assuring domestic and international tourists that these businesses are certified to operate during the pandemic and are following the necessary safety and health protocols by the Ministry of Public Health (Tourism Thailand, 2021).

Accordingly, this study aims to examine the factors that influence consumer behavior in a city hotel in Bangkok, Thailand after the COVID-19 pandemic. Bangkok, being the capital city of Thailand, is a prime location for the hospitality industry with a dense population of hotels, hostels, motels, and tourist attractions. The hospitality sector in Thailand has been driven by the expanding tourism industry which ranks 9th among the most visited countries in the world. However, the rise of city hotels in Bangkok has had negative impacts on environmental resources and hygiene management, especially after the COVID-19 outbreak. Furthermore, Thai government has introduced the Amazing Thailand Safety & Health Administration (SHA) project to increase consumer confidence by ensuring that businesses in the tourism and hospitality sector are certified to operate following necessary safety and health protocols. The COVID-19 pandemic has reduced travelers' interest and paralyzed the hospitality sector, including hotels. With the easing of lockdowns and the implementation of SHA standards.

2. Literature Review

2.1. Service quality

Service quality in hospitality services is defined as the gap between the customer's expected service and their actual perceived service. The most popular tool for measuring service quality in hospitality services is the SERVQUAL model, introduced by Zeithaml, Parasuraman and Malhotra (2002). The SERVQUAL model consists of five dimensions: Empathy, reliability, assurance, responsiveness, and tangibility, and the recent addition of the SHA standard. Service quality is viewed as the customer's willingness to receive and pay for the service, rather than the service provider's input (Zeithaml, Parasuraman & Malhotra; 2002).

***2.2** SHA/ SHA+*

During the COVID-19 pandemic, SHA or Amazing Thailand Safety & Health Administration is a project by the Tourism Authority of Thailand (TAT) to inspect Thailand's tourism industry to ensure safety standards comply with the new normal and Hotels and other services to guests are taking steps to prevent the spread of the COVID-19 virus. SHA Plus was created specially for travel agencies and hotels to follow certain standards after Covid-19 (New Normal of Travel) (Tourism Thailand, 2021) This accredited company assures guests that they follow strict standard policies and protocols to ensure safe travel/tourism (Tourism Thailand, 2021). SHA certification covers basic health and safety standards that facilities generally need to practice in order to serve the public. This includes, but is not limited to, regular cleaning of various areas of the facility, posting safety signs, and posting sanitizers available to guests, and continuously using even during the post COVID-19 situation. (Tourism Thailand, 2021).

2.3 Behavioral intention

Behavioral intention refers to the likelihood of a customer to engage in behaviors such as repurchasing, recommending, being loyal, complaining, or being price sensitive, as a result of their perceived service quality (Zeithaml et al., 1996). It is influenced by the customer's experience with the service and can range from positive behaviors such as loyalty and willingness to pay more to negative behaviors such as intention to switch (Zeithaml et al., 1996). The relationship between customer experience and behavioral intention has been shown in previous research.

2.4 Consumer Behavior

Consumer behavior is defined as the actions and decisions of people involved in acquiring, using, and disposing of goods and services (Belk, 1975). The concept of consumer behavior encompasses the study of how individuals make purchasing decisions and how they use, evaluate, and dispose of the products and services they have acquired (Belk, 1975). So, Belk (1975) mentions that situational variables, such as time, place, and social context, can have a significant impact on consumer behavior, and therefore these variables should be considered when studying and understanding consumer behavior.

2.4. Related literature

Untaru and Han (2021) explored the relationship between demographic characteristics (age, gender, education, income) and consumer purchase attitudes and behavioural intention in the city hotel industry. The study utilized the theory of reasoned action and the theory of planned behaviour models and collected data from 659 participants through questionnaires. The results showed a significant positive correlation between purchase attitudes and behavioural intention, with age, education, and income being significant factors in influencing purchasing attitudes towards city hotels**.** Chien and Chi (2019) investigated the relationship between service quality, customer satisfaction, and corporate image in the exhibition industry found that corporate image acted as a mediator between service quality and customer satisfaction, meaning that the perceived quality of a company's services affects how the company is perceived, which in turn affects customer satisfaction. Rather and Camilleri (2019) service quality and consumer-brand value congruity have a significant impact on hospitality brand loyalty showed that high service quality positively influenced consumer-brand value congruity, which in turn positively affected hospitality brand loyalty. This implies that when the service quality provided by a hospitality brand aligns with the consumer's values and expectations, it leads to an increase in consumer loyalty to the brand. Shah, Kalwar, and Soomro (2021) explores individuals' attitudes and purchase intentions towards masks during the early outbreak of COVID-19 in Pakistan found a positive and significant relationship between individuals' attitudes and purchase intentions. The study provides practical evidence for behaviour and intentions related to mask purchases and health and safety measures during a pandemic. The study found that the effectiveness of government communication and education about COVID-19 plays a role in shaping individuals' attitudes towards purchasing masks. The study focused on examining the causal factors of customer motivation, trust, and loyalty on the level of repurchase intentions of local tourists traveling in Thailand during the COVID-19 pandemic crisis which includes SHA and SHA+ showed that customer motivation, trust, and loyalty had a positive influence on repurchase intentions. The study results demonstrated that the social exchange theory can be used to explain the influence of these factors on the repurchase intentions of domestic Thai tourism.

According to previous literature led to generate the proposition for conceptual framework:

***Proposition 1: Service quality has a positive influence towards consumer behavior** on post COVID-19 based on a case study of a city hotel in Bangkok, Thailand.*

***Proposition 2: Service quality has a positive influence towards behavioral intention on** post COVID-19 based on a case study of a city hotel in Bangkok, Thailand.*

***Proposition 3: SHA/SHA+ has a positive influence towards consumer behavior** on post COVID-19 based on a case study of a city hotel in Bangkok, Thailand.*

***Proposition 4: SHA/SHA+ has a positive influence towards behavioral intention** on post COVID-19 based on a case study of a city hotel in Bangkok, Thailand.*

***Proposition 5: Behavioral intention has a positive influence towards consumer behavior** on post COVID-19 based on a case study of a city hotel in Bangkok, Thailand.*

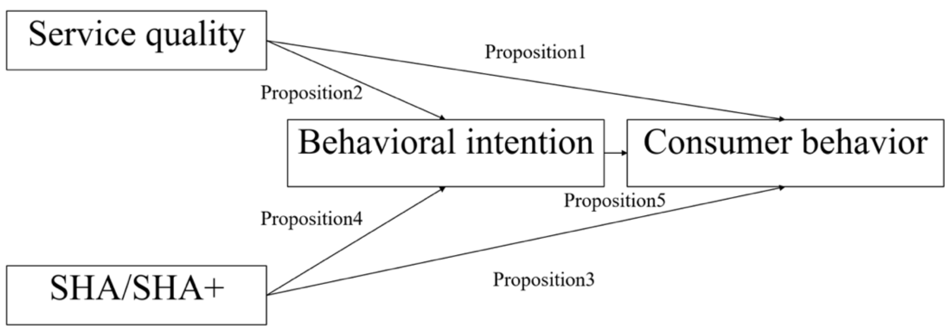

Figure 1: Conceptual framework of The Factors influencing consumer behaviour post COVID-19: A case study of a city hotel in Bangkok, Thailand.

3. Methodology

3.1. Measurement

This research employs a mixed-method approach with both quantitative and qualitative methods. A sample of 400 out of 15.25 million foreign tourists visiting Bangkok in 2021 (the Bank of Thailand,2021) was selected through a multi-stage sampling process. The first stage involved cluster sampling, where data was collected from the whole region and then focused on the central region of Thailand. The second stage involved quota sampling, where the sample size was collected from the total number of foreign tourists in Bangkok. The qualitative data was collected through a survey to gather the participants' opinions, experiences, and understanding of the research topic.

In the data collection process, the data was collected from the online questionnaires beginning with explaining, clarifying, and understanding information about this research such as the researcher, title, purpose, and benefit will be explained in the required data in the questionnaire before the actual data begins. Our questionnaire will not expose the respondents name-surname as respondents' privacy to maintain ethical standards, 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. Researchers also specified respondents who are foreigners traveling to Bangkok after post-pandemic COVID-19

4. Expected Results

The expected results of this study will provide valuable insights into the factors influencing consumer behavior in the hospitality industry post-COVID-19, particularly in the context of Bangkok, Thailand. The findings will be relevant to hotel managers, policymakers, and marketers, who are looking to adapt their strategies to meet the needs of consumers in the post-pandemic era following:

Firstly, the expected result is that service quality will have a positive influence on consumer behaviour post-COVID-19. This finding is consistent with previous research that has highlighted the importance of service quality in influencing consumer behaviour in the hospitality industry. Consumers are likely to be more discerning about the quality of service that receive post-COVID-19, given the heightened awareness of health and safety concerns.

Secondly, the second expected result is that service quality will have a positive influence on behavioural intention post-COVID-19. This finding suggests that consumers are more likely to purchase services from hotels that provide high-quality service. This result highlights the importance of service quality as a key factor in driving consumer behaviour and ultimately influencing their purchasing decisions.

Thirdly, the expected result is that SHA/SHA+ will have a positive influence on consumer behaviour post-COVID-19. This finding reflects the growing importance of health and safety concerns in the hospitality industry post-pandemic. Consumers are likely to be more cautious about their health and safety when traveling, and hotels that can provide assurances of safety and hygiene are likely to attract more customers.

Fourthly, the expected result is that SHA/SHA+ will have a positive influence on behavioural intention post-COVID-19. This finding reinforces the importance of health and safety standards in influencing consumer behaviour and their purchasing decisions. Hotels that can provide evidence of their compliance with SHA/SHA+ are more likely to attract customers and generate positive word-of-mouth recommendations.

Lastly expected result is that behavioural intention will have a positive influence on consumer behaviour post-COVID-19. This finding suggests that consumers are likely to purchase services from hotels that intend to use, reinforcing the importance of intention in driving consumer behaviour. This result highlights the importance of marketers in understanding and influencing consumer intention.

Consequently , the expected results of this study will provide valuable insights into the factors influencing consumer behaviour in the hospitality industry post-COVID-19. These findings will be useful for hotel managers, policymakers, and marketers who are looking to adapt their strategies to meet the needs of consumers in the post-pandemic era.

5. Discussion and Conclusion

5.1. Discussion

This paper aims to study the factors influencing consumer behavior in city hotels, in Bangkok, and define the underlying structure among the variables of consumer behavior towards service quality, health, and safety standard (SHA/ SHA+) and behavioral intention to purchase based on the context of Thailand, Bangkok. Also, to study the impact of components among consumer's behavior on intention to purchase based on the context of Thailand, Bangkok. Factor analysis and multiple regression are employed to define the structure among the independent variables to form the determinants of consumer behavior and explain the impact of consumer behavior on intention to purchase respectively.

5.2. Conclusion

Theoretical contribution: This investigation aims to transform the qualitative approaches of consumer behaviour to quantitative approaches to define the structure of this variable and explain the impact of consumer behaviour on intention to purchase based on the perspective of the customer in Bangkok, Thailand. Furthermore, to integrate the concept of service quality in hotels, health, and safety standards (SHA/ SHA+) and consumer behaviour, especially, intention to purchase.

Managerial contribution: This research aims to identify the determinants of consumer behaviour in hotels that hotel owners, managers, or employees need to concern to improve service quality, the importance of SHA/ SHA+ certificate for hotels post COVID-19, and behavioural intention on the target market of city hotels in Bangkok. To increase a chance of intention to purchase among the target market and to increase the consumer satisfaction in the hotels.

5.3 Recommendation

Based on this study, it is recommended that all city hotels within Bangkok, Thailand, should improve and boost up their service quality and health and safety policy for a costumer as it has a strong effect on consumer satisfaction and the behavioural intention to purchase of hotel customers (i.e. loyalty, switch, pay more, external response and internal response). In order to achieve these, they must be started from adjusting their procedures according to Thai tourism industry for safety standards, in order to receive SHA+ standard, which will boost confidence among local and foreign traveller's coming to their hotels.

5.4. Limitations

There are a number of limitations to this study. Firstly, demographic characteristics and their ties to the main research model were not considered in this study. If these demographic variables had been controlled, the study would have yielded more significant results and better explanations for its findings. It is recommended that future studies take into account demographic factors including gender, age, race, and religious affiliation to better understand hotel guests' preferences and behavior. Second, despite the use of proven research instruments and measuring scales equipped with validity and reliability testing, the internal validity of the questionnaires and internet sources may be edited or compromised. Because the survey and websites were centered around the opinions and perceptions of locals and international tourists visiting Thailand there is always the possibility that respondents may provide superficial replies or even provide false information to appease the researcher. As a result, future studies may need to use a different method to solve this problem and may benefit from a different quantitative or qualitative method. This study has confirmed that there are a number of factors that can alternate or influence consumer behavior after COVID-19, having more aware about their health and safety, which also influences their attitudes. In keeping with the above, businesses are left with no choice but to consider these factors in their marketing activities to motivate and retain costumer.

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Exploring the Impact of VR/AR, Robots, and Social Media on Satisfaction and Attraction towards Boutique Hotels in Bangkok: A Conceptual Framework and Propositions

Sathongnuan, Vannapat
Dusit Thani College, Thailand

Thewasakraksa, Tanya
Dusit Thani College, Thailand

Lee, Jua
Dusit Thani College, Thailand

Srisakun, Chakrit, Ph.D
Dusit Thani College, Thailand

Abstract:

The integration of technology in the hospitality industry has become increasingly ubiquitous. This study explores the impact of technology, including virtual reality/augmented reality (VR/AR), robots, and social media, on tourist satisfaction and attraction in boutique hotels in Bangkok, Thailand. A mixed-methods research approach is employed, utilizing data from the Ministry of Tourism and Sports tourism statistics (2019) and a comprehensive literature review. The study's findings propose that VR/AR, robots, and social media have a positive impact on both satisfaction and attraction towards boutique hotels in Bangkok. The conceptual framework consists of six propositions highlighting the potential benefits of technology in enhancing customer experiences and increasing operational efficiency. The study's insights provide a useful guide for boutique hotels seeking to invest in technology to improve their customer experience and attract more tourists to Bangkok.

Keywords: *VA/AR; Robots; Biometric technology; Satisfaction; Attraction; Bangkok-Thailand*

1. Introduction

In today's rapidly evolving technology landscape, the integration of advanced technologies in various business sectors has become ubiquitous. The hospitality industry is no exception, where technology is increasingly used to streamline operations, reduce costs, enhance revenue generation, and create a more positive customer experience (Revfine, 2022). It is crucial for businesses within the hospitality sector to keep pace with the latest technological trends to avoid a competitive disadvantage (Revfine, 2022).

Boutique hotels, particularly those located in trendy areas or city centers of Bangkok, can leverage the latest technology solutions to improve the overall customer experience, increase tourist satisfaction, and ultimately, attract more tourists (Ministry of Tourism & Sports tourism statistics, 2019). This study aims to investigate the impact of technology on tourist satisfaction and attraction in boutique hotels in Bangkok. It will utilize a mixed-methods research approach that combines quantitative and qualitative data analysis, drawing from relevant literature and data sourced from the Ministry of Tourism & Sports tourism statistics (2019).

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The primary goal of this study is to contribute both theoretically and practically to the understanding of the impact of technology on the boutique hotel industry in Bangkok. By providing a clear and evidence-based analysis, this study will serve as a useful guide for boutique hotels in Bangkok seeking to invest in technology and improve their customer experience.

2. Literature Review

2.1 The Concept of Satisfaction

The idea of satisfaction is probably shared by all people. Satisfaction is the sufficient feeling of being fulfilled by something enjoyable that individuals need, act upon, or want to do or get. The capacity for self-reflection in humans enables evaluations of what people enjoy and dislike. There appear to be terms for satisfaction in every language. Satisfaction has always included conceptions of the "good life." Subjective pleasure is typically considered a fruit of moral goodness and thus a component of quality of life (Veenhoven, R. 1996). For instance, when consumers receive good service from a restaurant, they are satisfied with this restaurant. This term can be measured in a business field so as to gain more returning consumers.

2.2 The Concept of Attraction

The term "attraction" refers to something that holds interest or is appealing to an individual. Boorstin (1976; p. 41) defined attraction as "an empirical relationship between a tourist, a sight, and a marker—a piece of information about a sight." It can also refer to a positive feeling or preference towards someone or something. Additionally, attraction can describe a physical or mental pull towards one another, as seen in human attraction based on appearance or behavior. Greg Richards cites Gunn (1988) argues that attractions have had a magnetic "alluring power" over individuals since the Enlightenment era. This magnetic appeal is not solely based on an individual's interests and preferences but also on the quality of the attraction's design, development, and operation.

2.3 Related Literatures

2.3.1. Virtual Reality/Augmented Reality and Tourist's Satisfaction

Atzeni, Del Chiappa, and Mei Pung (2022) published their research with the objective of indicating both tourists' cognitive and affective responses through virtual reality (VR) technology. These response indicators present VR user satisfaction and behavioral intention of visiting the destination site. Respondents will have the opportunity to experience object-based and existential authenticity in a non-immersive virtual heritage tour. Their satisfaction and behavioral intention can be measured by answering a survey about their experience after experiencing a VR heritage tour. In conclusion, this study demonstrates that engagement is a significant factor in increasing the number of VR heritage visitors. The enhanced storytelling and atmosphere of a virtual experience increase the visitors' engagement, consciousness, and knowledge, which this study found to exert the strongest effect on satisfaction and the intention to physically visit the site. There are some limitations that future researchers will be able to solve. The study of this research involves only Italians, and most of them are young individuals.

2.3.2 Robots and Tourist's Satisfaction

Seo and Lee (2021) conducted research about the emergence of robots in restaurants, including integrating trust, perceived risk, and satisfaction. Their study chose to apply the Technology Acceptance Model's original constructs (perceived usefulness, perceived ease of use, and acceptance)

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so as to indicate behavioral intention for restaurant revisiting. The target audience for this study is Korean restaurant patrons. To collect data from respondents, survey web-based online platforms were used. The findings of this study can be divided into three categories. The first positive influence is ease of use; the easier the robot is to use; the more people will perceive it as useful. Nonetheless, perceived risk, or negative influence, can occur and significantly reduce consumer intention to return if the technologies are difficult to use and may cause malfunctions. The last factor is trust. Automatic billing is a good example of technology that needs to be good enough to trust. It is important for restaurants to take their innovations into account for their own value and consumer value.

2.3.3 Social Media and Tourist's Satisfaction

Yoo and Lee (2017) found that Facebook can be used as a communication tool between customers and comments about services in many different ways. Many people nowadays look for a hotel on Facebook to read reviews or see what others have said about it. Customers can see the hotel accommodation, services, promotions, reviews, etc. Therefore, hotels need to satisfy customers and meet their expectations. Finding online information through social media has been a wide trend in the travel and accommodation industries. This trend has motivated companies to develop marketing policies on social media. Facebook is regarded as one of the most useful marketing channels in the hotel industry. Jeong (2001) found that the number of online bookings increases significantly when customer satisfaction with online information increases. Among the online platforms used by the hotel industry, Facebook is considered the most popular form of social media. When customers are satisfied with the Facebook information or reviews, they will return to the social media platform to book the hotel or check for promotions or new posts in the hotel. In their study of customer e-satisfaction in 12 Beijing hotels, they discovered a positive relationship between satisfaction and the intention to book a room online at a hotel. Choi et al. (2016) backed up this finding by stating that customers who have a high level of satisfaction with a hotel's Facebook pages are more likely to visit that hotel in the future.

2.3.4. Virtual Reality/Augmented Reality and Tourist's Attraction

Eleanor, Claudia, and Paraskevi (2020) studied the value of augmented reality for tourism and presented the increased awareness and use of these technologies, which have changed the ways in which tourists search for information, make decisions, purchase tourism products and services, and find and explore reviews. Through the provision of entertaining and useful information, AR enables travelers to explore unfamiliar environments. AR's main potential is seen at the pre-booking and information gathering stages, as well as in the enhancement of the on-site experience. In terms of the booking process, AR has been reported to help upsell accommodation, travel, and tourism attractions. This, in turn, is expected to make it more appealing to new markets while also retaining existing ones.

2.3.5. Robots and Tourist's Attraction

According to Lewis (2014), robotics will reduce offshoring in the current economic environment. The Internet and technology are often criticized for causing technology inequality because many of the elderly are hesitant or incapable of using these technologies. This problem can be effectively solved through the adoption of robots that are easy to use and can communicate in a natural and human-like manner. Industrial robots will always have a place in the economy, but relatively new ones in the field are service robots, which refer to robots used in service applications. Indeed, given the great potential of customer service robots, many scholars identify them as one of the most important trends in marketing capabilities in general, especially in the service sector. Chui, Manyka, and Mirmadi (2016) express that robotics has found its way for the first time in industrial manufacturing, but its greatest potential lies in customer service. According to their analysis, the service sector is the easiest to automate in the U.S. economy, with nearly

2.3.6. Social Media and Tourist's Attraction

Liu (2020) presented the influence of social media on travel decision-making, which has attracted much attention in tourism. When making travel decisions, social media influences how visitors decide on a wide range of travel-related factors. Cox (2009) found that social media platforms are generally used during the information search and the evaluation of alternative phases of travel planning to assist in destination, accommodation, and attraction choices. Moreover, Fotis (2011) noticed that social media was perceived as the most influential on destinations and accommodation choices.

2.4 Conceptual framework

According to the literature review and related literatures led to generate six propositions following:

Proposition 1: VR/AR has a positive impact on the satisfaction towards boutique hotel, Bangkok.

Proposition 2: VR/AR has a positive impact on the attraction towards boutique hotel, Bangkok.

Proposition 3: Robots has a has a positive impact on the satisfaction towards boutique hotel, Bangkok.

Proposition 4: Robots has a positive impact on the attraction towards boutique hotel, Bangkok.

Proposition 5: Social Media has a positive impact on the satisfaction towards boutique hotel, Bangkok.

Proposition 6: Social Media has a positive impact on the attraction towards boutique hotel, Bangkok.

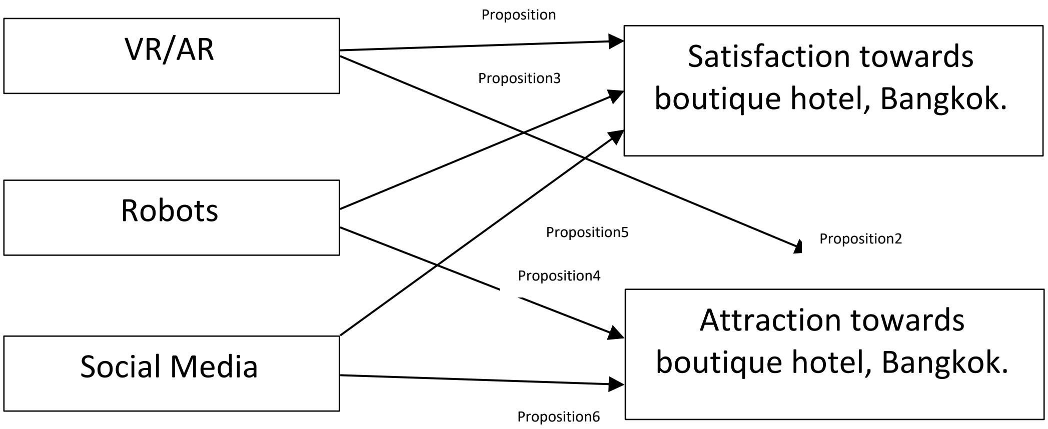

Figure 1: Conceptual framework of Exploring the Impact of VR/AR, Robots, and social media on Satisfaction and Attraction towards Boutique Hotels in Bangkok: A Conceptual Framework and Propositions

3. Methodology

The objective of this study is to examine the role of technology in enhancing tourists' satisfaction and attraction in the hospitality industry. This investigation adopts a mixed-methods research approach, which involves both quantitative and qualitative elements. The research question will be addressed through a combination of data obtained from the Ministry of Tourism and Sports Tourism Statistics (2019) on the number of tourists in Thailand and Bangkok and a comprehensive literature review. The population of this study consists of approximately 12 million tourists in Bangkok, as reported by the Ministry of Tourism and Sports Tourism Statistics (2019). The focus is on tourists in Bangkok due to the relevance of the topic, which is the impact of technology on boutique hotels in the Bangkok area. The sample size for this study is 500 participants, selected to provide sufficient insight into the tourists' satisfaction with and attraction to technology in boutique hotels. The sampling method employed will be a survey of 500 tourists to gather their opinions on the efficiency of technology in hotels and suggestions for improvement in services to enhance customer satisfaction and attraction.

To confirm that the sample is representative of the target population of tourists in Bangkok, the sampling method employed will likely involve a random selection of participants from different hotels and tourist spots in the city. It is also essential to consider other factors that could affect the results, such as the demographic characteristics of the participants, such as age, gender, and nationality, and previous experiences with technology and hotel services These factors could influence the participants' perceptions and opinions, which could potentially impact the study's outcomes (Creswell & Creswell, 2017). Also, the research is conducted ethically, and participants will be informed about the study's purpose and their rights, including their right to withdraw from the study at any time. Informed consent will be obtained from all participants, and their data will be kept confidential and anonymous to protect their privacy. The study will also adhere to ethical guidelines for research involving human participants, such as obtaining ethical clearance from the relevant institutional review board (Creswell & Creswell, 2017).

To measure the impact among variables in this study, several statistical tools can be used. For example, structural equation modeling (SEM) can be used to test the relationships between the independent variables (VR/AR, robots, and social media) and the dependent variables (satisfaction and attraction towards boutique hotels in Bangkok). SEM is a statistical method that allows for the simultaneous examination of multiple relationships between variables, providing a more comprehensive understanding of the complex relationships between variables (Kline, 2015). In addition to SEM, regression analysis can also be used to test the relationships between the independent and dependent variables, specifically, multiple regression analysis can be used to examine the effects of the independent variables on the dependent variables, while controlling for other relevant factors such as demographic characteristics. Moreover, this study also employed factor analysis to reduce the dimensionality of the independent and dependent variables, allowing for a more parsimonious representation of the data to identify underlying factors that contribute to the overall variation in the data, providing a more straightforward interpretation of the results (Kline, 2015).

4. Expected Results

The purpose of this research is to assess the potential for new technology, such as robotics, to improve operational efficiency in the hospitality industry. This technology offers a range of benefits, including increased convenience for guests, faster service, and improved transfer of information, which can ultimately lead to increased hotel revenue. Additionally, the implementation of new technology, such as virtual reality, has the potential to enhance the customer experience and increase satisfaction.

Previous research has indicated that location tours via virtual reality can increase a user's intention to revisit a physical location. By adopting virtual reality technology, hotels and restaurants have the potential to receive higher levels of satisfaction from their customers. Finally, this research seeks to examine the potential for new technology to access new markets and increase attraction through social media platforms. Social media is a powerful tool for companies to reach new consumers and promote their products and services. As such, the integration of new technology in the hospitality industry has the potential to be a game-changer in terms of expanding consumer reach and increasing market share.

5. Conclusion

5.2. Conclusion

The integration of advanced technology in the hospitality industry has become crucial in enhancing guest satisfaction and attraction. The use of VR/AR, robots, and social media platforms have provided guests with more options and opportunities to engage with the hotel industry. Guests are more inclined to choose technological options as they help in making decisions about their stay. VR/AR technology enables guests to visually experience the hotel's environment, while robots enhance service efficiency and reduce labor costs. Social media platforms provide easy access to information and influence customers' decisions. The impact of technology has resulted in an increase in service quality, guest satisfaction, and guest attraction. As a result, hotels can provide effective service quality and guest satisfaction, which in turn increases attraction towards the hotel industry. The conceptual framework and propositions of this study provide a useful guide for boutique hotels in Bangkok seeking to invest in technology and improve their customer experience.

5.2. Limitations of this study

This paper introduced only the impact of using technology in Bangkok, which doesn't include other visited cities in Thailand such as Pattaya, Phuket, or Chiang Mai. This is because the customers' behaviors or opinions towards the technology used in the hotel in each city might be different, which we could research in the future. Another limitation is that there are only three devices in this study, which are VR/AR, robots, and social media. Further research on the technology used in the hotels could provide better guidance on choosing devices to be used in the hotels.

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Exploring the Socio-Economic Impacts of Rural Tourism in Nan Province, Northern Thailand: A Community-Based Approach

Wichitsin, Kanok-orn
Dusit Thani College, Thailand

Nopparuj, Cherdchooteerakul
Dusit Thani College, Thailand

Wan, Leung Chi
Dusit Thani College, Thailand

Srisakun, Chakrit, Ph.D
Dusit Thani College, Thailand

Abstract:

This study reviewed the impact of rural tourism on the local community in the Northern part of Thailand, specifically in Nan province and defined that while tourism has had positive impacts on the local community, such as increased income and job opportunities, preservation of traditional culture, and improved infrastructure and services, it also has negative impacts such as overcrowding and commercialization, pressure on natural resources, environmental degradation, and displacement of local residents. The study recommends a balanced approach to tourism development, with responsible actions and consideration for preserving culture, heritage, and environment.

Keywords: *Rural tourism; Local community Nan province; Thailand*

1. Introduction

Tourism is considered to be a significant contributor to Thailand's national revenue. According to data from the Office of Economic Affairs Tourism and Sports Ministry of Tourism and Sports (Tourism Statistics System of Thailand, 2019), in 2018, approximately 38.27 million foreign tourists visited Thailand, coming from countries such as China, ASEAN countries, India, the United States, and others. These tourists generated a total of 2.0 trillion baht. Cultural tourism also plays a significant role in attracting both domestic and international tourists to Thailand. Moreover, Thailand represents many types of tourism typically includes historical sites like chapels, pagodas, and walls, as well as museums, galleries, and art performance events. Additionally, local lifestyles can also be a draw for cultural tourists (Kasamsuk, Bodthongtim, & Sookprung, 2018).

Thansettakij (2017) stated that 5.8 million Thai people were living under the poverty which especially based on rural area in the North, Northeast and the South of Thailand in 2016. Furthermore, Sangkakorn (2018) investigated that most of attractive tourism with Lanna civilization in Northern Thailand was considered by transportation networks, acceptance by leading travel organizations and the important of cultural resources.

Nan Province in Northern Thailand has become a popular destination for rural and cultural tourism, receiving the ASEAN Clean Tourist City Standard award in 2018 (Nan Municipality, 2018). The past decade has seen significant land-use shift, and rural tourism is seen as a way to increase revenue for locals (Royal Forest Department, 2016; Li, Ji, & Shi, 2018). Homestays are a popular choice for tourists seeking a homey atmosphere, cultural experiences, and the chance to interact with host families and locals (Kuhzady et al., 2020; Kulshreshtha & Kulshrestha, 2019).

This report will study about the impact of rural tourism in Northern part of Thailand, Nan province that it has on the local community in both positive impact and negative impact factors by based on demographic in 15 districts in Nan province of Thailand.

2. Literature Review

2.1. Definitions of rural tourism

The definitions of rurality are not determined by functional elements such as population density or land use (Lane, 1994), but rather are socio-cultural constructs that reflect people's learned perceptions of what constitutes rurality. These definitions are therefore culturally bound. (Sharpley & Sharpley, 1997). Two important subthemes are implicit in Lane's definition. Firstly, it is suggested that the demand for rural tourism is directly related to the unique characteristics of rural areas (Lane, 1994; Sharpley & Sharpley, 1997). Secondly, it is assumed that the main motivation for visiting the countryside is to experience the rural environment, establishing a causal relationship between rural areas and tourism, thereby justifying the identification of rural tourism as an individual type of tourism (Lane, 1994; Sharpley & Sharpley, 1997).

2.2. Importance of rural tourism

The economic changes have a significant impact on job opportunities, especially for individuals in rural areas. To address this issue, one of the most widely adopted nontraditional rural development strategies has been rural tourism and its associated entrepreneurship opportunities (Edgell & Harbaugh, 1993; Luloff et al., 1994). Rural areas have a unique appeal to tourists due to their distinct cultural, historical, ethnic, and geographic characteristics, as well as the mystique associated with rural areas (Edgell & Harbaugh, 1993). Compared to other types of business, such as manufacturing, rural tourism is relatively easy to establish and only requires local participation and is less costly than other business options. However, tourism can also be expensive, particularly when it involves building luxury hotels or resorts in the area, which requires large investments from outside firms.

Despite this, rural tourism is less expensive to develop than other economic development strategies and does not rely on the decisions of outside firms (Fesenmaier, Fesenmaier, & van Es, 1995; Shaw & Williams, 1994).

This type of tourism benefits two types of small businesses in rural areas: those directly involved in tourism (such as attractions and hotels/motels) and those indirectly involved in tourism (such as gas stations and grocery stores). Moreover, rural tourism is complementary to existing rural enterprises, such as farms (such as U-Pick farms) and can provide a crucial secondary source of income for farm households (Mjalager, 1996; Oppermann, 1996).

2.3. Rural tourism in Thailand

Chaiyakot and Visuthismajarn (2012) studied the pattern of rural tourism in the Songkhla Lake Basin (SLB) of Thailand which explored the key elements that define rural areas and rural tourism around the world and defined the definition of rural tourism by Bramwell and Lane (1994), which includes a range of activities and services provided by farmers and rural people to attract tourists to their area, including farm-based holidays, ecotourism, adventure sports, and cultural heritage tourism. Furthermore, the strength of rural tourism in Thailand, as it offers a unique combination of natural elements such as forests and mountains, as well as indigenous local characteristics such as traditions, customs, and folklore (Rattanasuwongchai, 2000). The results of the study reveal a pattern of rural tourism in the SLB that includes natural sites such as mountains, waterfalls, and lakes, as well as cultural resources such as the local way of life, Buddhist religion, and traditional events.

2.4 Related literatures

2.4.1 Positive impact factors

Increased income and job opportunities for local communities: The National Economic and Social Development Council (2019) reported that the tourism sector contributed 18.4% to Thailand's GDP, an increase from 14.2% recorded just four years prior and the increased income and job opportunities generated by tourism have had a profound impact on local communities, particularly those in rural areas. Wongwandee, Kiratikara, Suwannathep, Assavarak, and Bunnag (2022) conducted a study on the Mlabri-Phufa tribe in Nan Province, Thailand, and found that changes in the tribe's socio-economic circumstances have resulted in a shift in their consumption behavior. Previous researchers noted that the tribe's increased sources of income have led to changes in their way of life, with the tribe now welcoming tourists by crafting handmade goods at home instead of gathering in the forest. This shift has helped promote cultural tourism in the area Wongwandee et al. (2022). Hence, the growth of the tourism industry has provided increased income and job opportunities for local communities, which has led to significant changes in their way of life and consumption behavior and the case of the Mlabri-Phufa tribe tourist attractions the potential for tourism to promote cultural preservation and sustainable development in rural areas (Wongwandee et al., 2022).

Preservation of traditional culture and heritage: Gholitabar, Alipour, and Costa (2018) emphasizes the importance of traditional buildings, such as castles, museums, and ancient structures, in attracting tourists. It suggests that the preservation of these cultural and heritage sites requires collaboration between the local government, building owners, and experts or academics, with a clear direction and goal. The analysis of tourists' expectations and satisfaction in Nan province revealed that while visitors were satisfied with the tourism facilities, there was room for improvement in preserving architectural and social values, increasing accessibility and infrastructure, and enhancing the traditional way of life of the local people (Gholitabar, Alipour & Costa, 2018).

Improved infrastructure and service in rural areas: Panbamrungkij and Swangchan-Uthai (2021) showcases the impact of tourism on improved infrastructure and services in rural areas focus that the tourism sector is the second largest contributor to national revenue, with only the mining industry outperforming it. In line with this, the Lao government launched a national tourism strategy (2012-2020) aimed at supporting and developing tourist destinations and products. This strategy also entailed investments in public infrastructure, such as nationwide highways, to facilitate tourist travel and attract foreign investment, particularly in the form of accommodations, entertainment venues, casinos, and golf clubs which indicates the potential for tourism to play a crucial role in enhancing rural infrastructure and services (Panbamrungkij & Swangchan-Uthai, 2021).

2.4.2 Negative impact factors

Overcrowding and commercialization of rural areas: Apollo (2017) and PBS (2019) illuminate the negative impact of commercialization on rural areas. The increase in popularity and accessibility of

Mount Everest has led to a 700% increase in the number of mountaineers on commercial routes between pre-1990 and post-1990 periods. This has resulted in overcrowding and safety concerns at dangerous elevations and the commercialization-related greed, where more climbers result in more permits and revenue, further exacerbating the problem of overcrowding (Apollo, 2017). So, the previous case study exemplifies the negative consequences of commercialization and overcrowding in rural areas and underscores the need for responsible and sustainable tourism practices.

Pressure on natural resources and environment degradation: According to the Bank of Thailand (2018), the agricultural sector in Thailand contributed over 25% to the country's Gross Domestic Product (GDP) and over 70% of the total population was employed in the agricultural sector, as reported by the National Statistical Office (2018). The government and public are increasingly concerned about the consequences of deforestation on biodiversity and ecosystem services. Thailand has approved a 20-year National Strategic Plan (2017-2036) that guides six strategic areas, including green growth and rebalancing, which focuses on the preservation of natural resources and the environment.

Displacement of local residents and loss of traditional ways of life: The integration of new technologies and the rise of consumerism have resulted in a shift in social values and behavior among populations. This shift towards individualism has been noted to displace local residents and erode traditional ways of life (Seangtian & Sodsongkrit, 2017). Furthermore, Suwannual & Phutthisaro (2021) underscores the communal nature of life in the past, where individuals had strong connections to their community and engaged in activities such as shared meals and mutual aid. The increasing focus on personal wealth and success has contributed to a decline in these communal practices, leading to concerns about the loss of traditional ways of life. The preservation of cultural heritage and traditional ways of life is crucial for maintaining community connections and supporting the well-being of local residents.

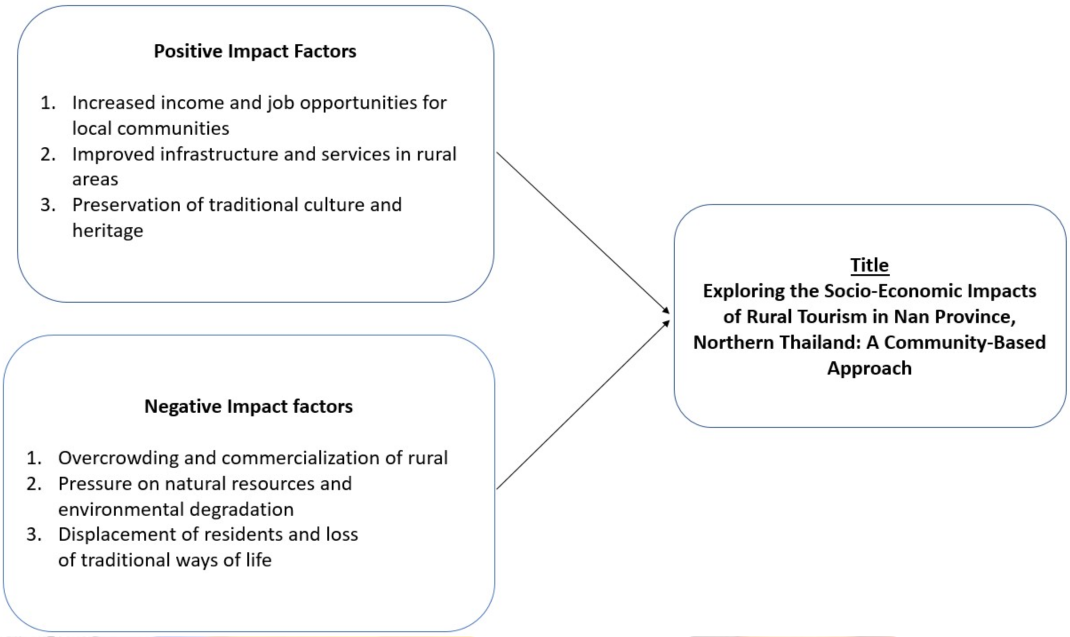

Figure 1: Conceptual framework

Therefore, the literature review and related literatures supported the main idea to propose two main propositions of this investigation including:

Proposition 1: The issue of 1. increased income and job opportunities for local communities, 2. Preservation of traditional culture and heritage, and 3. Improved infrastructure and services in rural areas as a potential factor to create a positive influence towards rural tourism in Northern part of Thailand, Nan province that it has on the local community.

Proposition 2: The issue of 1. Overcrowding and commercialization of rural areas, 2.pressure on natural resources and environmental degradation, and displacement of local residents and loss of traditional ways of life as a potential factor to create a negative influence towards rural tourism in Northern part of Thailand, Nan province that it has on the local community.

3. Methodology

This investigation employed the mixed methods research design, which involves the simultaneous utilization and integration of both qualitative and quantitative data collection and analysis methods. The study site was located in the Nan Province of Thailand, which comprises 15 districts. The province is situated in the northern part of the country, surrounded by the Nan River, forests, and mountains. The population of the Nan Province is 476,363 and the total area of the province is 12,130 km2 (4,680 sq meter). The highest mountain in the area is the Phu Khe, located in the Bo Kluea District, which has a height of 2,079 meters. The province has a significant forest cover, with an area of 7,436 km2 (2,871 sq mi) or 61.3% of the total provincial area. The province is known for its seven national parks, which are popular destinations for tourists and locals to hike and explore, including Doi Phu Kha National Park, Si Nan National Park, Mae Charim National Park, Nanthaburi National Park, Khun Sathan National Park, Tham Sakoen National Park, and Khun Nan National Park.

This information provides the questionnaires for local people in Nan province, Thailand. All of information will be calculated by Taro-Yamane formula:

$$n = \frac{N}{1 + Ne^2}$$

Table 1: Taro-Yamane formula for sample size

Where, n = the number of samples

N = total population

e = the level of significant (allowable error)

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{476{,}363}{1 + 476{,}363 \cdot 0.05^2}$$

$$n = 399.66$$

As the result, these questionnaires require a minimum sample size as 400 participants who were chosen randomly in Nan province, Thailand based on 476,363 residents in 2010 (National Statistical Office, 2010). This will show the number of population in each 15 districts in Nan province, Thailand.

Table 3.3 The number of Sample in each district

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District	Population	Sample population at least requirement
Mueang Nan	81,481	$\frac{81,481 \cdot 400}{476363} = 68.42$
Mae Charim	15,647	$\frac{15,647 \cdot 400}{476363} = 13.14$
Ban Luang	12,013	$\frac{12,013 \cdot 400}{476363} = 10.09$
Na Noi	32,599	$\frac{32,599 \cdot 400}{476363} = 27.37$
Pua	64,318	$\frac{64,318 \cdot 400}{476363} = 54.01$
Tha Wang Pha	51,485	$\frac{51,518 \cdot 400}{476363} = 43.26$
Wiang Sa	70,382	$\frac{70,382 \cdot 400}{476363} = 59.10$
Thung Chang	18,277	$\frac{18,277 \cdot 400}{476363} = 15.35$
Chiang Klang	28,190	$\frac{28,190 \cdot 400}{476363} = 23.67$
Na Muen	14,807	$\frac{14,807 \cdot 400}{476363} = 12.43$
Santi Suk	15,823	$\frac{15,823 \cdot 400}{476363} = 13.29$
Bo Kluea	14,455	$\frac{14,455 \cdot 400}{476363} = 12.14$
Song Khwae	11,860	$\frac{11,765 \cdot 400}{476363} = 9.96$
Phu Phiang	35,639	$\frac{35,639 \cdot 400}{476363} = 29.93$
Chaloem Phra Kiat	9,387	$\frac{9,387 \cdot 400}{476363} = 7.88$
	476,363	400.04

The study aims to select participants based on involvement in the local community, knowledge and experience with rural tourism, diversity of perspectives, age, gender, and ethnicity, and willingness to participate. Data will be gathered through questionnaires and interviews on demographic information, perception of tourism impacts, community involvement, economic impacts, environmental impacts, and cultural impacts. Demographic information will be used to understand how different demographic groups are impacted by rural tourism. Perception of tourism impacts will explore how participants perceive the positive and negative impacts of rural tourism on their local community. Community involvement will be used to understand how the local community is engaged in tourism planning and development. Economic impacts will explore how tourism contributes to the local economy. Environmental impacts will assess the ecological sustainability of tourism development. Cultural impacts will examine how tourism affects local culture and identity, particularly the preservation of traditional culture and heritage.

In terms of data collecting method, this investigation employed a multi-faceted data collection approach that included both interviews and questionnaires. Firstly, this study conducted structured interviews to gather important information about our research topic and to gain insights into the recent experiences of the participants. During the interviews, this study recorded their responses using video and audio recording devices to facilitate easier analysis when writing the report. Secondly, this study utilized questionnaires as a research instrument, which consist of a set of questions presented on a paper or internet-based survey. This study utilized both formats of the questionnaire, taking into consideration the availability of internet services in rural areas. The questionnaire was designed to gather information from two groups of participants, separated based on their demographic. The participants were asked to choose from five available options in response to the questions presented in the survey.

4. Expected Results

This investigation expected the results are to know the impacts of rural tourism in Nan province of Northern in Thailand in both the positive and negatives ways which affect the local community. This will help us have a better understanding of rural areas and how tourism could approach the local community while minimizing the risk and negative causes of tourism that it could have done to the local community. Moreover, this study also analyzes information by collecting from both a quantitative and qualitative approach to know the local behavior and number of minimum participants for this research which is at least 400 local participants in Nan province of Northern region in Thailand. The reason why this study chooses mix method to collect our data is because to have both qualitative and quantitative result will give use different varieties of data's especially for qualitative method which will be more personalized so it could get a better understanding of the local's communities and their perspective towards tourism in their area.

5. Conclusion

5.1. Conclusion

This study focuses on how positive and negative factors of tourism would impact the local community perspective towards tourism in Nan province. The positive impact factors have shown that tourism has helped the economy and even the local community to grow and to be able to catch up with the modern world. It also helps promote the traditions, culture, and heritage of the locals, especially within rural areas where they are easy to exploit. Lastly tourism has helped improve the infrastructure and services to make it easier and accessible for locals to travel around the area and into the city center. However, there are also negative impact factors that tourism could have on the local community such as overcrowding and commercialization, which can lead to pressure on natural resources and environmental issues in the future. Lastly it could also cause a displacement of residents and loss of traditional way of life due to modernization and locals got influenced by tourists and learned new ways of life which could cause them to ignore their traditions.

5.1. Recommendation

Based on this research, it is showed that it's not only the rural area and local community in Nan province that will be affected by tourism. Tourism will have impacts to every province and every area within Thailand especially within the city carter such as Chiang Mai and Bangkok. The recommendation of this study suggest is to be responsible for your actions, especially if you are a tourist, and to maintain your culture, heritage, and environment. This investigation also wants to remind internal and external stakeholders to grow and to create new jobs or sources of income, this study has to keep in mind to protect the environment and preserve nature itself.

5.3. Limitations of this study

This investigation only focuses on information and the impact that rural tourism has on the local community. The report has covered all 15 districts within Nan province by collecting data with both qualitative and quantitative methods and we use only sample size to find the result. Further study should be included in more provinces in the northern region of Thailand such as Chiangmai, Uttaradit, and Lamphun etc.

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Amputi Balitok (White Gold): Explicating the Culinary Significance and Safeguarding Dimensions of Puto Calasiao in Pangasinan, Philippines

Cariño, Dylan M.
Department of Hospitality Management,
College of Tourism and Hospitality Management,
University of Santo Tomas, Manila, Philippines

Cera, Victor Ian P.
Department of Hospitality Management,
College of Tourism and Hospitality Management,
University of Santo Tomas, Manila, Philippines

Medina, Ma. Sophia Shayna J.
Department of Hospitality Management,
College of Tourism and Hospitality Management,
University of Santo Tomas, Manila, Philippines

Reyes, Louise Orlane R.
Department of Hospitality Management,
College of Tourism and Hospitality Management,
University of Santo Tomas, Manila, Philippines

Zaldivar, Arrian Karl A.
Department of Hospitality Management,
College of Tourism and Hospitality Management,
University of Santo Tomas, Manila, Philippines

Zambrano, Thomas Dominic M.
Department of Hospitality Management,
College of Tourism and Hospitality Management,
University of Santo Tomas, Manila, Philippines

Fernandez, Tammy Marie C.
Municipal Government of Calasiao,
Pangasinan, Philippines

Quinit, Gerard L.
Municipal Government of Calasiao,
Pangasinan, Philippines

Mercado, Jame Monren T.
College of Tourism and Hospitality Management,
Research Center for Social Sciences and Education & The Graduate School –
Center for Conservation of Cultural Property and Environment in the Tropics,
University of Santo Tomas, Manila, Philippines

Abstract:

The objective of this study is to explicate the culinary heritage significance and safeguarding

dimensions of *Puto Calasiao* in Pangasinan, Philippines. This qualitative-case study research used Culinary Mapping and visual documentation, in-depth interview, and tabular reconnaissance or literature review matrix. A total of 28 key informants participated in the in-depth interviews. *Puto Calasiao* is found to be significant in the aspects of history, spirituality, culinary traditions, social values, artistic characteristics, economy, health, science, and technology, and of the symbolical association of its tradition to the morality and ethical principles of *Calasiaoeños* (a local term for residents of Calasiao). *Puto Calasiao* is safeguarded as a culinary heritage as stakeholders have been performing their responsibilities to preserve it.

Keywords: Calasiao, culinary significance, Pangasinan, puto, safeguarding

1. Introduction

Food is one of the primary needs of people and therefore has become an integral part of the culture (Besmonte, 2022). Food translates to the expression of the beliefs and traditions of a community, hence, being attributed to their everyday practices and lifestyle (Mercado, 2021). With food being classified as a heritage resource, it becomes a vital element of the communication of the past to the present time; its history establishes its identity as it develops through time. When food has been regarded as an Intangible Cultural Heritage (ICH)—culinary heritage—safeguarding measures were regulated for its preservation for the next generations (UNESCO, 2003). Filipino culinary traditions have been the product of the development of cultural and heritage values and the reflection of the unique identity and ingenuity of the people involved (Mercado & Zerrudo, 2018). Considering the safeguarding of Filipino culinary heritage, the National Commission for Culture and the Arts (NCCA) was created and has become responsible for the safeguarding, development, and promotion of Filipino culture through the Cultural Mapping Program (Besmonte, 2022).

Despite the culinary safeguarding measures, food as an intangible heritage is vulnerable to different issues and constraints that were developed through time. It could possibly hinder the associated stakeholders on cultural capacity toward sustainability (Chmutina et al., 2021). Some of the notable issues are globalization, which exclude culinary traditions from its history and origin (Zocchi et al., 2021), corporate and commercial products (Kamaruzaman et al., 2022; Marco, 2019; Florendo, 2019), convenience over complex traditions (Hernandez et al., 2018), generational transmission problems and lack of interest (Zocchi et al., 2021; Elss et al., 2020), insufficiency of documents and mismanagement of data on culinary heritage (Nicu, 2020; Hernandez et al., 2018), and lack of initiative, understanding, and sustainability principles of policymakers regarding safeguarding culinary heritage (Andalecio, 2021).

In safeguarding ICH, one of its domains includes social practices, rituals, and festive events. To be able to fortify such activities, Gastronomy Tourism (Culinary Tourism or Food Tourism) was developed by the United Nations World Tourism Organization (UNWTO) in 2003. Gastronomy Tourism plays a crucial role in safeguarding a community's culinary traditions as it immerses people in the cultural processes of food, educating them about its history and significance (Bautista et al., 2018). Also, as knowledge of and skills related to food is one of the domains of ICH, the Living Human Treasures or the people with a high degree of understanding and techniques necessary for "performing or re-creating specific elements" of a particular food are involved in the safeguarding dimensions and should be given importance (UNESCO & Yunesŭk'o Han'guk Wiwŏnhoe, 2022). As the knowledge and skills of the people creating traditional food are crucial for the generational transmission of heritage, documentation of every aspect relating to such food such as definitions, authentic ingredients and methods, and history should be a priority (Fontefrancesco et. al., 2022).

Culinary safeguarding is significant to the Philippines as Filipino cuisine mirrors the culture, traditions, and abundant resources of each of the islands in the country (Tupas & Banas, 2021). One of the heritage foods of Filipinos is *kakanin,* which is a sweet native delicacy (De Villa et al., 2022; Tupas & Banas, 2021). A well-known variation of *kakanin* is *puto* or steamed rice cake which also has an array of varieties across the Philippines. One of which is the famous bite-size, sticky, and sweet *Puto Calasiao* of Pangasinan which this study focuses on. The researchers aim to explain the culinary heritage significance and safeguarding dimensions of *Puto Calasiao* in Pangasinan in the Philippines based on international and national frameworks. Therewith, the significance of this study is to analyze the culinary tradition of Calasiao's *puto*-making from which the findings are to aid the Local Government Unit (LGU) of the said municipality in Pangasinan, educate the local community about the importance of their heritage, and inspire future researchers to conduct similar studies. Most importantly, this study will be an integral part of the collection of records on *Puto Calasiao*, its authentic ingredients, traditional methods of making it, as well as ways to continuously preserve and safeguard such a heritage.

2. Literature Review

Food as heritage—culinary heritage—encompasses culinary knowledge and skills that are considered legacies and practices shared in a community, strengthening people's sense of belonging (Romagnoli, 2019). Hence, food reflects values and identity—national, ethnic, or religious—and a response to a community's everyday circumstances and environment. As a heritage, food must be associated with its ritual, cultural, and social processes rather than solely with its tangible aspects. In Filipino culture, distinct cookery and delicacies are matched with celebrations such as festivals, christenings, or weddings. As Mercado and Zerrudo (2018) stated, for instance, Filipinos cooking their local noodles, *pansit*, would mean a birthday is being celebrated, or roasting a pig as *litson* would mean a grand occasion taking place. Therewith, citing Garcia (2000), Florendo (2019) associates Filipino culinary traditions with accommodation as they believe in harmonious relationships or "*pakikisama.*" Moreover, he also mentioned that food for Filipinos is nature's blessing, and that manner of cooking has been adopted even from their early ancestors. And despite the culinary influences from foreign countries, Filipinos were able to incorporate and indigenize such influences into their cuisine through their ingenuity.

Culinary culture as an ICH must be subjected to safeguarding through the reinforcement of measures significant for its continuous existence and interpretation throughout the generations to come (UNESCO, 2003). To be able to identify the significance and safeguarding dimensions of food as an ICH—culinary heritage—the UNESCO General Conference adopted the Convention for the Safeguarding of the Intangible Cultural Heritage (CSICH) in 2003 which has been a pivotal international instrument for such courses of action (Lixinski, 2018). Moreover, the commission works with cultural agencies and LGUs to keep a record of the Philippine Registry of Cultural Property (PRECUP) which maintains the inventory of cultural properties in the country. Aiding this endeavor of establishing safeguarding measures for the cultural heritage of the country, the NCCA has organized the Cultural Mapping Program which also applies to culinary heritage. Through heritage mapping, it can discover the culinary significance and safeguarding dimensions provided by stakeholders. In the study conducted by Mercado and Zerrudo (2018), culinary significance can be reflected as historical, spiritual, culinary, social, aesthetic, economic, agricultural, and symbolical. The culinary heritage significance can be developed through time as to how the local community nourished and interpreted their culinary traditions. Culinary safeguarding concentrates on the contributions of the stakeholders on its management, legislation, raw ingredients and the environment, cooking tradition, food appearance, plating, and design, culinary facility and design, viability, promotions, stakeholders' participation, visibility, and research (Mercado, 2021).

Through time, culinary heritage can be affected with different factors that could affect its significance and safeguarding approaches. Issues and constraints can degrade the essence of the culinary tradition. The factors can be attributed to impact of globalization, especially on partial representation and homogenization of food and gastronomic diversity (Zocchi et al., 2021), over commercialization (Marco, 2019), losing interest on traditional food (Kamaruzaman et al., 2022; Hernandez et al., 2018), generational transmission and lack of appreciation (Zocchi et al., 2021), lack of funding, education, inventory, and personnel for culinary heritage management (Nicu, 2020), and lack on policy for culinary safeguarding (Andalecio, 2021).

One of the oldest towns in province of Pangasinan in the Philippines, particularly the second, is Calasiao. The main agricultural products of the municipality are rice, corn, vegetables, bananas, and mangoes. Given the plentiful harvest of rice in the country, *Calasiaoeños*, local term for residents of Calasiao, have found a way to produce their very own native cake from such a crop—the *Puto Calasiao* (GMA Public Affairs, 2019). *Calasiaoeños* have made their *puto* unique to them; hence, the association of their municipality name to it. *Puto Calasiao* is known to be the "white gold," which translates to "*amputi balitok*" (Pangasinan phrase), of Calasiao, Pangasinan as it is the famous "white" rice cake that has helped many *Calasiaoeños* generate income as valuable as "gold" (GMA Public Affairs, 2019).

3. Methodology

This research is a qualitative type of research following the case study approach. By using a qualitative design, the researchers will be able to provide a deeper perception of the subject by reviewing related literature, observing, and gathering data from the key informants through in-depth interviews (Taylor-Powell & Renner, 2003). Following the culinary heritage mapping template, the research explores information and phenomena concerning *Puto Calasiao* as a culinary heritage, its significance, and its safeguarding dimensions. The findings of the study will be subjected to thematic-mixed development analysis and interpretations through concept-driven and data-driven approaches. Table 1 presents the tabular description of the summary of the materials and methods of the study.

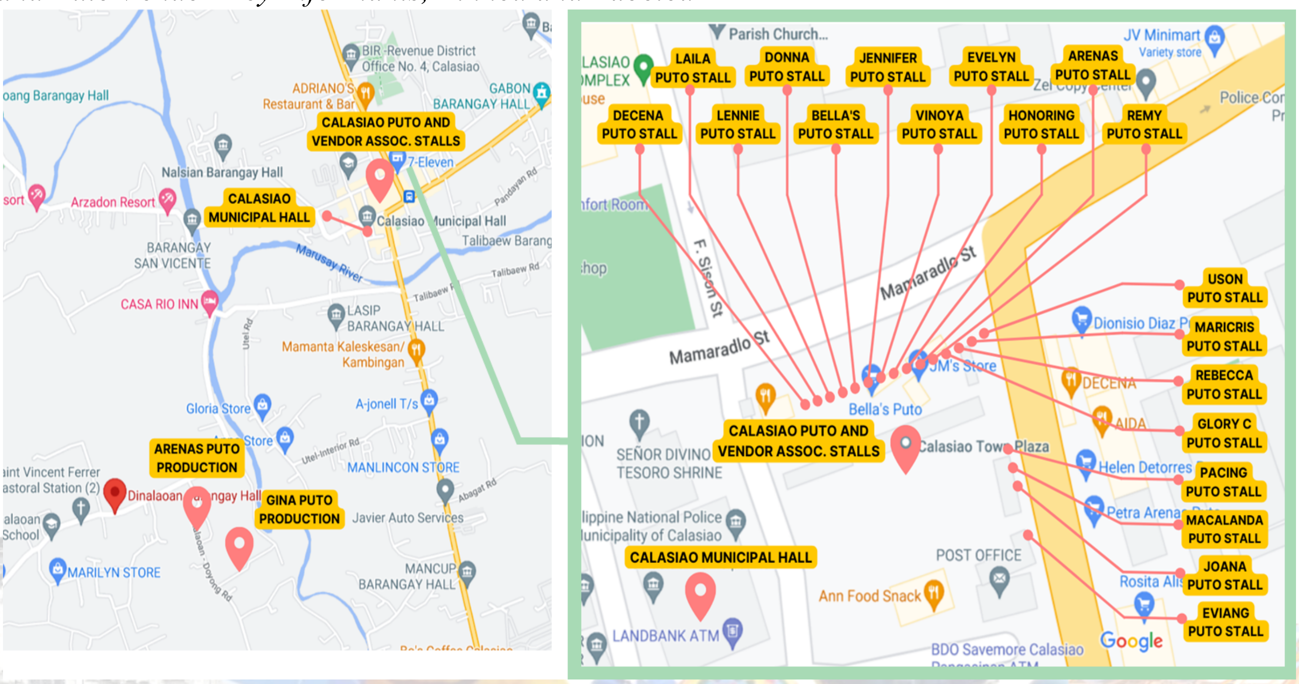
On the other hand, *puto* producers and *puto* vendors serve as key informants for the culinary stages, issues, and constraints, and culinary heritage significance. Figure 1 presents the map of Calasiao, Pangasinan, Philippines, with the pinned and labelled location of the participating *puto* production facilities and *puto* stalls. Regarding the qualifications, having knowledge and experience relevant to culinary safeguarding is required for the officials to participate in the gathering of data. Furthermore, a resident of Calasiao, accumulated months/years of experience in *puto*-making and selling, and a registered permit for their *puto* business are the following qualifications for the selection of the key informants for the interviews regarding culinary stages and culinary heritage significance. The key informants were allowed multiple and similar responses regarding culinary significance as they were given a Culinary Heritage Mapping template. Overall, six (6) officials and 22 *puto* producers and vendors participated as key informants for this study.

Table 1.
Tabular Description of the Summarized Materials and Methods of the Research

Design	Approach	Research Measurement: *Cultural Heritage Studies*	Research Measurement: *Technical Research*	Research Instrument	Ethical Consideration	Mode of Analysis
		Physical	Observation	Mapping Template for Culinary Heritage (UST GS-CCCPET & CTHM, 2021) with *Robofoto*		
Qualitative	Case Study	Oral	In-depth interview (n=28)		• Communication and Approval; • Coordination Meeting; • Oral Orientation; • Consent Form; • Data Privacy; • Confidentiality Clause; and • Proper In-text Citation and Referencing	Repertory Grid – Mixed Development (Kuchartz, 2019)
		Documentary	Documentary Analysis	Tabular Reconnaissance or Literature Review Matrix		

(Conceptualized by the Researchers)

Figure 1.
Representation of the Map of Calasiao, Pangasinan, Philippines, with the Location of Puto Producer and Puto Vendor Key Informants, Pinned and Labeled



(Conceptualized by the Researchers)

4. Findings

4.1. Culinary Heritage Significance of Puto Calasiao

Puto Calasiao became a significant culinary identity of the town and its local community. It resonates through different stories and narratives of the people based on its history, spiritual association, culinary traditions, social relevance, culinary aesthetics, economic impacts, health benefits, scientific and technological implications, and moral ascendency or symbolical significance. For a local rice cake dish, it is not only used to suffice people from hunger, but it represents the community on its value and heritage identity. Diagram 1 shows a representation of the culinary heritage significance of *Puto Calasiao* and direct quotations from the key informants as evidence.

4.2. Culinary Stages of Puto Calasiao

Traditional approach on preparing and cooking *Puto Calasiao* were based on the communal practices of the local community. The process starts with the identification of raw and manufactured ingredients and how it is associated with the environment and landscapes. Then it was followed on the accessibility of the raw ingredients to different selling points. An identification of the significant local ways on measuring ingredients to standardize the dish and the associated equipment, materials, utensils, and machinery were also highlighted. These represents the material culture of the culinary tradition. The process of production or cooking is also identified, especially highlighting on traditional ways and means. Other than the process of cooking, the process of storage, distribution, service, consumption or eating, and recycling and/or disposal of waste are also part of the culinary journey. Diagram 2 provides a comprehensive detail of *Puto Calasiao*'s culinary stages while Figure 2 provides the figural representation of the production process.

4.3. Culinary Safeguarding Tradition of Puto Calasiao

Associated stakeholders are significant in safeguarding their culinary heritage. Each stakeholder has their duties, responsibilities, and obligations on the conceptualization and maintenance of a management and organization to lead the programs and projects. The local government, specifically the legislative sector, is responsible in managing the provision of significant policies and standards. Stakeholders have their duty to concentrate on the safeguarding of the raw ingredients and the associated environment, cooking traditions and processes, food appearance, plating and design, and associated culinary facilities and design. Programs and projects for *Puto Calasiao* are concentrated on the viability or the transmission of heritage from generation to generation, promotions, especially on tourism and trade, viability for both formal and informal education, and research. Diagram 3 provides a comprehensive detail on *Puto Calsiao*'s culinary safeguarding dimensions expressed by the key informants.

Diagram 1.
Representation of the Culinary Heritage Significance of Puto Calasiao

Historical

- *Puto*-making has been a part of Calasiaoeños' life through generations—it has been a major source of livelihood.
- *"The original puto Calasiao recipe has never changed..." [KI # 2]*
- *"...always been our livelihood." [KI#19]*

Spiritual

- *Puto Calasiao* is a divine provision and therefore is associated with religious observance and occasions.
- *"...a blessing that provides livelihood to suffice my family's needs." [KI#6]*
- *"...served here during religious events." [KI #12]*

Culinary

- Calasiaoeños value their traditional cooking methods and culinary practices that are distinct to them.
- *"How it was done before, we still do the same." [KI #8]*
- *"Instead of using leavening agents...we make use of fermentation." [KI#3]*

Social

- *Puto Calasiao* is associated with home life and with memories of oneself in a community.
- *"...part of our home meals." [KI#16]*
- *"...served to our guests during community gatherings." [KI#4]*

Aesthetic

- *Puto Calasiao* producers have developed artistry through the arrangement of special orders.
- *"We arrange it following a design preferred by our customers." [KI #18]*

Economic

- For Calasiaoeños, *puto Calasiao* is significant for their tourism—nonlocal patronizers provide economic gains, especially through exports.
- *"People who are not from here visit just to buy our puto." [KI#3]*

Health

- *Puto Calasiao* contains nutritional values present in rice.
- *"Puto Calasiao is carbs (carbohydrates)..." [KI#10]*

Scientific and Technological

- *Puto Calasiao* producers have incorporated science and machinery development.
- *"The banga we use, we don't wash it to maintain the good bacteria helping the fermentation process." [KI #1]*
- *"Our stone grinders are now machine-operated and use electricity to meet demands." [KI#2]*

Symbolical

- *Puto Calasiao* owners, producers, and vendors developed a sense of camaraderie and hard work.
- *"You need perseverance accompanied by hard work and companionship" [KI#9]*

(Conceptualized by the Researchers)

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Diagram 2.

Representation of the Culinary Stages of Puto Calasiao

Raw Ingredients and its Sources (Food Source)

- Primary Agricultural Resources (Rice and Sugar)
- Raw Ingredients Sources (Nonlocal farmers)
- Constraints on Raw Ingredients (Inflation and price hikes, substandard quality)

Selling Points of the Raw and Manufactured Ingredients (Food Processing)

- Manufactured Ingredient Local Retailers (Calasiao Public Market in Pangasinan)
- Manufactured Ingredient Nonlocal Retailers and Suppliers (Dagupan in Pangasinan, Cagayan, La Union, Negros Occidental, and Nueva Ecija)

Ingredients and Its Measurements

- Ingredinet Measurement Standardization (*Salop* - commercial fruit pineapple juice or cocktail can, 1:1 ratio of rice to sugar)

Associated Equipment / Materials / Utensils / Machinery

- Traditional Equipment and Materials (Stone grinder, *pugon*, *lanson*, *banga*, *tiwit*)
- Local Craftsmen (Mr. James Martinez - stone grinder, Mr. Juanito Martinez - Father of Mr. James Martinez, pioneer stone grinder craftman)
- Local and Nonlocal Repairmen (Mr. Domeng Uson - repairman in San Carlos City)
- Nonlocal Material and Equipment Part Suppliers (Divisoria in Manila and Dagupan City in Pangasinan)
- Machinery Development (Hand crank-operated to electic and mechanized machinery)
- Material Modernization (Aluminum-made materials)

Process (Food Production)

- Distinct and Traditioal Culinary Methods (Making a *tapong* or ground soften rice passed through the stone grinder, *paalsa* or fermentation period of the produced tapong, using ipa or the hull or husk separated from the rice when milled, as fuel)
- Policymaking Issue on Production (No production by-laws and ordinances)

Process of Fod Storage

- Producers' Storing Method (Refrigerating left-over puto)

Process of Food Distribution

- Distribuion Points (Puto Calasiao Stalls, exportation, supply to restuarnts)
- Delivery Modes (private vehicle such as tricycle, courier - Sungold, and public utility vehicles - Five Star and Victory Liner Buses)

Process of Food Service

- Takeaway Food Packaging (Plastic / paper bag with bolong or banana leaves, boxes, bilao or rice winnerower)
- Free Tasting Service (Plastic as glove)
- Traditional Consumption Behaviors (Bare hand or with plastic - to serve as a glove, for breakfast or merienda or snack)

Process of Consumption / Eating

- Food Pairing (Coffee, margarine, Cheese Whiz - a local brand of cheese spread, Dinuguan, Pansit, Sotanghon)
- Occasional and Celebratory Consumption (Christmas, birthdays, wakes, christening, All Soul's Day, New Year, Puto Festival)

Process of Recycling and/or Disposal of Waste

- Livestock Feeds (Pig, chicken, duck, fish)

(Conceptualized by the researchers)

Figure 2.

Collage of the Puto Calasiao Production Process Labeled with Steps and Procedures

(Photo from the researchers)

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Diagram 3.
Representation of the Culinary Safeguarding Dimensions of Puto Calasiao

Management

- *Puto*-making has been a part of Calasiaoeños' life through generations—it has been a major source ofGovernment support and establishment of cooperatives for preserving the *puto Calasiao* industry.
- *"Calasiao Municipal Government..." [KI#24]*
- *"EEO (Economic Enterprise Office) providing business-related support." [KI#24]*
- *"Calasiao Puto Producer and Vendor Association." [KI#27]*

Legislation

- Organizational by-laws exist to maintain order in the Calasiao Puto Producer and Vendor Association; there is no ordinance for *puto* production operations and price rates.
- *"DTI helps in puto exportation of the members of the Calasiao Puto Producer and Vendor Association. But there are no constitutional by-laws for production." [KI#23]*

Raw Ingredients and the Environment

- The allocation of raw ingredients involves agricultural importation which is supported and regulated by certain government departments associated with agriculture and trade.
- *"The government allows and regulates agricultural imports. Unfortunately, the breeding of Calasiao Rice (GMO) was pursued but discontinued as the soil of Calasiao, Pangasinan was not suitable for such a breed." [KI26]*

Cooking Tradition

- The *puto*-making industry's continued existence relies on familial preservation.
- *"The cooking tradition of puto Calasiao is preserved only within families." [KI#27]*

Food Apperance, Plating and Design

- Quality inspection is conducted by owners, vendors, and by health and food safety-related government departments.
- *"There are departmental inspections of food handling, and standard appearance of puto Calasiao. Inspection of the puto quality also depends on the owners and vendors." [KI#23]*

Culinary Facility and Design

- *Puto* stalls were built to support the *puto*-making industry in Calasiao.
- *"The LGU of Calasiao provided free yet temporary stalls for puto business owners to sell their products." (KI24)*

Viability

- Familial transmission of *puto Calasiao's* culinary tradition.
- *"The culinary tradition of puto Calasiao is generationally transmitted only within puto-producing families." [KI#27]*

Promotions

- *Puto Calasiao* is promoted through festivities and trade fairs.
- *"Department of Trade and Industry launched the Gawa'd Pangasinan puto trade fair and exhibit supporting and honoring the micro, small and medium enterprises (MSMEs). We also have the Puto Festival." [KI#28]*

Stakeholders Participation

- Local Government Unit of Calasiao provides renewable *puto* business permits, training, and seminars on *puto* production, and *puto*-selling facilities.
- *"EEO provides puto business permit and stall maintenance ticket while our mayor provided free yet temporary stalls for puto business owners to sell their products." [KI#24]*
- *"Department of Science and Technology (DOST) hold training and seminars on setting up a puto business with free equipment or puto enhancement for safety and sanitation." [KI#23]*

Visibility

- A mini museum in which *puto*-making equipment and materials are displayed, *puto* signages throughout the main roads, and cultural affairs for schools are provided.
- *"....mini museum for puto Calasiao beside ....the Saints Peter and Paul Parish." [KI#24]*
- *"Puto signages are made available along main roads....." [KI#28]*
- *"Students participate in the activities held during Puto Festival." [KI#28]*

Research

- *Puto Calasiao* as a culinary heritage is viable through culinary mapping, academic research, and television documentaries; issues on turning over administrative files and providing copies of students' research persist.
- *"A cultural mapping on Calasiao...puto Calasiao is included" [KI#25]*
- *".....recorded documents on puto Calasiao are usually not turned over from the preceding administration ....." [KI#24]*
- *"....students or their universities who did their research here in Calasiao but are not given to us." [KI#25]*
- *"Documentaries by big media companies like GMA....." [KI#3]*

(Conceptualized by the researchers)

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5. Discussion and Conclusion

5.1. Discussion

With the stories told by the key informants regarding their viewpoints on *Puto Calasiao* as a culinary heritage, the researchers have been able to determine that it has become their response to their everyday living—a source of income, a learning avenue for personal and communal values, and a sense of belonging to their ethnic identity (Florendo, 2019; Lixinski, 2018). Moreover, as food is regarded as a significant reflection of ritual and social values (Bortolotto & Ubertazzi, 2018; Lixinski, 2018), *Calasiaoeños* have associated *Puto Calasiao* with certain occasions within their community. These instill social values such as the congenial bond between the people involved in its culinary stages, or the way it is shared by family and friends even during the simplest gatherings. Cultural and heritage values develop through time, which is evident in Filipino culinary traditions, mirroring the ingenuity of the people who perform such traditions (Mercado & Zerrudo, 2018). *Puto Calasiao* reflects the ingenuity of *Calasiaoeños* through its culinary stages, especially in the process of food production. For the *Puto Calasiao* producers, the processes are unique to their municipality which only they have mastered through years of experience and constancy. Those involved in the culinary stages of *Puto Calasiao* thus are subjected to traditional craftsmanship and knowledge of and skills related to such a heritage food—two of the domains of ICH included by UNESCO (2003) in the CSICH.

5.2. Conclusion

This research explicated the culinary heritage significance and safeguarding dimensions of *Puto Calasiao* in Pangasinan, Philippines based on international and national frameworks. *Puto Calasiao* has been a heritage food representing the municipality of Calasiao, Pangasinan. It is significant in the aspects of history, spirituality, culinary traditions, social values, artistic characteristics, economy, health, science, and technology, and of the symbolic association of its tradition to the morality and ethical principles of *Calasiaoeños*. The recipe for *Puto Calasiao* has remained throughout history but certain procedures, equipment, and materials, as well as taste, have been subjected to innovation. Through comprehensive analysis, *Puto Calasiao* is identified as being safeguarded as a culinary heritage as it has been existing as Calasiao's product and source of everyday living for many generations. Stakeholders have been doing their responsibilities involving the safeguarding measures of *Puto Calasiao*. But there are also issues and constraints that must be addressed by the stakeholders to sustain the significance and integrity of *Puto Calasiao*. Diagram 4 provides the researchers' suggestions on *Puto Calasiao* culinary safeguarding.

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Diagram 4.

Representation of the Researchers' Suggestions on Puto Calasiao Culinary Safeguarding

Management and Organization

- It recommended for the Calasiao LGU to provide a regulation on the code of conduct for selling P*uto Calasiao* particularly on its standard pricing.

Legislation

- It recommended for the Calasiao LGU: to provide a legislation focusing on the *puto* production operations to ensure quality standards and food safety; and to issue a request for P*uto Calasiao* to be ordained as an official intangible heritage.

Raw Ingredients and the Environment

- It recommended for the Calasiao LGU to fortify their regulation on the importation of raw ingredients for P*uto Calasiao.*

Cooking Tradition

- It is recommended for Calasiao LGU to safekeep an official document on the traditional cooking procedures of P*uto Calasiao.*

Food Apperance, Plating, and Design

- It recommended for the Calasiao LGU to mandate quality control on all *Puto Calasiao* products released in the market.

Culinary Facility and Design

- It is recommended for Calasio LGU: to have the stalls of Calasiao Puto Producer and Vendor Association built on a permanent location; and to consider having the small *puto* production facilities comply with sanitation standards and accreditation for them to be included in tourist visits and media exposure for promotions.

Viability

- It is recommended that the Calasiao LGU have the *puto*-making families provide, safekeep, and submit documents regarding their production of *Puto Calasiao* as to recognize them as official Living Human Treasures of such a culinary heritage.

Promotions

- It if recommended that Calasiao LGU mandates an ordinance on the Calasio Puto Festival as an official festivity to be held annually in the municipality and continue supporting *puto* producers and vendors to participate in trade fairs.

Stakeholders' Participation

- It is recommended for the Calasiao LGU to continuously: provide renewable *puto* business permits; hold training and seminars on *puto* production for interested Calasiaoeños; and support the *puto* producers and vendors by providing permanent selling facilities.

Visibility

- It is recommended for the Calasio LGU: to have a sculptured visual marker, symbolizing their *puto-making* industry, erected as a welcoming sign for tourists visiting the municipality; to have a museum built which is dedicated for the *Puto Calasiao* as a significant culinary heritage of the municipality; and to continuously partner with academic institutions to participate in the promotions of *Puto Calasiao.*

Research

- It is recommended for the Calasiao LGU to ensure the acquisition of administrative files and academic research about *Puto Calasiao* as well as to continue supporting media to conduct documentaries about it.

(Conceptualized by the researchers)

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Impact of Virtual Internship on Tourism and Hospitality Management Students of Laguna State Polytechnic University-Los Baños Campus Academic Year 2020-2022

Estioco, Hannah Jane L.
College of Hospitality Management and Tourism
Laguna State Polytechnic University, Los Baños

Oruga, Sheca Mae P.
College of Hospitality Management and Tourism
Laguna State Polytechnic University, Los Baños

Etorma, Aprilyn E.
College of Hospitality Management and Tourism
Laguna State Polytechnic University, Los Baños

Abstract:

Virtual internships are fieldwork experiences that enable students to obtain work experience from a remote location, usually at home rather than at a traditional workplace. However, because of the COVID-19 pandemic, educational institutions worldwide closed their campuses and began offering classes exclusively online or in hybrid formats through various online platforms. Considering these, this study specifically focused on evaluating the profile of the respndents, determining the mean assessment of the respondents on the perceived impact of virtual internship in terms of their professional development, professional skills, personal growth, and personal capabilities; determining the mean assessment of the respondent's virtual internship performance; determining any differences on the perceived impact of virtual internship when grouped according to the student's profile; determining any relationship between the perceived impact of virtual internship and the student's performance; and determining what internship intervention program can be proposed based on the findings of the study. The researchers employed survey research and descriptive-correlational design under quantitative research and utilized simple random and stratified sampling to collect data. In addition, the researchers investigated 144 former fourth-year students majoring in tourism, hospitality, and hotel and restaurant management. As statistical tools, the researchers utilized frequency and percentage distribution, mean and standard deviation, T-test, ANOVA, and Pearson's r. According to the study's findings: (1) Most respondents were female BSHRM students who participated in the virtual internship at Company A in the academic year 2021-2022; (2) The respondents' perceptions of the perceived impact of a virtual internship on professional development and personal capabilities had the highest composite mean, while professional skills and personal growth were the lowest; (3) The tourism, hospitality, and hotel and restaurant management students performed satisfactorily in their virtual internship; (4) The stated null hypothesis that there is no significant difference in the perceived impact of virtual internships when grouped according to the student's profile is partly upheld; (5) The stated null hypothesis that there is no significant relationship between the perceived impact of the virtual internship and the student's performance is upheld. Based on these findings, the researchers recommended that internship companies conduct classes, webinars, and workshops focused on enhancing students' professional and personal growth.

Keywords: Virtual Internship, Professional Development, Professional Skills, Personal Growth. Personal Capabilities, Internship Performance

1. Introduction

The internship program provides field experience to students seeking to acquire the necessary skills and competencies to operate in a variety of industries. However, the COVID-19 pandemic, which occurred in 2020, seriously affected people's daily lives, including the educational system (UNESCO, 2020). The higher education institutions in the country that provide tourism and hospitality-related degree programs have had their academic calendars and practicum schedules adversely affected and disrupted by the COVID-19 outbreak (CHED, 2021). One of the changes made by the institutions was the transition from traditional internships to virtual internships. In accordance with Park & Jones (2021), just like traditional fieldwork, a well-organized and coordinated virtual internship could be a compelling learning opportunity that enables students to maximize their practical capabilities while integrating classroom knowledge into real-world management challenges.

The purpose of this survey research and descriptive-correlational study is to investigate the impact of virtual internships on tourism and hospitality management students. Specifically, this study aims to explore how a virtual internship program affects students' professional development, professional skills, personal growth, personal capabilities, and performance. This study conducted survey research and descriptive-correlational analysis with fourth-year tourism and hospitality students that completed a virtual internship at Laguna State Polytechnic University-Los Baños Campus during the academic year 2020-2022.

2. Literature Review

According to Briant & Crowther (2020), virtual internships are considered an effective strategy that can help boost student retention in the short term while creating chances for upgraded, expanded, and more balanced internship experiences. As stated by Williams et al. (2020), professional development is a vital aspect of the evolution of college students. Specifically, the professional development of students expands their knowledge and abilities, contributes to their progress, and enhances their effectiveness. In accordance with Matyokurehwa (2017), as cited by Abdulla et al. (2019), an internship provides additional benefits to students, such as the development of professional skills and knowledge, the enhancement of personal and social competence, and the actual application of classroom concepts. Moreover, Kapoor et al. (2019) stated that the student replies indicated signs of growth in dispositional temperament, including confidence and responsibility, demonstrating that personal development was not just confined to increased knowledge and abilities. Following Roy and Sykes (2017), as cited by Marr (2019), the rise of virtual internships in academia has the potential to aid in student confidence development as well as the creation of partnerships and networking opportunities.

3. Methodology

The researchers employed survey research and descriptive-correlational design under quantitative research. This study also utilized simple random and stratified sampling. The total sample size of the respondents was 144.

In addition, the researchers finalized the data gathering procedure by creating an online survey questionnaire utilizing the adapted questionnaire from the case study of Anjum (2020), entitled "Impact of Internship Programs on Professional and Personal Development of Business Students: A Case Study from Pakistan", which was analyzed and verified by the research adviser to assure the authenticity and reliability of the results.

After gathering all the necessary data, researchers utilized frequency and percentage distributions, mean and standard deviation, independent samples t-test and One-way ANOVA and pearson's r to anaylze the data.

4. Findings & Discussion

Table1. Demographic Profile of the Respondents

Demographics Characteristics	Category	Frequency (F)	Percentage (P)
Age	18 to 22 years old	44	30.6
	23 to 27 years old	88	61.1
	28 to 32 years old	12	8.3
Sex	Male	53	36.8
	Female	91	63.2
Course	BSTM	26	18.1
	BSHRM	60	41.7
	BSHM	58	40.3
Year	2020 - 2021	43	29.9
	2021 - 2022	101	70.1
Company	Company A	129	89.6
	Company B	15	10.4

In this study, most of the students belong to the age range of 23 to 27 with 88 (61.1%), and are female students with 91 (63.2%), enrolled in the BSTM program with 60 (41.7%), for the Academic Year 2021-2022 with 101 (70.1%), which took part in their virtual internship at Company A 129 (89.6).

Table 2. Assessment of the Respondents on the Perceived Impact of Virtual Internship in terms of Professional Development

Professional Development	Mean	SD	Interpretation
1. My internship program changed me professionally.	4.10	1.00	Agree
2. Internship program made clear my career goals.	4.29	1.11	Strongly Agree
3. I have applied my classroom knowledge during my internship.	4.33	0.91	Strongly Agree
4. Internship helped me to gain work experience in my field of interest.	4.17	1.10	Agree
5. Internship helped me to identify the skills needed to get a job in my field of interest.	4.13	1.16	Agree
6. I faced some problems in seeking and accepting work assignments during the internship.	4.24	1.17	Strongly Agree

Composite Mean	4.21	0.71	Strongly Agree

Table 2 shows the composite mean of 4.21, which is interpreted as Strongly Agree. The indicative statement "I have applied my classroom knowledge during my internship" obtained the highest mean of 4.33, interpreted as Strongly Agree. However, the indicative statement "My internship program changed me professionally" has the lowest mean of 4.10, which is interpreted as Agree.

Table 3. Assessment of the Respondents on the Perceived Impact of Virtual Internship in terms of Professional Skills

Professional Skills	Mean	SD	Interpretation
1. Internship improved my communication and interpersonal team skills.	4.24	1.09	Strongly Agree
2. It enhanced my decision- making and problem- solving skills.	4.07	1.06	Agree
3. It improved my skills in working as a team.	3.87	1.21	Agree
4. It enhanced my critical thinking.	4.28	1.07	Strongly Agree
5. It improved my computer skills.	3.94	1.13	Agree
6. It improved my skills in the field of tourism and hospitality.	3.86	1.19	Agree
Composite Mean	**4.04**	**0.92**	**Agree**

Table 3 shows the composite mean is 4.04, which is interpreted as Agree. The indicator "It enhanced my critical thinking" has the highest mean of 4.28, which is interpreted as Strongly Agree. On the other hand, the indicator "It improved my skills in the field of tourism and hospitality" has the lowest mean of 3.86, which is interpreted as Agree.

Table 4. Assessment of the Respondents on the Perceived Impact of Virtual Internship in terms of Personal Growth

Personal Growth	Mean	SD	Interpretation
1. Internship program made me mature professionally and personally.	3.95	1.06	Agree
2. It changed my personal career goals.	3.77	1.14	Agree
3. It positively changed my interest in the tourism and hospitality related business.	4.22	1.11	Strongly Agree
4. I developed a habit of accomplishing my task before the due date.	3.96	1.02	Agree
5. My internship practically improved my classroom concepts.	3.86	1.07	Agree
6. Internship changed my personal aspirations in some ways.	4.28	0.96	Strongly Agree
Composite Mean	**4.01**	**0.82**	**Agree**

Table 4 shows the composite mean for personal growth is 4.01, which is interpreted as Agree. The indicative statement, "Internship changed my personal aspirations in some ways" has the highest mean of 4.28, which is interpreted as Strongly Agree, while the indicative statement " It changed my personal career goals" has the lowest mean of 3.77, which interpreted as Agree.

Table 5. Assessment of the Respondents on the Perceived Impact of Virtual Internship in terms of Personal Capabilities

Personal Capabilities	Mean	SD	Interpretation
1. Internship improved my conscientiousness and ethics.	4.29	0.95	Strongly Agree
2. It polished my habit of having respect for people different from myself.	4.31	0.92	Strongly Agree
3. It taught me how to learn.	3.99	0.96	Agree
4. It improved my skills in managing my time and money.	4.41	0.82	Strongly Agree
5. It improved my social relationships.	3.97	1.03	Agree
6. It enhanced my initiative taking.	4.26	0.97	Strongly Agree
Composite Mean	**4.21**	**0.68**	**Strongly Agree**

Table 5 presents the composite mean for personal capabilities is 4.21, which is equivalent to Strongly Agree. The indicator "It improved my skills in managing my time and money" has the highest mean of 4.41, which is interpreted as Strongly Agree. The indicator "It improved my social relationships" has the lowest mean of 3.97, which is interpreted as Agree.

Table 6. Assessment of Student's Virtual Internship Performance

Impact of Virtual Internship	Mean	SD	Interpretation
BS Tourism Management	2.04	0.51	Satisfactory
BS Hospitality Management	1.75	0.50	Very Satisfactory
BS Hotel and Restaurant Management	2.21	0.34	Satisfactory
Composite Mean	**2.00**	**0.10**	**Satisfactory**

Table 6 presents the students' composite mean performance on their virtual internship is 2.00, which is interpreted as Satisfactory. It demonstrates that BSHRM has the highest mean of 2.21, which is equivalent to Satisfactory. On the other hand, BSHM has the lowest mean of 1.75, which is interpreted as Very Satisfactory.

Table 7. Differences on the Perceived Impact of Virtual Internship when grouped according to Age

Impact of Virtual Internship		df	F-value	p-value	Decision on H_o	Interpretation
Professional Development	Between Groups	2	3.932	.022	Reject H_o	Significant
	Within Groups	141				
Professional Skills	Between Groups	2	2.437	.091	Accept H_o	Not Significant
	Within Groups	141				
Personal Growth	Between Groups	2	2.567	.080	Accept H_o	Not Significant
	Within Groups	141				
Personal Capabilities	Between Groups	2	1.516	.223	Accept H_o	Not Significant
	Within Groups	141				

Table 7 presents that Professional Development obtained [F(2,141)= 3.932, p-value<.05] when grouped according to their age. On the other hand, the indicators such as Professional Skills, Personal Growth, and Personal Capabilities obtained [F(2,141)= 2.437, p-value>.05], [F(2,141)=2.567,p-value>.05], and [F(2,141)=1.516, p-value>.05] respectively. This implies that there is a significant difference on the perceived impact of virtual internship in terms of Professional Development when students are grouped according to their age, but not with Professional Skills, Personal Growth, and Personal Capabilities.

Table 8. Differences on the Perceived Impact of Virtual Internship when grouped according to Sex

Impact of Virtual Internship	Sex	t-value	p-value	df	Decision on H_o	Interpretation
Professional Development	Male Female	-1.771	.081	77	Accept H_o	Not Significant
Professional Skills	Male Female	-1.642	.103	142	Accept H_o	Not Significant
Personal Growth	Male Female	-1.671	.097	142	Accept H_o	Not Significant
Personal Capabilities	Male Female	-1.500	.136	142	Accept H_o	Not Significant

Table 8 presents that all the indicators obtained p-value that is greater than .05 level of significance; Professional Development [t(77)= -1.771, p-value>.05], Professional Skills [t(142)=-1.642, p-value>.05], Personal Growth [t(142)= -1.671, p-value>.05], and Personal Capabilities [t(142)= -1.500, p-value>.05]. This implies that there is no significant difference on the perceived impact of virtual internship when students are grouped according to their sex.

Table 9. Differences on the Perceived Impact of Virtual Internship when grouped according to Course

Impact of Virtual Internship		df	F	p-value	Decision on H_o	Interpretation
Professional Development	Between Groups Within Groups	2 141	0.463	.630	Accept H_o	Not Significant
Professional Skills	Between Groups Within Groups	2 141	4.071	019	Reject H_o	Significant
Personal Growth	Between Groups Within Groups	2 141	3.685	.028	Reject H_o	Significant
Personal Capabilities	Between Groups Within Groups	2 141	1.551	.216	Accept H_o	Not Significant

Table 9 presents that indicators like Professional Skills and Personal Growth obtained [F(2,141)=4.071, p-value<.05] and [F(2,141)=3.685, p-value<.05] respectively. However, the indicators such as Professional Development, and Personal Capabilities obtained [F(2,141)=0.463, p-value>.05] and [F(2,141)=1.551, p-value>.05], respectively. This implies that there is a significant difference on the perceived impact of virtual internship in terms of Professional Skills and Personal Growth when students are grouped according to their course, but not with Professional Development, and Personal Capabilities.

Table 10. Differences on the Perceived Impact of Virtual Internship When Grouped According to Year of Internship

Impact of Virtual Internship	Year of Internship	t-value	p-value	df	Decision on H_o	Interpretation
Professional Development	2020-2021 2021-2022	-0.838	.404	142	Accept H_o	Not Significant
Professional Skills	2020-2021 2021-2022	-2.616	.011	66	Reject H_o	Significant
Personal Growth	2020-2021 2021-2022	-1.711	.089	142	Accept H_o	Not Significant
Personal Capabilities	2020-2021 2021-2022	-1.808	.073	142	Accept H_o	Not Significant

Table 10 presents that Professional Skills obtained [t(66)=-2.616, p-value>.05] when grouped according to the year of internship. However, the indicators such as Professional Development, Personal Growth, and Personal Capabilities obtained [t(142)=-0.838, p-value>.05], [t(142)=-1.711, p-value>.05], and [t(142)=-1.808, p-value>.05] respectively. This implies that there is a significant difference on the perceived impact of virtual internship in terms of Professional Skills when students are grouped according to the year of internship, but not with Professional Development, Personal Growth, and Personal Capabilities.

Table 11. Differences on the Perceived Impact of Virtual Internship when grouped according to Internship Company

Impact of Virtual Internship	Company	t-value	p-value	df	Decision on H_o	Interpretation
Professional Development	Company A Company B	-1.274	.205	142	Accept H_o	Not Significant
Professional Skills	Company A Company B	-1.653	.100	142	Accept H_o	Not Significant
Personal Growth	Company A Company B	-1.589	.114	142	Accept H_o	Not Significant
Personal Capabilities	Company A Company B	-1.055	.293	142	Accept H_o	Not Significant

Table 11 presents that all the indicators obtained p-value that is greater than .05 level of significance; Professional Development [t(142)=-1.274, p-value>.05], Professional Skills [t(142)=-1.653, p-value>.05], Personal Growth [t(142)=-1.589, p-value>.05], and Personal Capabilities [t(142)=-1.055, p-value>.05]. This implies that there is no significant difference on the perceived impact of virtual internship when students are grouped according to company.

Table 12. Relationship between the Perceived Impact of Virtual Internship and the Student's Performance

Impact of Virtual Internship	Student's Performance

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	Pearson's r	p-value	Decision on H_o	Interpretation
Professional Development	.108	.198	Accept H_o	Not Significant
Professional Skills	.041	.625	Accept H_o	Not Significant
Personal Growth	.025	.762	Accept H_o	Not Significant
Personal Capabilities	.027	.750	Accept H_o	Not Significant

Table 12 shows that there is no significant relationship between the perceived impact of virtual internship in terms of professional development, professional skills, personal growth, and personal capabilities, and the student's performance with the p-value of greater than .05 level of significance. Hence, the Pearson's-r values are (.108, .041, .025, and, .027), respectively, indicating a weakly positive relationship.

5. Conclusion

Based on the statement of the problem, the study has drawn the following conclusion wherein on the respondent's profile, the majority of the respondents belong to the age range of 23 to 27 and are female students enrolled in BSHRM program which took part in their virtual internship at Company A in the academic year 2021-2022. Additionally, the results revealed that the respondents' perceptions of the perceived impact of a virtual internship on professional development and personal capabilities had the highest composite mean, while the professional skills and personal growth were the lowest. In accordance to the respondent's evaluation of the student's performance on their virtual internship, those majoring in tourism, hospitality, and hotel and restaurant management performed satisfactorily. Moreover, the respondents' perceptions of the impact of the virtual internship are not significantly different based on the student's age, sex, course, year of internship, and internship company, thus the null hypothesis is partly upheld. Furthermore, the evaluation of the respondent indicates that there was no significant relationship between the perceived impact of the virtual internship and the student's performance in terms of professional development, professional skills, personal growth, and personal capabilities, thus the null hypothesis is upheld. Based on these findings, the researchers recommended that internship companies conduct classes, webinars, and workshops focused on enhancing students' professional and personal growth.

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Customer Satisfaction Towards Immersive Dining Experiences: Assessing Modern Restaurant Trends

Chua, Marjory S. Chua
College of Tourism and Hospitality Management
University of Santo Tomas

David, Jemimah B.
College of Tourism and Hospitality Management
University of Santo Tomas

Mengote, Dareen Lou T.
College of Tourism and Hospitality Management
University of Santo Tomas

Paz, Arrianne Joy P.
College of Tourism and Hospitality Management
University of Santo Tomas

Rondina, Criselda Q.
College of Tourism and Hospitality Management
University of Santo Tomas

Samaniego, Joseph David Victor C.
College of Tourism and Hospitality Management
University of Santo Tomas

Tenorio, Bianca Carmela L.
College of Tourism and Hospitality Management
University of Santo Tomas

Nagal, Kathrine Camille A.
College of Tourism and Hospitality Management
University of Santo Tomas

Bandojo, Agnes Jocelyn P.
Research Center for Social Sciences and Education
University of Santo Tomas

Abstract:

Technological advancements in Food and Beverage Services (FBS) operations have improved in the last era leading to the development of new and unconventional trends in technology use and application. Restaurants have become more competitive, offering immersive dining experiences, battling for customer satisfaction and retention. Using a descriptive-correlational design, this study assesses the effectiveness of immersive dining experiences in achieving customer satisfaction and positive behavioural tendencies leading to customer revisit intention through the five (5) domains of experience formation.

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Keywords: customer satisfaction, immersive dining, immersive dining experiences, modern restaurant trends, restaurant trends

1. Introduction

With the onset of the Fourth Industrial Revolution (FIR), which brought forth developments in artificial intelligence (AI), robotics, the internet of things, and even augmented reality, people's opinions on the use of technology have greatly changed. (McGinnis, 2020) Technological advancements have helped to revolutionize opportunities and transform industries toward digitization of workspaces and work processes, which depended on consumer convenience and experience expectations for goods and services offered in the market, primarily in service-related industries like food and beverage service or FBS (Wardynski, 2019). As digital applications, self-ordering kiosks, artificial intelligence, and even augmented reality have been developed and used in corporate operations, so too have technology applications in organization and business management, as well as product and service development.

It is clear from the way FBS is being delivered today how immersive dining trends and technologies have accelerated recently, particularly in the wake of the COVID-19 outbreak which compelled restaurants all over the country to improve their customer retention tactics. Technology developments that aided the industry’s survival despite the pandemic were seen along with immersive techniques to improve dining experiences aimed to both satisfy and retain customers. As such, the usage of technology-assisted substitutes significantly increased, causing traditionally client-facing restaurants to adapt home delivery and door-to-door services while meeting client requirements and adhering to health and safety guidelines (Youssef & Spence, 2021). Another obvious difficulty was getting people out of their houses even after restrictions were lifted, since customers have become selective and forthright about the experiences they want to have, to the point where even customer engagement tactics (Smyth, n.d.) have become popular. As a result, restaurants started using immersive technologies like artificial intelligence (AI), virtual reality (VR), and augmented reality (AR), which were found to have a huge potential to change the sector by improving customer experience. Through audiovisuals and other sensory elements, customer experiences are made more memorable and distinctive from its competitors, creating immersive dining experiences that helped businesses set a new standard of dining experience that could not only encourage people to go outside the comfort of their homes but also create lasting impressions that would make them want to come back.

As the popularity of immersive dining innovations grow, well-known players in the industry sought and adopted trends that bring fresh dining experiences to its customers through quality entertainment. At the center of this innovation is Le Petit Chef, created by animation studio and artistic collective Skullmapping (https://skullmapping.com/) based in Leuven, Belgium. Run by Filip Sterck and Antoon Verbeeck, the company applies visual artistry combined with the latest technology to tell narratives with stunning visuals that highlight the restaurants’ popularity. Present in the Philippines, the popularity of similar business concepts show potential for businesses growth, as it offers unique experiences where customization is encouraged. With immersive dining concepts, restaurants, especially those that incorporate AR technology, have become more and more prominent that the proponents decided to conduct this study to determine the dining experience of customers in immersive restaurants. More specifically, this study identified and assessed customer experiences in terms of the experiential dimensions of sensory, behavioral, social, intellectual, and affective domains; their overall satisfaction of the experience; and their revisit intentions towards these restaurants. It also determined whether customer dining experiences can influence revisit intentions towards immersive restaurants.

2. Literature Review

2.1 Augmented Reality (AR) in Foodservice

Using digital content including text, geographical data, graphics, music, and videos to augment or superimpose over a live view of actual physical objects and settings in real-time, augmented reality (AR) improves users' perceptions of sight, sound, touch, and smell (Batat, 2021). AR creates a tighter connection between users' physical space and virtual objects, creating a more immersive, colorful, engaging, and lifelike experiences (Cipresso et al., 2018). AR technologies are famous for their immersive and sensory dimensions used to create artistic and aesthetic experiences (Chevalier and Kiefer, 2020). However, their usage are not limited to these two dimensions as it includes a variety of technologies that are directly or indirectly related to immersion. Through digital devices that incorporate additional sensory information (sounds, objects, avatars, graphics, and labels) into a natural setting, AR delivers contextualized perceptions that improve a product's visuals or use and provide an enhanced interactive experience for consumers (Wedel et al., 2020, p. 443).

As the FBS industry has been adapting technological and digital advancements that create accessible, secure, and personalized experiences to individuals, AR applications have been observed to: (1) enhance food sensory aspects of taste and flavor; (2) offer an entertaining restaurant experiences; (3) deliver information about the food and healthy eating; and (4) enchant diners whilst offering more memorable social experiences at restaurants. (Batat, 2021)

2.2 Memorable Dining Experiences (MDE)

Memorable experiences are the culmination of sensations and emotions evoked by a physical performance (Schmitt, 1999, as cited in Batat, 2021). The rapid advancement of technology has brought vast opportunities for business owners, through various applications and by-products of advanced technologies which consequently increases customer satisfaction, loyalty, and motivation, among others (Foroudi et al., 2018). In FBS, Batat (2021), explains how augmented reality or AR has been transforming the restaurant sector as special customer services are provided, leading to memorable dining experiences. Using Schmitt's SEMs (1999), Batat (2021) identified five specific dimensions that influence the perceptions of consumers on their restaurant experiences, either positively or negatively. These dimensions, ***sensory*** (or the intensity of the five senses involving visual, aural, olfactory, gustatory, and tactile senses), ***affective*** (pleasant sensations through moods and emotions), ***behavioral*** *(*dining engagement experiences that influence behaviours towards or against) ***social*** (influence of feelings elicited from interactions or social stimuli with their environment), and ***intellectual*** (multisensory experiences and immersive environments that contribute to obtained knowledge) dimensions, were observed to improve the overall dining experience of consumers, implying that the use of AR can provide a vital impact on a restaurant's operations (Wedel et al., 2020; Batat, 2021; Bardwell et al., 2018; Romano et al., 2020; Lu & Chi, 2018; Kleinhans et al., 2021; Youssef & Spence, 2021; Han et al., 2019).

2.3 Satisfaction and Revisit Intentions

Dining has reached a level beyond just consuming a meal and satisfying hunger. (Oliver, 2020). Originally, food quality was a primary determinant of revisit intentions of customers, but as consumer lifestyles have been rapidly changing, people now perceive restaurants differently. Intense competition has challenged restaurant owners to create engaging dining environments, involving both the physical environment and employee performance. Adoption of technological and digital advancements that create more accessible, secure, and personalized services to the customer is now an ongoing trend. For instance, customers are now more willing to spend money on dining experiences that take them on a "journey" (Ballard, 2018), demonstrating that consumers are emotional and logical beings that favor goods and services that offer distinctive experiences (Schmitt, 1999 as cited in Kleinhans et al., 2021).

When customers are satisfied with the dining experience, they often demonstrate revisit intentions, sharing positive comments, and recommending it to other people, such as their family and friends. Thus, customer satisfaction increases the likelihood of repeat purchases and referrals (Prayag et al., 2017) as well as recurrence that encourages "willingness to revisit for satisfying experiences and suggesting the place to friends to develop loyalty" (Chien, 2017). Additionally, the social conformity theory (SCT) of Zhang & Yang (2019) supports the logical inclusion of word of mouth as a moderator between customer happiness and revisit intention, where a herding effect results from social conformity's influence on people's attitudes, beliefs, and behaviours.

3. Methodology

Respondents of this study comprised of 180 people who dined in select immersive dining restaurants in Metro Manila from the beginning of 2022 up to September of the same year. Data was collected using a modified questionnaire originally adapted from the study of Wided Batat (2021) entitled: "How augmented reality (AR) is transforming the restaurant sector: Investigating the impact of "Le Petit Chef" on customers' dining experiences." Using a 4-point Likert scale the respondents' level of dining experience in terms of sensory, behavioral, social, intellectual, and affective dimensions, their overall satisfaction, and revisit intentions towards dining in an immersive restaurant were assessed.

The reliability, convergent validity, construct reliability, and internal consistency of the sets of indicators within the tool were tested, revealing that of all the dimensions, the overall satisfaction, and revisit intention satisfied the criterion for construct reliability while the value of the composite reliability for the dimensions, overall satisfaction, and revisit intention fit the criterion for good internal consistency of the research instrument – as presented in Table 1.0. The tool's convergent validity showed that the item loadings of all indicators were statistically significant and met the required value. (Kock, 2017). In addition, the tool's average variance extracted (AVEs) on its constructs (in Table 2.0) determined its discriminant validity since the AVE range extracted on the main diagonal fell between .627 to .890, indicating that the research instrument had an acceptable discriminant validity, whereby the statements associated with each variable are not confusing to the respondents as they answered the questionnaire and that statements related to one variable, for instance, are not confusing with the statements connected with other variables (Kock, 2017).

Data collection through purposive random sampling and snowballing using Google Forms were done through respondents sourced online via social media platforms, direct messaging, blog sites, and referrals. They were then analyzed using a descriptive-correlational design, assessing the different dimensions of sensory, behavioral, social, intellectual, and affective domains of experience formation and the overall satisfaction of the customers as they engaged in immersive dining experiences and in determining the causal relationship which explains how each of the variables affect the extent of a customers' revisit intentions towards dining in immersive restaurants. PLS-SEM was conducted to evaluate the hypotheses presented on the effect of the dimensions of customer dining experience and overall satisfaction towards revisit intentions.

Table 1.0 Latent Variable Coefficients

Construct	Items	Factor Loading	p-value	Cronbach's Alpha	Composite reliability	Ave. Variances Extracted
Sensory Dimension				**.956**	**.963**	**.743**
	SE 1	.815	< .001			
	SE 2	.821	< .001			
	SE 3	.845	< .001			
	SE 4	.881	< .001			
	SE 5	.868	< .001			
	SE 6	.906	< .001			
	SE 7	.910	< .001			
	SE 8	.813	< .001			
	SE 9	.892	< .001			
Behavioral Dimension				**.910**	**.937**	**.788**
	B 1	.895	< .001			
	B 2	.837	< .001			
	B 3	.948	< .001			
	B 4	.890	< .001			
	B 5	.712	< .001			
Social Dimension				**.735**	**.883**	**.791**
	SO 1	.750	< .001			
	SO 2	.786	< .001			
	SO 3	.761	< .001			
	SO 4	.910	< .001			
Intellectual Dimension				**.876**	**.942**	**.890**
	I 1	.910	< .001			
	I 2	.910	< .001			
	I 3	.894	< .001			
	I 4	.903	< .001			
Affective Dimension				**.959**	**.948**	**.755**
	A 1	.929	< .001			
	A 2	.930	< .001			
	A 3	.928	< .001			
Overall Satisfaction				**.842**	**.906**	**.763**
	OS 1	.785	< .001			
	OS 2	.885	< .001			
	OS 3	.915	< .001			
	OS 4	.610	< .001			
	OS 5	.864	< .001			
Revisit Intention				**.880**	**.910**	**.627**
	RI 1	.769	< .001			
	RI 2	.851	< .001			
	RI 3	.810	< .001			
	RI 4	.768	< .001			
	RI 5	.843	< .001			
	RI 6	.702	< .001			

Table 2.0 Discriminant Validity: Square Roots of Average Variance Extracted (AVE) coefficients

Latent Variables	Sensory Dimension	Behavioral Dimension	Social Dimension	Intellectual Dimension	Affective Dimension	Overall Satisfaction	Revisit Intention
Sensory Dimension	**(0.862)**						
Behavioral Dimension	0.820	**(0.888)**					
Social Dimension	0.629	0.692	**(0.889)**				
Intellectual Dimension	0.796	0.827	0.680	**(0.904)**			
Affective Dimension	0.824	0.837	0.611	0.866	**(0.869)**		
Overall Satisfaction	0.815	0.825	0.752	0.757	0.778	**(0.874)**	
Revisit Intention	0.822	0.830	0.698	0.734	0.802	0.809	**(0.792)**

Diagonal values are the square roots of AVE and off-diagonals are inter-construct squared correlations

4. Results

4.1. Level of Customer Dining Experience

Results presented on the customers' level of dining experience in immersive restaurants in Table 3.0 revealed that the top dimensions showing strong agreement included the "Affective Dimension" (mean = 3.72, SD = .506), the "Behavioral Dimension" (mean = 3.68, SD = .539), and the "Sensory Dimension" (mean = 3.64, SD = .607), while the least favorable dimension that customers considered in immersive restaurants was the 'Social Dimension" (mean = 3.43, SD = .682), suggesting that the variables relating to "*pleasant dining experience with 3D projections"* (mean = 3.73, SD = 0.482); "*stimulation of positive feelings from the dining experience*" (mean= 3.72, SD = 0.509); and the "*level of excitement and enthusiasm increased during their AR dining experience*" (mean= 3.70, SD = 0.526) were viewed as the most important.

Table 3.0 Customers' Level of Dining Experience

Customer's Level of Dining Experience	Mean	SD	Verbal Interpretation
Sensory Dimension	**3.64**	**.607**	**Strongly Agree**
The visual presentations were clear and colorful.	3.76	.464	Strongly Agree
The food smelled the way I expected it as shown in the visual presentation.	3.65	.565	Strongly Agree
The actual food had a rich and appetizing smell.	3.66	.600	Strongly Agree
The harmony of music created a good ambiance.	3.71	.511	Strongly Agree
The music enhanced my dining experience.	3.70	.529	Strongly Agree
The food tasted the way I expected it as shown in the visual presentation.	3.56	.701	Strongly Agree
The taste of the food has increased my appetite.	3.57	.716	Strongly Agree
The restaurant designed a proper layout to consider customers' personal space.	3.57	.668	Strongly Agree
The food texture presented met my flavor perception.	3.55	.710	Strongly Agree
Behavioral Dimension	**3.68**	**.539**	**Strongly Agree**
I was enticed to try and dine in an AR restaurant.	3.73	.490	Strongly Agree
I really wanted to visit a restaurant that offers an AR dining experience.	3.72	.487	Strongly Agree

I was fully immersed with the AR dining experience.	3.71	.522	Strongly Agree
I was fascinated by the story and visual presentation of the food.	3.72	.498	Strongly Agree
The AR dining experience helped me manage my food choices and expectations.	3.49	.696	Strongly Agree
Social Dimension	**3.43**	**.682**	**Strongly Agree**
The AR experience created meaningful conversations between me and my dining companions.	3.55	.591	Strongly Agree
The AR dining experience allowed social interactions with other customers.	3.26	.748	Strongly Agree
The restaurant's staff were accommodating and socially interactive.	3.58	.692	Strongly Agree
The AR dining experience enhanced my social relationships and connections.	3.35	.696	Strongly Agree
Intellectual Dimension	**3.62**	**.590**	**Strongly Agree**
The visual presentation was educationally enriching and entertaining.	3.67	.547	Strongly Agree
My dining experience stimulated my cognitive skills in the choice of food.	3.57	.625	Strongly Agree
My dining experience made me curious to try other AR restaurants.	3.70	.526	Strongly Agree
The visual presentation developed and enhanced my literacy on food choice.	3.54	.662	Strongly Agree
Affective Dimension	**3.72**	**.506**	**Strongly Agree**
I enjoyed a pleasant dining experience with 3D projections.	3.73	.482	Strongly Agree
This new AR dining experience stimulated positive feelings.	3.72	.509	Strongly Agree
My level of excitement and enthusiasm increased during my AR dining experience.	3.70	.526	Strongly Agree
Overall Satisfaction	**3.60**	**.619**	**Strongly Agree**
I find the AR dining experience to be unique and surprising.	3.77	.420	Strongly Agree
My overall AR dining experience was memorable.	3.66	.598	Strongly Agree
I can always recall my AR dining experience as my guide in my next revisit.	3.61	.655	Strongly Agree
I speak to others about my dining experience often.	3.44	.717	Strongly Agree
I consider the AR dining experience as one of my favorites.	3.53	.703	Strongly Agree

4.2. Extent of Customer Revisit Intentions

Table 4.0 presents the extent of the customers' revisit intentions towards dining in immersive restaurants which revealed that generally, respondents strongly intend to revisit immersive restaurants (mean = 3.31, SD = .801), indicating that they "will continue to make positive comments about AR dining" (mean = 3.61, SD = .619), and that they "look forward to having another AR dining experience in an immersive restaurant" (mean = 3.58, SD = .587), as well as " recommend AR dining to their friends and relatives" (Mean = 3.55, SD = .600).

Table 4.0 Customers' Revisit Intentions

Revisit Intention	**Mean**	**SD**	**Verbal Interpretation**
I would recommend AR dining to my friends and relatives.	3.55	.600	Strongly Agree
I will continue to make positive comments about AR dining.	3.61	.619	Strongly Agree
I look forward to having another AR dining experience in an immersive restaurant.	3.58	.587	Strongly Agree

I am willing to pay a higher fee to experience AR dining again.	2.86	1.091	Agree
I intend to become a loyal customer of AR restaurants.	3.24	.848	Strongly Agree
AR dining will be one of my top priorities during celebration of important events and holiday seasons.	3.01	1.062	Agree
Overall	**3. 31**	**.801**	Strongly Agree

Although respondents only agreed that they are "willing to pay a higher fee to experience AR dining again" (mean = 2.86, SD = 1.091) results show contrasting responses on this indicator, represented by the high value of standard deviation (SD >1.00).

4.3. Effects of Experience to Revisit Intentions

Structural Equation Analysis of the hypothesized model on Figure 1.0 revealed that the dimensions of the dining experience significantly affect the customers' revisit intentions presented in Table 5.0.

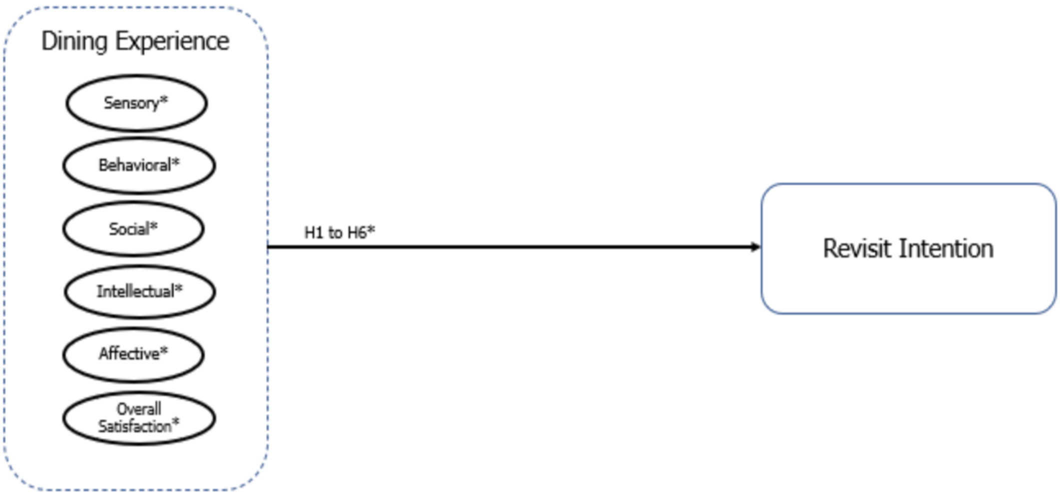

Figure 1.0 Hypothesized Model

Based on path coefficients and probability values to establish the relationship between dining experience and the revisit intentions of customers, the five SEM dimensions (sensory, behavioral, social, intellectual, and affective), together with the customer's overall satisfaction of their experience were found to significantly affect customer revisit intentions. Of these results, sensory (β = .270, f^2 = .223, $p < 0.001$) and affective (β = .309, f^2 = .248, $p < 0.001$) dimensions to the dining experience, as well as a customer's overall satisfaction (β = .250, f^2 = .202, $p < 0.001$), have positive significant effects on customer revisit intentions, represented by positive β coefficients and the p-values of less than 0.05. Moreover, the extent of the effect of the dining experiences in these three areas showed that they have a medium contribution (f^2 = .223; .248; and, .202 respectively) to customer revisit intentions, as suggested by the value of the effect size ($f^2 > .15$), implying that 22.3%, 24.8%, and 20.2% of the variability in the customer's revisit intention may be due to either the sensory dimension, affective dimension or the overall satisfaction of their dining experiences in the restaurants (Cohen, 1988),

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implying as well that as sensory and affective dimensions are improved together with the customer's overall satisfaction, customer revisit intentions to immersive restaurants may increase.

As for the behavioral (β = .168, f^2 = .140, p = 0.010), social (β = .173, f^2 = .121, p = 0.009), and intellectual (β = .167, f^2 = .129, p = 0.011) dimensions of the dining experience, results revealed positive significant effects on the customer's revisit intention, as shown by its positive β coefficients and the p-value of less than 0.05. However, the values generated relating to the extent of their contribution to the customers' revisit intentions only show minimal contributions (f^2 = .140; .121; .129 respectively) as suggested by the value of the effect size ($f^2 < .15$). This implies that the behavioral, social, and intellectual, dimensions impact revisit intentions by a small margin, having only 14.0%, 12.1%, and 12.9% effect to the variability in the customer's revisit intention respectively (Cohen, 1988), still implying that as these dimensions improve, revisit intentions towards immersive restaurants may also increase.

Table 5.0 Path Analysis with 1 segment

	Path			Path Coefficients (β)	P - values	Effect Sizes (f^2)	Effect Size Interpretation (Cohen, 1988)**	Description	Interpretation
H1:	Sensory Dimension	→	Revisit Intention	.270	<0.001	0.223	Medium	Significant	H1 is supported
H2:	Behavioral Dimension	→	Revisit Intention	.168	0.010	0.14	Small	Significant	H2 is supported
H3:	Social Dimension	→	Revisit Intention	.173	0.009	0.121	Small	Significant	H3 is supported
H4:	Intellectual Dimension	→	Revisit Intention	.167	0.011	0.129	Small	Significant	H4 is supported
H5:	Affective Dimension	→	Revisit Intention	.309	<0.001	0.248	Medium	Significant	H5 is supported
H6:	Overall Satisfaction	→	Revisit Intention	.250	<0.001	0.202	Medium	Significant	H6 is supported

***0.02 – small, 0.15 – medium, 0.35 – large*

5. Discussion and Conclusion

5.1. Discussion

The findings presented in this study demonstrate that diners at immersive dining establishments have a great deal of interest and approval toward their dining experiences, evidenced by their strong agreement with the SEM's dimensions, their overall satisfaction, and their revisit intentions. Findings also revealed that all five dimensions of the dining experience together with overall satisfaction of the experience, were found to significantly affect customer revisit intentions despite the varying levels of effects they have on the revisit intentions demonstrated by their level of contribution and effect sizes.

These results align with the studies of Zhu & Wang (2022) and Heerden, Kleinhans, E., and Kleinhans, I. (2021) which presented the important role that the five dimensions play in influencing customer experience and overall satisfaction. More significantly, results which exposed how guest experience through sensory dimension was seen as the biggest contributor to customer satisfaction and revisit intention coincide with the studies of Karunarathne & Dassanayake (2019**)** and Tian (2022). On the other hand, results relating to the behavioral dimension and how the practical advantages of technology when it comes to producing immersive and satisfying experiential and behavioral encounters align with the findings of Wedel et al. (2020), Romano et al. (2020), and Batat (2021). The other dimensions - social, intellectual, and affective – were also seen to be a determinant of dining experience that can create revisit intentions through customer satisfaction, as reflected in the works of Zhu & Wang (2022), Rajput and Gahfoor (2020), Anggraeni and Affandy (2020), confirming that through the immersive dining experience, all five dimensions were heightened and created pleasant virtual experiences for the guests which resulted to positive impacts on guest experience and satisfaction and revisit intentions of customers.

5.2. Conclusion

Findings revealed that there are significant and direct relationships between the experiential dimensions of services encountered by the customers and their overall satisfaction in relation to these experiences to their revisit intentions towards the restaurant. As such, the proponents conclude that the customers' (1) level of sensory dining experience, (2) behaviors during the dining experience, (3) level of social dining experience, (4) level of intellectual dining experience, and (5) level of affective dining experience – all impact on their revisit intentions towards dining in immersive restaurants – and that their overall satisfaction with their dining experience affects their revisit intentions toward dining in the immersive restaurants.

Further, and because the context of immersive dining is still relatively new in the Philippines, results seemingly support the practical applications of immersive technologies in FBS to such extent that investing in AR tools may be considered as a feasible investment for up and coming restaurateurs who want to challenge the status quo.

5.3. Limitations of this study

The study is limited to data gathered online means due to limitations posed by pandemic-related restrictions and data privacy concerns and policies of the establishments assessed. In addition, and since the restaurants applying AR technology in the Philippines are limited, the number of the qualified respondents were also limited. Further, an added challenge to the proponents was that the time frame to complete the entire study only lasted for less than 4 months, further limiting the examination of the restaurants and the customers' experiences on the dimensions and models used in the study.

To further strengthen the findings of this study, it is recommended to make further assessments using a bigger data set (i.e., more respondents), or through using other dimensions or variables that may not be as well-known as the experiential dimensions of service in assessing the effects of AR technology to dining experiences and revisit intentions. Other applications of PLS-SEM in the study to assess mediation or moderation of related variables to revisit intentions may also be further exploited – for example, determining whether price or cost of the experience can mediate or moderate revisit intentions (whichever best applies), or if there are other factors that could impact on one's revisit intentions towards immersive dining restaurants. Because immersive dining in the Philippines is relatively an unexplored territory, there is an abundance of opportunities for exploration and the development of further studies and insights in this field.

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Determinants of Intentions and Behaviors of Culinary Professionals Towards Plastic Waste

Bandong, Marjorie
College of International Tourism and Hospitality Management,
Lyceum of the Philippines University Manila

Irinco, Kurt Lorenzo
College of International Tourism and Hospitality Management,
Lyceum of the Philippines University Manila

Liboro, Ann Margaret
College of International Tourism and Hospitality Management,
Lyceum of the Philippines University Manila

Ngo, Willian Kate
College of International Tourism and Hospitality Management,
Lyceum of the Philippines University Manila

Peru, Karl Hendricke
College of International Tourism and Hospitality Management,
Lyceum of the Philippines University Manila

Valencia, Brian Allen
College of International Tourism and Hospitality Management,
Lyceum of the Philippines University Manila

Pelayo, Heinz D.
College of International Tourism and Hospitality Management,
Lyceum of the Philippines University Manila

Abstract:

The study was conducted to assess the determinants of intentions and behaviors of culinary professionals in Metro Manila towards plastic waste reduction. Partial least squares structural equation modeling using WarpPLS 7.0 was employed. Results revealed that both attitude and subjective norm has a significant relationship and effect on culinary professionals' intention and behavior towards plastic waste. On the other hand, culinary professionals show a negligible effect of perceived behavioral control on intention which indicates that the likelihood that individuals would participate in such action will only increase with the degree of purpose given provided that proper resources and means to perform the behavior are adequate.

Keywords: *Attitude; Plastic Waste Reduction; Perceived Behavioral Control*

1. Introduction

The Philippines was named as the third-largest contributor of plastic waste in the whole world, with Metro Manila contributing 6.43% of total marine plastic waste in the whole world (Guevarra, 2022; Meijer et al, 2017). The hospitality industry produces a lot of waste considering the food that are

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packaged using plastic (Norris et al, 2021). The use of plastic waste in the kitchen is problematic since wrapping food in plastic increases food waste but does not extend shelf life (Wood, 2022). The 3 R's (reduce, reuse, recycle) are critical in the food business for effective plastic waste disposal since it could assist to reduce its environmental impact (Ncube et al., 2021). Thus, the researchers aim to determine the experiences of the culinary professionals in Metro Manila and identify the factors that cause their plastic waste behavior. Commercial plastic trash has received less attention than home waste, thus there is a need to understand both person and organizational behaviors. (Khan et al, 2020). The aim of this study is to determine the relationship of culinary professionals' attitudes, subjective norms, and perceived behavioral control.

2. Literature Review

The Theory of Planned Behavior (Ajzen, 1991) was the main research model used to predict whether or not an individual will engage in plastic waste reduction and its link between attitude, subjective norm, perceived behavioral control, and intention.

2.1 Attitude

Borja et al (2016), describes attitude as a personality trait that determines the value and worth placed on a desired aim by an individual and how a person acts is determined by their attitude, including how they think other people want them to act. In fact, numerous studies have shown that both intention and actual behavior are influenced by attitude collectively (Hameed, 2021; Yuriev et al, 2020). Thus it is proposed:

H1: Attitude has a positive relationship and effect on plastic waste reduction intention.

2.2 Subjective Norm

Subjective norm refers to a person's feeling that people around him or her expect them to perform a specific behavior or task (Ajzen, 1991). Certain studies also coincide that the stronger the societal influence on an individual, the more likely the intention to implement the behavior (So et al, 2021; Khan et al, 2020). Therefore:

H2: Subjective norm has a positive relationship and effect on plastic waste reduction intention.

2.3 Perceived Behavioral Control

According to LaMorte (2019), perceived behavioral control is a person's perception of how easy or difficult it is to complete a task of interest. Khan et al (2019) further explains an individual's favorable or negative attitude toward a certain action strengthens or decreases his or her intention to engage in that conduct. As such, perceived behavioral control has been shown by previous studies to predict human intentions and behavior (Raimondo et al, 2020). Thus:

H3: PBC has a positive relationship and effect on plastic waste reduction intention.

2.4 Intention and Behavior

According to Fishbein and Ajzen (1975), intentions show the effort the individual will put forth in accomplishing the activity as well as the readiness to try to enact it. Thus, the stronger an individual's intention, the more likely that behavior will be implemented. This positive effect of intention on behavior has been demonstrated in several studies (Nguyen et al, 2022; Raimondo et al, 2020). Hence:

H4: Plastic waste reduction intention has a positive association and effect on plastic waste reduction behavior.

Based on the research hypotheses formulated, a model of the factors influencing the culinary professional's behavior towards plastic waste was conceptualized (Figure 1).

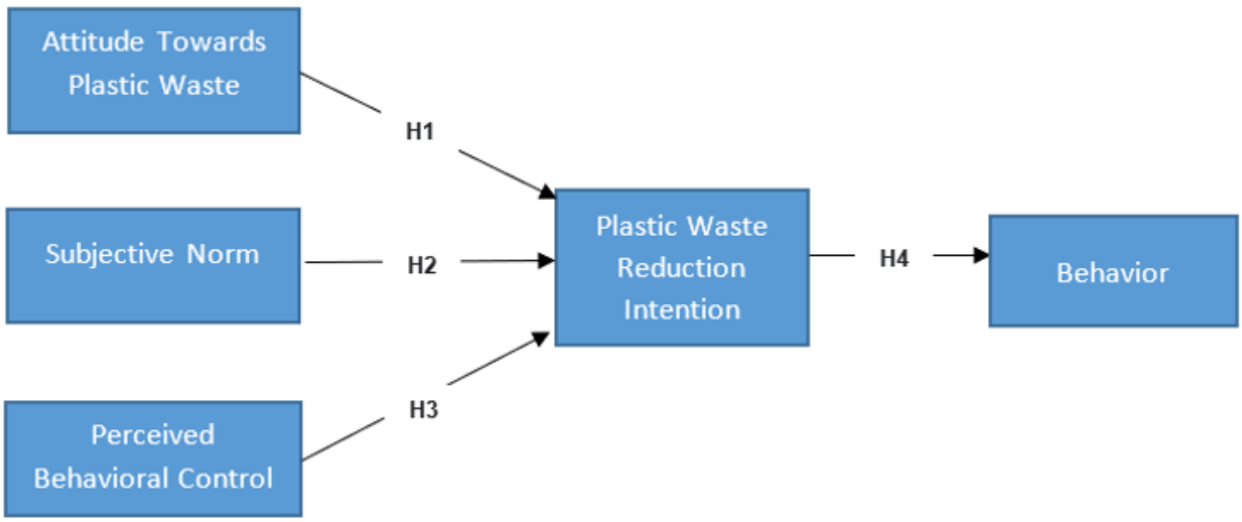

Figure 1. Research Framework

3. Methodology

3.1. Research Instrument and Measurement

The instrument utilized was a researcher-made survey questionnaire based on related literatures and studies. The instrument comprised of the profile of the respondent section and the questionnaire which include constructs and items as pertaining to Attitude (Evode, 2021), Subjective norm (Cerasi et al, 2021; Filho, 2021), Intention (Nikiema et al, 2022; Kehinde et al, 2020), Perceived Behavioral Control (Khan et al, 2020), and behavior (Nguyen et al, 2022; Zeng et al, 2020). A 5-point Likert Scale was used to measure the response of the respondents.

3.2 Data Analysis

This study utilized a quantitative causal predictive research design to determine the scope and nature of cause-and-effect relationships and well as assess the effects of existing norms, processes, etc. (Dudovskiy, 2018). The researchers utilized the use of partial least squares structural equation modelling (PLS-SEM) to model structural relationships between latent variables as measured by manifest variables (Chin, et al., 2020).

4. Results

4.1. Profile of respondents

The respondents are culinary professionals currently working in Metro Manila Hotels. The sample size was calculated using the G*Power 3.0 software program (UCLA) with a statistical power of .80, medium effect size of 0.15, and alpha set at .05 for multiple regression and 3 predictors. A sample size of 119 was computed, thus the collected sample size of 158 was sufficient.

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Table 1 presents the respondents' socio-demographic profile. In terms of gender, data shows that a vast majority are male. In terms of age, most are in the age range of 26-35. In terms of company position, Chef de Partie are the major respondents. While most work in 4-star hotels.

Table 1. Socio-Demographic Profile of the participants of the Study

Characteristics	Answers	Frequency	Percentage%
Age	18-25	45	28.4%
	26-35	70	44.3%
	35-45	42	26.5%
	45 Above	1	0.6%
Gender	Male	96	60.7%
	Female	62	39.2%
Company Position	Commis 1	21	13.2%
	Commis 2	9	5.6%
	Commis 3	18	11.3%
	Demi Chef de Partie	25	15.8%
	Chef de Partie	33	20.8%
	Sous Chef	28	17.7%
	Executive Chef	16	10.1%
	Chef de Cuisine	6	3.7%
	Demi Chef	1	0.6%
	Pastry Commis	1	0.6%
Hotel Classification	1 Star	1	0.6%
	2 Star	13	8.2%
	3 Star	61	38.6%
	4 Star	63	39.8%
	5 Star	20	12.6%

4.2. Measurement Validation

Since the study employs PLS-SEM, evaluations of the measurement model (research instrument), validity and reliability tests were included. To gauge the reliability of each construct, composite reliability (CR) and Cronbach's alpha (CA) were measured. The values of CR and CA must be at least 0.70 (Kock, 2017). The coefficients of CR and CA for each variable, as shown in Table 2, indicate all constructs are highly reliable.

Convergent and discriminant validity tests were also measured. A construct is said to have a convergent validity when the factor loading of each item at least 0.5 or higher at the corresponding p-value must be significant. Furthermore, discriminant validity involves the evaluation of average variance extracted (AVEs) whose values must be at least 0.5 or higher, and that the correlations among constructs with square roots of AVEs and their diagonal values must be larger than the values to their left in the same row (Kock, 2017). The results in Table 3 show that the measures have discriminant validity indicating the constructs empirically differ from one another.

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4.3. *Structural Equation Modelling Analysis*

Figure 2 and Table 4 display the PLS path model and the direct effects of each structural path. Analysis of the data shows that attitude has a significant effect on intention to reduce plastic waste (β= 0.523, <0.001) with large effect size (f2 = 0.353), subjective norm has a positive effect on intention towards plastic waste (β=0.356, <0.001) with medium effect (f2 = 0.208), and perceived behavioral control is insignificant with intentions (β= - 0.010, <0.451) with small effect size (f2=0.005). On the other hand, intention has a significant relationship towards behavior towards plastic waste (β= 0.640, <0.001) with a large effect size of (f2 = 0.410). Therefore H1, H2 and H4 are all supported, while H3 is not supported. The conceptual model was also able to predict a moderate R^2 value for plastic waste reduction at 0.53, and intention at 0.59.

Table 2. Convergent Validity and Reliability Tests

	Factor Loading	**AVE**	**CR**	**CA**
Attitude				
ATT_1	0.657	0.515	0.823	0.730
ATT_2	0.659			
ATT_3	0.593			
ATT_4	0.754			
ATT_5	0.798			
Subjective Norm				
SN_1	0.787	0.593	0.879	0.827
SN_2	0.695			
SN_3	0.781			
SN_4	0.748			
SN_5	0.831			
Perceived Behavioral Control				
PBC_1	0.662	0.579	0.804	0.733
PBC_2	0.783			
PBC_3	0.829			
Plastic Waste Reduction Intention				
INT_1	0.725	0.518	0.810	0.716
INT_2	0.811			
INT_3	0.616			
INT_4	0.715			
Plastic Waste Reduction Behavior				
BEH_1	0.837	0.662	0.855	0.745
BEH_2	0.818			
BEH_3	0.785			

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Table 3. Discriminant Validity using Fornell-Larcker Criterion

	ATT	PBC	SN	INT	BEH
ATT	0.696				
PBC	0.530	0.761			
SN	0.298	0.398	0.770		
INT	0.634	0.449	0.548	0.720	
BEH	0.299	0.437	0.636	0.615	0.814

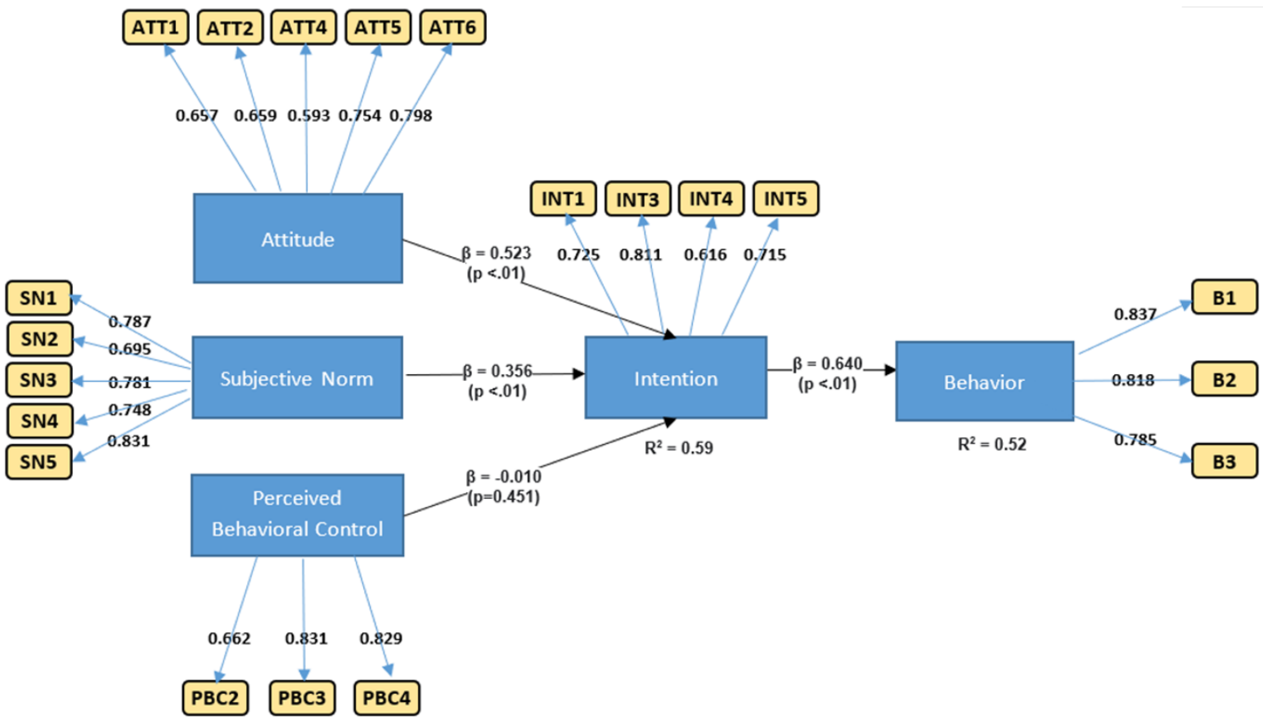

Figure 2. Result of Model Testing

Table 4. Path Analysis

Hypothesis	Path Coefficient	P-Value	Standard Error	Effect Size	Effect Size Interpretation	Interpretation	Decision
ATT → INT	0.523	<0.001	0.071	0.353	Large	Significant	Supported
SN → INT	0.356	<0.001	0.074	0.208	Medium	Significant	Supported
PBC → INT	-0.010	0.451	0.079	0.005	N/A	Not Significant	Not Supported
INT →BEH	0.640	<0.001	0.069	0.410	Large	Significant	Supported

f2 is the effect sizes (Cohen, 1988) where 0.02 = small, 0.15 = medium, 0.35 = large

5. Discussion and Conclusion

5.1. Discussion and Implications

The findings of the study revealed that attitude plays a big role towards plastic waste reduction intention which corroborate with previous studies (Hameed, 2021; T'ing et al, 2020; Yuriev et al, 2020). Moreover, people surrounding the culinary professional creates pressure and impact that contribute a positive effect in the culinary professional's intention to reduce plastic waste as supported by previous studies (So et al, 2021; Khan et al, 2020). However, perceived behavioral control has no significant relationship towards intention which contradicts previous studies (Raimondo et al, 2020; Khan et al 2019). This difference may be attributed to the participants organizational culture towards plastic waste reduction where it is not well established, and their workplace may lack devices and facilities for reducing plastic waste. Thus, to have a better impact, there is a need in providing ample opportunities to the user so it may enhance their familiarity to recycle (Keong et al., 2020; Singhal et al, 2019). Among the two factors that affect plastic waste reduction, it was found out that attitude has a large effect compared to subjective norm which was moderate. This proves that attitude has a bigger effect compared to subjective norm towards plastic waste reduction intention.

Lastly, the culinary professional's behavior towards recycling is determined by their intention towards plastic waste reduction. If the culinary professional has a positive intention to plastic waste reduction, then the behavior will most likely be positive towards reducing plastic waste (Alisson et al, 2022; Luo et al, 2022; Nguyen et al, 2022). The researchers determined that the level of intention increased the likelihood that they would engage in such behavior.

5.2. Conclusion

The evidence from this study implies that both attitude and subjective norm has a significant relationship and effect on culinary professionals' plastic waste intention and behavior. On the other hand, culinary professionals show a negligible effect of perceived behavioral control on intention. The researchers determined that attitude plays a fairly big role to boost the culinary professionals' intentions. Apart from attitude, subjective norm was also associated with intention and plays a big role in influencing the actions of the culinary professionals. However, the strength of the effect was moderate compared to attitude, thus indicating that a focus in positive attitudinal changes and reinforcement be given emphasis towards plastic waste reduction. This highlights the importance of waste reduction programs to reinforce positive attitude such as ensuring there are infographics, posters or signages inside the kitchen to remind the practice of reducing plastic waste. Moreover, perceived behavioral control has an insignificant effect on intention with culinary professionals, because even if they know how to recycle their plastic waste, their decision is affected by the organizational culture and mechanisms. The researchers determined that the level of intention increased the likelihood that they would engage in such behavior. Thus, this indicates that reflective motivation entails considering people's strategies for achieving their goals, such as participating in plastic trash-related activities and conveying awareness regarding the environmental protection to employees using various media and designing environmental drives.

5.3. Limitations and suggestions for future studies

This study attempted to further explore the theory of planned behavior through the lens of plastic waste reduction. Thus, showing how the theory can be applied to other areas of environmental behaviors. While focus was only on the factors identified, indirect factors was not considered, thus, it is proposed that other determinants such as pressures, barriers and moral norms be included. As this study was conducted post-pandemic, time was limited, and it is recommended that a longitudinal study of at least one year be conducted. Moreover, since this study is only done in Metro Manila, future researchers may utilize the same method and approach in determining whether the same factor may lead to the same result if it is applied to other locales. Lastly, this study focused on plastic waste reduction, future research can explore different waste such as paper, glass, metal and food.

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The Mediating Effect of Attitude on Factors Influencing Consumers' Purchasing Behavior Towards Delivered Pre-Packed Healthy Meals in the City of Manila

Jacinto, Sophia Nicole
College of International Tourism and Hospitality Management, Lyceum of the Philippines University Manila

Ang, Cedrick John
College of International Tourism and Hospitality Management, Lyceum of the Philippines University Manila

Barredo, Leanne
College of International Tourism and Hospitality Management, Lyceum of the Philippines University Manila

Bermil, Angel Mae
College of International Tourism and Hospitality Management, Lyceum of the Philippines University Manila

Mendezabal, Maria Kiela
College of International Tourism and Hospitality Management, Lyceum of the Philippines University Manila

Pelayo, Heinz D.
College of International Tourism and Hospitality Management, Lyceum of the Philippines University Manila

Abstract:

This study assesses the factors influencing purchasing behavior toward delivered pre-packed healthy meals in the city of Manila. Partial least squares structural equation modeling (PLS-SEM) using WarpPLS 7.0 was employed. Findings revealed that consumers' health consciousness affects their attitude and subjective norm, but not necessarily their intention. On the other hand, both attitude and subjective norm both affect purchasing intention, which further affect purchasing behavior towards delivered pre-packed healthy meals. Lastly, attitude has been found to have a mediating effect between health consciousness and purchasing behavior.

Keywords: *Attitude; Health Consciousness; Pre-Packed Healthy Meals Delivery Services; Purchasing Behavior; Purchasing Intentions.*

1. Introduction

With the growing pandemic there has been an increase in the number of people ordering food via online delivery (Li et al., 2020). Globally, there has been an increase in prepared-meal delivery where individually packaged pre-portioned meals are advocated towards consuming a healthy diet (Ammar et al., 2020). These services are generally pre-packed in small containers with labelling nutritional facts for the customers. Consumers will choose what type of healthy meals they would purchase according to their needs and conditions. Furthermore, the affordability of its price has a considerable effect on purchasing behavior of consumers as it reflects their personal food consumption or on how consumers behave, and the usefulness of a food delivery application is also affected by price (Brand Essence Research, 2022). Thus, the researchers aim to understand the factors influencing purchasing intention and behavior toward delivered pre-packed healthy meals.

2. Literature Review

Based on previous studies the research model and hypotheses were conceptualized. Anchored on the Theory of Reasoned Action (Fishbein & Ajzen, 1975) which suggests that a person's behavior is determined by their intention to perform the behavior, the latent variables of the study were identified. In the original framework, both attitude and subjective norms were identified to affect intention and behavior. However, previous studies on healthy foods (Nguyen, 2020; Iqbal et al, 2021) have identified health consciousness to affect intention and behavior, thus, its inclusion. Consequently, individuals' attitudes have been found in other behavioral studies to mediate intention, thus was also included to be investigated.

2.1 Health Consciousness

Health consciousness is an individual's attitude toward their well-being and lifestyle, engagement in health-related behaviors, and level of health awareness and concern. (Xu, 2020; Chu, 2018). Studies have shown that it significantly affects the attitude of consumers (Huang, 2019), purchasing intentions toward healthy meals (Nguyen, 2020) and affects subjective norms (Chen et al., 2022) which also concludes the increased possibility of consumer purchasing behavior.

2.2 Attitude

Attitude has been recognized as the most essential component in shaping behavioral intention and actual behavior in consumer psychology studies. Studies suggest that if consumers keep a favorable attitude towards healthy foods, they will be more inclined to purchase. (ElHaffar et al., 2020; Yue et al, 2020). Moreover, other studies related to specialty food also support that attitude mediates purchasing intention (Su et al., 2022; Chu, 2018).

2.3 Subjective Norm

Subjective norms are perceived social pressure from individuals who advise a person, such as family, friends, colleagues, or supervisors to perform or refrain performing certain behaviors (Dang & Giang, 2020; Jiang & Wu, 2022). Studies have shown that the more significant impact a person receives, the greater the interest or intentions are (Khaliqi et al, 2021).

2.4 Purchasing Intention and Purchasing Behavior

Purchasing intention is defined as set of ideas regarding a person's willingness to make a purchase, if it has benefits that would meet their necessities (Nguyen, 2020). On the other hand, purchasing behavior is defined as the process of people and groups selecting, purchasing, utilizing, and disposing of things or services to meet their needs and wants (Kochina, 2019). Numerous studies have shown that purchasing behavior is significantly affected by the purchasing intention of customers (Chang and Chen, 2022; Ali et al.,2021).

Based on the review of the foregoing literature, the research model (Figure 1) was proposed, and the following hypotheses are generated:

H1a: Health consciousness has a significant positive relationship and effect on attitude towards healthy meals.
H1b: Health consciousness has a significant positive relationship and effect on purchasing intentions of healthy meals.
H1c: Health consciousness has a significant positive relationship and effect on subjective norms.
H2a: Attitude towards healthy meals has a significant positive effect on purchasing intention.
H2b: Subjective norm has a significant positive effect on purchasing intention.
H3: Purchasing intention towards healthy meals has a significant positive effect towards customer's purchasing behavior.
H4: Attitude towards healthy meals has a mediating effect between health consciousness and purchasing behavior.

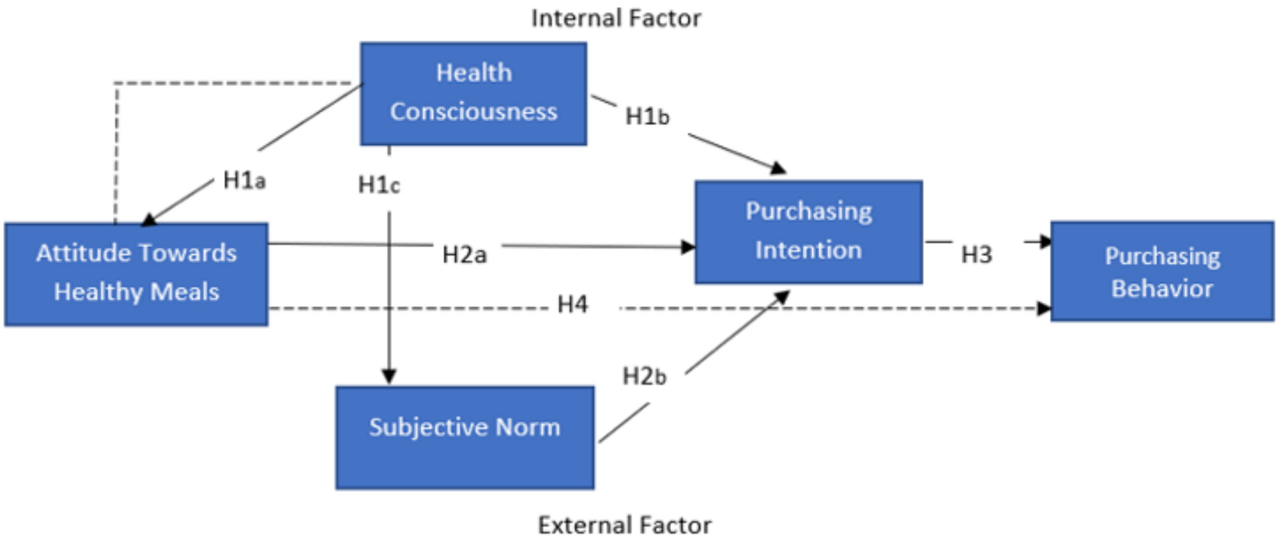

Figure 1. Research Framework

3. Methodology

3.1. Measurement and Research Instrument

The instrument utilized was a researcher-made survey questionnaire based on studies gathered related to the study. The instrument includes the profile of the respondent section, and the questionnaire section comprised of 27 measurement items supported by previous studies pertaining to health consciousness (Qi & Ploeger, 2021; Xu, 2020), attitude (Ali, 2021), subjective norm (Chen et al., 2020), purchase intention (Jáuregui et al., 2020), and purchase behavior (Jáuregui et al., 2020; Nguyen, 2020) using 5-point Likert scale.

3.2 Data Analysis

A causal-predictive research design was used to measure the significant relationship and effect among the variables. This research design is appropriate for studies that employ partial least squares (PLS) path modeling (Chin et al., 2020). All hypothesized relationships of the present study were gauged using PLS structural equation modeling utilizing WarpPLS 7.0. The present study also employed mediation analysis to gauge how attitude absorb the effect of the health consciousness on purchasing behavior.

4. Results

4.1. Profile of respondents

Due to the COVID-19 restriction, convenience sampling was employed with participants of the study being young professionals who live in the City of Manila only. The sample size was computed using the G*Power 3.0 software program (UCLA) with a statistical power of .80, a medium effect size of 0.15, and an alpha set at .05 for multiple regression and 3 predictors. A sample size of 119 was computed, thus the collected sample size of 150 was sufficient.

The gender breakdown of the respondents reveals that majority are females made up while in terms of age are between the ages of 20 and 24. As to employment status, majority are full time employees. Most are willing to spend less than Php 500 on pre-packaged healthy meals.

Table 1. Socio-Demographic Profile of the participants of the Study

Characteristics	Answers	Frequency	Percentage %
Gender	Male	61	40.7%
	Female	89	59.3%
Age	20-24	97	64.7%
	25-28	33	22%
	29-31	13	8.7%
	32-34	7	3.2%
Employment Status	Entrepreneur	25	16.7%
	Full-Time	87	58%
	Part-Time	38	25.3%
Daily Expenditure for Pre-Packed Healthy Meals	Less than Php 500	85	56.7%
	Php 501- 750	41	27.3%
	Php 751-1,000	15	10%
	Php 1,001 - 1,500	6	4%
	Php 1,501 2,000	0	0%
	Above Php 2,001	3	2%

4.2. Measurement Validation

Since the study employs PLS-SEM, evaluations of the measurement model (research instrument) wherein validity and reliability tests were included. To gauge the reliability of each construct, composite reliability (CR) and Cronbach's alpha (CA) were measured. The values of CR and CA must be at least 0.70 (Kock, 2020). Table 2 shows the coefficients of CR and CA for each variable indicating all constructs are highly reliable.

Convergent and discriminant validity tests were also measured. Convergent validity is substantial when the factor loading of each item is at least 0.5 or higher, the values of average variance extracted (AVEs) must be at least 0.5 or higher, and that the correlations among constructs with square roots of AVEs and their diagonal values must be larger than the values to their left in the same row (Kock, 2020). The results in Table 3 show that the measures have discriminant validity indicating the constructs empirically differ from one another.

4.3. Structural Equation Modelling Analysis
SEM Model Figure 2 and Table 4 shows the path coefficients of the hypothesized relationships of the structural model and the direct effects of each structural path.

Table 2. Convergent Validity and Reliability Tests

	Factor Loading	AVE	CR	CA
Health Consciousness		0.723	0.929	0.903
HC1	0.799			
HC2	0.842			
HC3	0.89			
HC4	0.929			
HC5	0.784			
Attitude		0.658	0.931	0.913
A1	0.796			
A2	0.854			
A3	0.724			
A4	0.751			
A5	0.873			
A6	0.826			
A7	0.844			
Subjective Norm		0.612	0.904	0.871
SN1	0.643			
SN2	0.803			
SN3	0.752			
SN4	0.862			
SN5	0.739			
SN6	0.871			
Purchasing Intention		0.702	0.904	0.858
PI1	0.858			
PI2	0.765			
PI3	0.88			
PI4	0.845			
Purchasing Behavior		0.706	0.903	0.895
PB1	0778			
PB2	0.865			
PB3	0.881			
PB4	0.863			
PB5	0.811			

Table 3. Discriminant Validity using Fornell-Larcker Criterion

	HC	ATT	SN	PI	PB
HC	0.850				
ATT	0.689	0.811			
SN	0.643	0.711	0.782		
PI	0.680	0.757	0.777	0.838	
PB	0.777	0.744	0.728	0.848	0.849

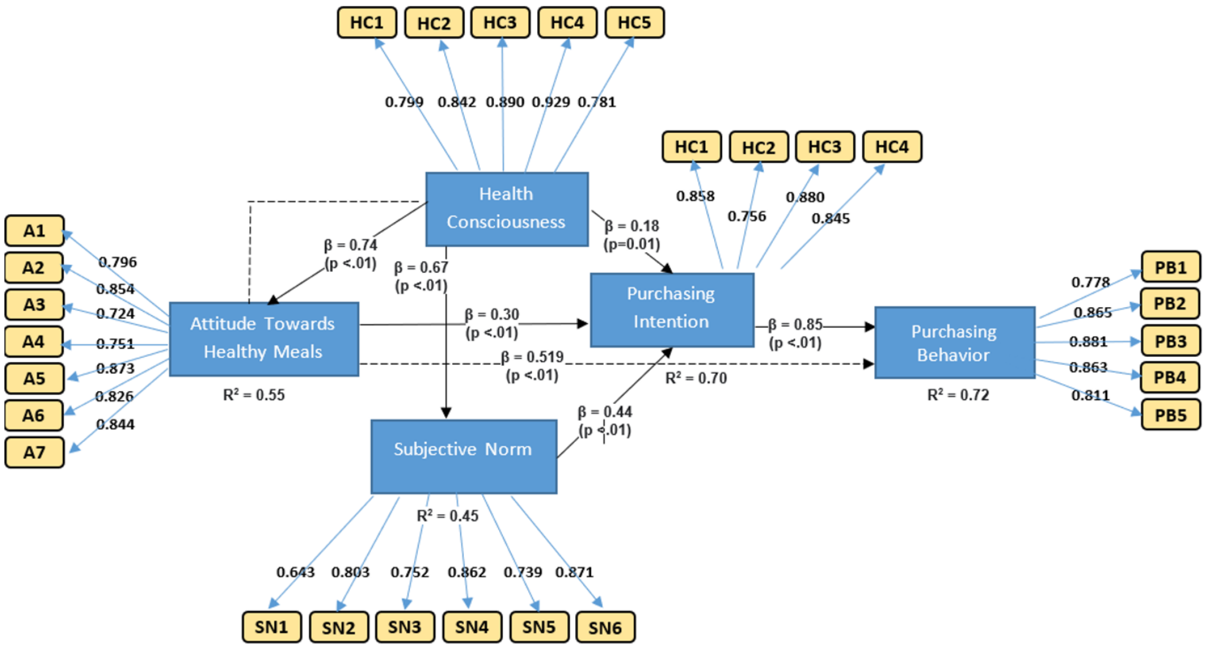

Figure 2. Results of Model Testing

Table 4: Full Data Hypothesis Testing

Hypothesis	Path Coefficient	P-Value	Standard Error	Effect Size	Effect Size Interpretation	Interpretation	Decision
HC → ATT	0.744	<0.001	0.069	0.554	Large	Significant	Supported
HC → PI	0.176	0.013	0.079	0.126	Small	Significant	Supported
HC → SN	0.671	<0.001	0.070	0.450	Large	Significant	Supported
ATT → PI	0.300	<0.001	0.076	0.227	Medium	Significant	Supported
SN → PI	0.440	<0.001	0.074	0.347	Medium	Significant	Supported
PI → PB	0.850	<0.001	0.068	0.722	Large	Significant	Supported
HC → ATT → PB	0.519	<0.001	0.073	0.370	Large	Significant	Supported

f2 is the effect sizes (Cohen, 1988) where 0.02 = small, 0.15 = medium, 0.35 = large

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Analysis of the data shows that health consciousness has a significant positive relationship to attitude (β= 0.744, <0.001) with a large effect size (F2= 0.554), to purchasing intention (β= 0.176, 0.013) with a small effect size (F2= 0.126) and subjective norm (β= 0.671, <0.001) with a large effect (F2= 0.450). Thus, Hypotheses 1a, 1b and 1c are all supported. On the other hand, both attitude (β=0.300, <0.001, F2= 0.227) and subjective norm (β= 0.440, <0.001, F2= 0.347) with medium effect size, have shown a significant relationship on purchasing intention, indicating that both hypotheses 2a and 2b are supported. Further, purchasing intention also has a significant positive relationship on purchasing behavior (β= 0.850, <0.001) with a large effect size (F2= 0.722), thus H3 is supported. Lastly, Attitude has a mediating effect between health consciousness and purchasing behavior (β= 0.519, <0.001) with a large effect size (F2= 0.370), thus H4 is supported. The conceptual model was also able to predict a moderate R^2 value for attitude at 0.55, and subjective norm at 0.45. While a substantial R^2 value was found with purchasing intention at 0.70 and with purchasing behavior at 0.72 which supports the predictive validity of the research model.

5. Discussion and Conclusion

5.1. Discussion and Implications

The findings of the study revealed that the more health-conscious customers are, the more positive their attitudes will be, which corroborated with previous studies (Talwar et al., 2021; Chu 2018). Aside from this, health consciousness has a significant positive effect on purchasing intention which suggest that the act of purchasing healthy foods relies on personal motivations (Jonathan & Tjokrosaputro, 2022; Iqbal et al, 2021). Further, health consciousness also has a significant effect towards the subjective norm indicating that the participants' awareness of their health greatly is greatly affected by the influence of others (Chen, 2020). Consequently, a positive attitude has a significant effect on the consumers' healthy meals purchasing intention which strongly supports the idea that consumers believe in the importance of eating healthy meals to avoid certain health risks. This further proves results of previous studies (Su et al., 2022; Yue et al, 2020) indicating that if consumers keep a favorable attitude toward healthy foods, they will be more inclined to purchase. Furthermore, subjective norms have a positive effect on purchasing intentions, signifying that friends, family, colleagues, and media influencers contribute to the purchasing intention of the customer as corroborated by earlier studies (Khaliqi et al, 2021).

The data further suggests that purchasing intention has a significant effect and substantial association increasing the possibility of consumer purchasing behavior as supported by previous studies (Chang and Chen, 2022; Ali et al., 2021). Additionally, results showed that attitude towards healthy meals has a mediating effect between health consciousness and purchasing behavior. This implies that whenever a consumer buys healthy meals, their positive attitude is influenced, and their health consciousness pushes one towards the action of purchasing healthy meals. This corroborates with prior studies mediating attitude towards purchasing behavior (Su et al., 2022; Chu 2018).

5.2. Conclusion

This study offers compelling evidence that highlight factors affecting purchasing intention and behavior towards pre-packed healthy meals. Data has shown that this health understanding leads to a positive attitude toward nutritious food, influential to subjective norms and lead to better purchasing intention. This highlights the importance of health consciousness when studying food consumer behavior and decision-making process. Moreover, the results highlight that consumer attitude mediates their health consciousness and purchasing behavior towards pre-packed healthy meals. Consumers intend to buy nutritious meals because of a positive healthier perspective. These findings enrich prevailing literature and expand the understanding of how different factors greatly affect consumer attitude and intention towards purchasing pre-packed healthy meals. These results implicate the need for product information and communication programs to intensify consumers' health consciousness and their awareness of the health benefits of pre-packed healthy meals. These messages can be conveyed through social media, improved food labelling with clear and honest information, and marketing programs and paraphernalia. Social media platforms can be utilized, while social media influencers or known health enthusiasts can be tapped as highlighted by the role of subjective norms affecting purchase intention.

5.3. Limitations and Future Directions

This study is an attempt to determine factors affecting consumer intention towards pre-packed healthy meals. However, this study also has its limitations. First, variables affecting the consumers' purchasing behavior toward pre-packaged healthy meal delivery services are limited to those explored in this model, other relevant factors such as price value, culture, motivation, were not included and may be explored in future research. Second, due to the pandemic, the study was undertaken only for a short period, thus, it is also recommended that a longitudinal study be conducted for at least a year. Finally, a moderation analysis on different socio-demographic segments may be conducted.

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Virtual Practicum Learning Outcomes of Lyceum of the Philippines University-Manila's Culinary Students and their Impact in Developing Industry Relevant Competencies

Esmane, John Loyd E.
College of International Tourism and Hospitality Management
Lyceum of the Philippines University Manila

Sanico, Joanna Marie R.
College of International Tourism and Hospitality Management
Lyceum of the Philippines University Manila

Torrecer, John Paul R.
College of International Tourism and Hospitality Management
Lyceum of the Philippines University Manila

Tupaz, Jeri Pearl A.
College of International Tourism and Hospitality Management
Lyceum of the Philippines University Manila

Uy, Allyson M.
College of International Tourism and Hospitality Management
Lyceum of the Philippines University Manila

Olalia, Rosan D.
College of International Tourism and Hospitality Management
Lyceum of the Philippines University Manila

Abstract:

This study focuses on LPU Manila's culinary students' learning outcomes in virtual practicum and its impact on developing industry relevant competencies which aimed to know the significant difference and correlation between the level of efficiency of virtual practicum in achieving the learning outcomes of practicum for tourism and hospitality programs and the perceived impact of virtual practicum to the development of industry relevant competencies. A total of 287 respondents were chosen using purposive sampling technique and were given survey questionnaires from October 1-20, 2022, via google forms. Reliability Test using Cronbach Alpha was utilized for factor analysis. For the study's descriptive analysis, frequency distribution, weighted mean, and standard deviation were used. Lastly for the inferential analysis, One Way Anova and Pearson R Correlation were applied.

Keywords: virtual practicum, learning outcomes, culinary students, competencies

1. Introduction

Practicums help students build professional networks, apply academic knowledge to real-world situations, socialize, and enter the workforce. Online practicums are becoming more popular. Technology is making virtual practicums more common and valuable for college students who can

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learn without working. Virtual practicums are online job programs that follow the medium's active learning standards and have significant curriculum changes. Virtual practicums should meet quality and accessibility standards regardless of their major differences. Higher education institutions struggled with on-site practicums during the pandemic. Since the outbreak, most work or study remotely. Online classes and practicums. Hospitality courses are skill-based, so everyone thought virtual setup would fail. Virtual internships for students have been debated. Do they allow enough collaboration and cooperation in learning? (McGregor & Moreno, 2020). According to Rospigliosi (2020), online instruction has accelerated education developments. E-learning helps college graduates prepare for global pandemic changes, but challenges like optimizing teaching and learning remain. Hospitality and tourism practicums help students develop job skills needed for the industry. Skill-based outcomes help students apply theory to practice. Some universities have implemented virtual internship programs but maintaining office culture and professional conventions can be difficult.

2. Literature Review

Virtual Practicum Learning Outcomes

Virtual internships have been debated for student interns and whether they allow for enough collaboration and learning, such as office culture and professional conventions. Some firms have implemented virtual internship programs, but there are still challenges. Even though some businesses had successfully developed virtual practicum programs in previous years, there wasn't much time for such a big change (McGregor, 2020; Moreno, 2020). Online education has advanced education, according to Rospigliosi (2020). Even if e-learning helps college graduates prepare for the pandemic's global effects, obstacles like providing learning and teaching opportunities that increase participation must be overcome.

However, Tarrayo & Anudin (2021) stated that in response to the challenges of developing online programs, schools were given the chance to develop their own learning schemes and teaching strategies to meet the needs of a wide variety of students, which is supported by Roy and Sykes (2017), who suggested four stages for setting up online internships in hospitality and tourism: preparation, involvement, implementation, and evaluation. According to Lumpkin (2020), many schools now encourage "micro-internships," where students work on small projects on their own time instead of following a scheduled plan, period duration, and management.

Roy and Sykes created an online hospitality program framework in 2017 that incorporates industry-best internship practices. The framework suggested innovative virtual program elements to help students improve their self-agency and prepare for real-world assignments while learning in remote settings. The biggest difference between virtual and traditional internships is that e-internships can improve communication skills. Jeske & Axtell (2021). The need to manage brief communication issues effectively, such as the distribution of colleagues across different geographical zones and the need to take extra precautions to ensure team members establish emotional engagement even when communicating mostly by computer, creates the said potential.

Development of Industry Relevant Competencies through Virtual Practicum

Hospitality and tourism internships improve job skills, which are essential for working. Skill-based learning outcomes help students apply classroom knowledge to real-world work (Bayerlein & Jeske, 2018). Roy and Sykes (2017) suggest faculty and students consider the four stages of building a paradigm for virtual internships in the hospitality industry, based on Beyerlein and Jeske (2018): Plan, engage, assimilate, review, and reflect. "Virtual practicum" uses technology to improve learning and skills rather than relying on one-on-one instruction. Technology allows students to choose what, how, and when they study. Self-determined learning gives students more control over their development. Virtual learning offers individualized, beneficial, and fun learning opportunities. It helps learners and their organizations reach their learning and development goals with McKinsey and Company's support (2020).

Sheridan (2021) states that developing technologies are accelerating the external landscape. Whether you work for yourself or for an employer, you must promote digital literacy to simplify, solve, improve, and create. Digital literacy is using current and emerging technology to solve problems and achieve goals. In another ABC Life Literacy Canada (2022) study, workplace literacy was defined as the core skills employees need to perform their jobs and handle job demands in a healthy, effective manner. These skills include hard and soft skills. Workplace literacy skills training builds healthy, confident, productive workers who can adapt to technology and workforce changes and move through all phases.

3. Methodology

3.1. Measurement

Descriptive correlational research was used in this research study. The researcher used this research design to determine the level of efficiency of virtual practicum in achieving the learning outcomes of practicum for tourism and hospitality programs in terms of; (a) Reflective Skills (b) Expressive Skills (c) Personal Skills, and to know the impact of virtual practicum to the development of industry relevant competencies of students in terms of; (a) Learning Skills (Competencies) (b) Literacy Skills (Foundational Literacies) (c) Life Skills (Character) as well as to identify if is there a significant difference and correlation between the level of efficiency and perceived impact of virtual practicum to the development of industry relevant competencies when grouped according to the profile of the respondents in terms of; (a) Year Level (b) Course Specialization (c) Types of Virtual Practicum Participated. Weighted mean were computed to measure the level of efficiency and determine the impact, One-Way ANOVA was used to compare if there is a significant difference if responses are grouped according to respondent's profile, and lasty Pearson Correlation Coefficient were analysed to establish relationships between variables of efficiency of virtual practicum and impacts on learning outcomes.

4. Results

4.1 Demographic Profile of Respondents

Demographic Variables	Frequency	Percentage (%)
Year Level		
3rd year	29	10.10
4th year	258	89.90
Course Specialization		
BSIHM-CLOCA	247	86.06
BSIHM-CAKO	40	13.94
Types of Virtual Practicum Participated		

E-Modular and Certification/Virtual Practicum	143	49.83
Onsite Internship (with Hybrid Learning)	144	50.17

4.2 Level of Efficiency of Virtual Practicum in achieving the learning outcomes of practicum for tourism and hospitality program

Item	WM	SD
Reflective Skills		
It provides deeper knowledge and insights about the tourism and hospitality industry.	4.41	0.54
It assesses my goals career I've chosen and its relationship with the position I'm considering applying for.	4.29	0.54
It provides information about the preparations and capabilities of the tourism and hospitality industry.	4.35	0.53
It assists in interpreting all the industry events and changes as they occur.	4.36	0.54
It contributes to self-awareness needed and related to tourism and hospitality industry.	4.38	0.57
Expressive Skills		
Virtual practicum improves communication skills.	4.46	0.56
Virtual practicum helps in building confidence to develop leadership	4.44	0.55
Virtual practicum gives assistance to be able to work with a team.	4.48	0.58
Virtual practicum develops work ethic.	4.46	0.57
Virtual practicum gives additional learning in problem solving.	4.47	0.58
Personal Skills		
Virtual practicum educates me on how to manage my personal time.	4.56	0.54
Virtual practicum encourages me to dress professionally.	4.47	0.55
Virtual practicum teaches me to continuously have proper personal hygiene.	4.46	0.58
Virtual practicum influences me to be organized and creative.	4.47	0.56
Virtual practicum provides personal quality of suitability needed for internship.	4.43	0.57

4.2 Impact of Virtual Practicum to the development of industry relevant competencies of students

Item	WM	SD
Learning Skills (Competencies)		
I gain specific practical skills or mastering processes and procedures.	4.69	0.50
I can make decisions towards a common goal.	4.58	0.55
I am able to improve and broaden upon the knowledge, cognitive processes, and abilities we currently possess.	4.62	0.51
I can engage in conversations and discussion in a diverse environment.	4.59	0.53
I can appropriately generate ideas, construct solution, and express perspective.	4.61	0.52
Literacy Skills (Foundational Literacies)		
I am able to expand my vocabulary words with the help of virtual practicum.	4.60	0.56
I have improved my understanding and comprehension and the use of English Language.	4.52	0.55

I am able to use scientific knowledge and principles to understand one's environment.	4.55	0.55
I can listen, convey, and contextualize information through verbal, nonverbal, visual, and written means has expounded.	4.54	0.55
I am able to use numbers and other symbols to understand and express quantitative relationships.	4.54	0.55
Life Skills (Character)		
I have the desire to proactively undertake a new task without being instructed	4.57	0.54
I develop the ability to ask questions and to demonstrate open-mindedness and inquisitiveness has enhanced.	4.51	0.54
I became sensitive to the feelings and situation of other members of our class, team or organization.	4.54	0.54
I developed interacting with other individuals in a socially, culturally, and ethnically way is much easier.	4.54	0.53
I have enhanced and expanded my decision-making skills.	4.56	0.51

Table 4.4 One-Way Analysis of Variance (ANOVA): Comparison on the level of efficiency of virtual practicum in achieving the learning outcomes of practicum for tourism and hospitality programs when grouped according to the profile of respondents

One-Way Anova	*p-value*		
Variable	Year Level	Course Specialization	Types of Virtual Practicum Participated
SOP2			
Reflective Skills	0.391	0.185	0.072
Expressive Skills	0.017*	0.075	0.556
Personal Skills	0.987	0.729	0.256

One-Way Anova	*p-value*		
Variable	Year Level	Course Specialization	Types of Virtual Practicum Participated
SOP3			
Learning Skills	0.939	0.074	0.118
Literacy Skills	0.323	0.042*	0.100
Life Skills	0.265	0.066	0.052*

Table 4.6 Pearson r: Relationship between the level of efficiency of virtual practicum in achieving the learning outcomes of practicum for tourism and hospitality programs and the perceived impact of virtual practicum to the development of industry relevant competencies of students

Pearson	*Correlation Coefficient / p value*		
Variables	Learning Skills (Competencies)	Literacy Skills (Foundational Literacies)	Life Skills (Character)

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SOP2			
Reflective Skills	0.298 / 0.001*	0.312 / 0.001*	0.300 / 0.001*
Expressive Skills	0.316 / 0.001*	0.377 / 0.001*	0.300 / 0.001*
Personal Skills	0.187 / 0.001*	0.281 / 0.001*	0.323 / 0.001*

5. Discussion and Conclusion

5.1 Conclusion

Respondents found it very efficient that the virtual practicum provides deeper knowledge and insights about the tourism and hospitality, and it contributes to self-awareness needed and related to tourism and hospitality industry According to (Bovill et al., 2016) students could develop the creative skills that future hospitality and tourism industry will require through co-creation in a virtual internship context, made possible by improved learning technology. In terms of Expressive skills, respondents perceived that virtual practicum is very efficient to them and that it gives assistance to be able to work with a team and it gives additional learning in problem solving. There is evidence that, in addition to having a beneficial effect on employee engagement, strong team leadership can also improve the performance and well-being of employees (Oades & Dulagil, 2017). In terms of Personal Skills, respondents found it extremely efficient that virtual practicum educates them on how to manage their personal time and to have a good time management skill and it is very efficient to provide personal quality along with suitability needed for internship. Time management is an essential self-regulation technique that can enhance student performance and learning (Chen et al., 2018). Along with the impact of virtual practicum on the development of industry relevant competencies of students in terms of Learning Skills. Respondents strongly agree that virtual practicum helps in gaining specific practical skills or mastering processes and procedures which impacts consequently in appropriately generating ideas, construct solutions, and express perspective. Training is done to provide students with practical expertise, interns learn and develop competency abilities in a certain sector or career in an internship in a brief period of training (Gad et al., 2020). In terms of Literacy Skills, Respondents strongly agree that virtual practicum helps in expanding their vocabulary words which also improves their understanding and comprehension and the use of English Language. Feldman (2016) showed that conventional internships improve social, professional, and personal abilities. Furthermore, completing a career internship can help you get the job you want. In terms of Life Skills, respondents strongly agree that virtual practicum enables them to have the desire to proactively undertake a new task without being instructed which develops their ability to ask questions and to demonstrate open-mindedness and inquisitiveness has enhanced. Internships allow students to learn new skills, practice existing ones, and gain a better understanding of your chosen area. It allows students to gain valuable skills that can help them land their dream job. As a result, education became a technique of giving students work experience appropriate to the professional objectives they desired to achieve (Chen et al., 2018).

One Way ANOVA revealed that there is a significant difference in the perceived level of efficiency of virtual practicum in achieving the learning outcomes of practicum in terms of Expressive Skills when grouped according to the Year Level. In addition, there is a significant difference on the perceived impact of virtual practicum to the development of industry relevant competencies of students in terms of Literacy Skills (Foundational Literacies) when grouped according to Course Specialization. Furthermore, there is a significant difference on the perceived impact of virtual practicum to the development of industry relevant competencies of students in terms of Life Skills (Character) when grouped according to Types of Virtual Practicum Participated. According to Hayes, Ninemeier, and

Miller (2017), ongoing internship training creates new job-related knowledge and abilities, leading to increased responsibility including having the desire to proactively undertake a new task without being instructed. Utilizing the abilities developed from hard work is a rewarding experience that enables a person to put learning to use in the real world and receive feedback to grow better.

Pearson R Correlation results showed that there is a significant moderate degree of positive correlation between the efficiency of implementation of virtual practicum and the development of industry relevant competencies in terms of Learning Skills (competencies), Literacy Skills (foundational literacies) and Life Skills (character). According to Ali (2017), important skills for success in the hospitality industry include communication, self-management, critical thinking, interpersonal skills, teamwork, leadership, strategic positioning, and industry knowledge.

5.2 Implication

Future researchers can use this study as a valuable reference and guidance. However, more independent variables should be used by other academics who want to study this subject. Future researchers should investigate the possible impacts of virtual practicum on culinary students in greater depth. They should also do more research into the efficiency and effectiveness of virtual practicum in helping the culinary students at LPU Manila meet their learning outcomes. Additionally, they should look at how various student perspectives about using virtual practicum affect their skills. Moreover, as the world condition is returning to normal and practicums are returning to the field, the drawback of this research topic is the insufficient data and limit of information.

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System Quality of Digitalized Bookings of Selected 4-Star Hotels in Pasig City and Its Impact Towards Guests' Acceptance of Digitalized Booking

Dominguez, Jaira Marie Dominguez
College of International Tourism and Hospitality Management,
Lyceum of the Philippines University Manila

Manalon, Beatriz Loraine
College of International Tourism and Hospitality Management,
Lyceum of the Philippines University Manila

Martinez, Theresa Josefina
College of International Tourism and Hospitality Management,
Lyceum of the Philippines University Manila

Pablo,Shaina Casey
College of International Tourism and Hospitality Management,
Lyceum of the Philippines University Manila

Viray, Alexis
College of International Tourism and Hospitality Management,
Lyceum of the Philippines University Manila

Lunar, Rowena, PhD.
College of International Tourism and Hospitality Management,
Lyceum of the Philippines University Manila

Abstract:

In the Philippines, digitalizing the tourism industry's processes includes using online platforms, shifting hotels towards the mobile app, and multiple payment options to gain leverage against their famous and established hotel competitors. This research sought to explore the system quality of digitalized hotel booking and its impact on Four (4)-star hotels in Pasig City. Anchored on Technology Acceptance Model and SERVQUAL model, the descriptive method was used to establish and describe, the 382 respondents' selected profile, their perceived quality of digitalized hotel booking, and the extent of acceptance towards it. Findings showed a significant correlation between the perceived system quality of digitalized hotel booking and customer acceptance.

Keywords: *system quality, guests' acceptance, LGU of Pasig*

1. Introduction

As society reaches the current point that it is in, the benefits of technology in terms of countless progress that has been made are highly visible and evident. Through high technology and continuous digitalization, convenience and ease are experienced by individuals in attaining their daily needs and wants. Due to the COVID-19 pandemic, people were tasked to stay indoors, only going out for urgent necessities that inevitably and evidently had a multitude of impact towards the tourism sector of the country and has also led to greater screen time for individuals (Borbon, 2022). The adoption of hand-held devices and technological innovation has led to the shift in customer behavior concerning interaction and decision-making (Dwivedi et al., 2021). Hence, digitalization blooms and new approaches spring forth.

2. Literature Review

2.1 Digitalization of Hotels

System quality is a set of business processes that focuses on fulfilling the customer's requirements and expectations regarding to the quality of the products or services that the company provide and are aligned with the company's values and goals (Kinsey, 2019). According to Kumar and Sekhar (2020), digitalization allows enhanced efficiency of labor through providing development towards business operations with the aid of data and information that is digitized. Virtual tourism is considered a new product that has gained popularity in India, allowing simulation to tourists, proving how digitalization can be a competitive weapon for different stakeholders (Kumar &Sekhar, 2020). Moreover, as per Park (2018), due to the growing global competitiveness, staying in shape and being competitive is important to survive the industry. Kim and Yang (2022) highlighted that such transition opens for the possibility of the hotels to foster relationship and good rapport with the clients. Similarly, system quality, paved way to the emergence of modern hotel technology, hence, Borbon & Brioso (2022) highlighted its role as key to the improvement of customer experience which can be of help to hotels management.

2.2 Guests' Acceptance of Hotel Technology

While in the context of guests' acceptance of hotel-based technology, the study of Yang et al. (2021) is centered on investigating guests' acceptance anchored on Technology Acceptance Model (TAM). Similarly, this present study is also grounded on Technology Acceptance Model (TAM) although the study of Yang et al. (2021) adopts the evolving version of TAM which is the enhanced Technology Acceptance Model (TAM). Further, the study of Yang et al. (2021) looked into the influence of technology efficacy and readiness on using intentions among guests; and Kucukusta et al. (2018) focus into the acceptance of guests towards digitalized booking on the bases of its usefulness and ease of use. Also, the study of Cobanoglu et al. (2017) was centered on the correlation between technology amenities and guest satisfaction. In the context of service quality, the studies of Bhuian (2021) and Batra (2021) all dealt with the service quality in a hotel setting and how it affects customer satisfaction. Both studies are conducted in Philippine setting. The study of Batra (2021) focusing on a comparative study of a hotel's service quality as perceived by both staff and guests, while the present study focused on guests' perceptions.

3. Methodology

3.1 Measurement

This study used quantitative research design which employed descriptive-correlational method and utilized questionnaires as the major tool in gathering data. Descriptive method was used to determine the views of guests on the system quality of digitalized bookings of selected hotels and the extent of their acceptance towards it in terms of usefulness and ease of use. Further, the correlation method was used to find whether a significant relationship exists between the perceived system quality of digitalized hotel bookings and the guest's acceptance towards it. The self-made questionnaire is comprised of three main parts. First is the respondent's informed consent; second part are the respondents' extent of acceptance towards digitalized hotel bookings in terms of usefulness and ease of use with the aid of 4-point Likert scale; and the third part is the respondents' perceptions towards the system quality of selected hotels in terms of tangibles, reliability, responsiveness, assurance, and empathy which is composed of twenty-five items. The researchers personally and digitally distribute the questionnaires after permission to conduct the study was granted. All generated data was tabulated for interpretation and analysis with the use of appropriate statistical tools.

4. Results

4.1 Profile of the Respondents

The respondents are hotel guests who experienced digitalized hotel booking and stayed in the selected 4-Star hotels in Pasig City. The sample size using Slovin's sampling was calculated at 95% confidence interval. There were 382 respondents, where 250 of those are guests from Astoria Plaza, while the remaining 132 are from Richmonde Hotel Ortigas.

Also, in terms of sex, the majority are female with 57.1% while the rest are male comprising of 42.9% of the respondents. Along age group, majority are 25-34 years old followed by age range of 35-44 years old with 23.3% and age group 18-24 years old with 22.5%. More so, the majority of the respondents have checked-in to Astoria Plaza accounting to 65.4% while some 34.6% have experienced the accommodation from Richmonde Hotel.

Table 1. Perception towards System Quality in terms of Tangibles

Statements	WM	DE
1. The appearance and design of the app system are attractive.	3.40	VH
2. The reservation portal is user-friendly.	3.49	VH
3. All the time my booking is smooth and free from technical problems.	3.45	VH
4. The guests' reviews for online booking are satisfactory.	3.45	VH
5. The app itself is enriched with the needed booking options and rates.	3.46	VH
AWM	3.45	VH

Legend: 1.00 - 1.75, Very Low (VL) 1.76 – 2.50, Low (L) 2.51 – 3.25, High (H) 3.26 – 4.00. Very High (VH)

Table 2. Perception towards System Quality in terms of Reliability

Statements	WM	DE
1. The system is always updated and error-free.	3.34	VH
2. The system I booked into is simple making it more efficient.	3.48	VH
3. The booking apps can be browsed or opened in any device.	3.53	VH
4. Not even once have I experienced error in using the booking app.	3.43	VH
5. The information seen in the booking portals are accurate.	3.44	VH
AWM	3.44	VH

Legend: 1.00 - 1.75, Very Low (VL) 1.76 – 2.50, Low (L) 2.51 – 3.25, High (H) 3.26 – 4.00. Very High (VH)

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Table 3. Perception towards System Quality in terms of Responsiveness

Statements	WM	DE
1. There is 24/7 virtual assistant to answer all concerns.	3.32	VH
2. New features are being updated.	3.40	VH
3. All booking concerns are easily addressed.	3.43	VH
4. Systems availed online are delivered in a timely manner.	3.39	VH
5. Generally, the overall response of personnel is quick.	3.33	VH
AWM	3.37	VH

Legend: 1.00 - 1.75, Very Low (VL) 1.76 – 2.50, Low (L) 2.51 – 3.25, High (H) 3.26 – 4.00. Very High (VH)

Table 4. Perception towards System Quality in terms of Assurance

Statements	WM	DE
1. The reminders from the booking app make me assured of my booking.	3.38	VH
2. I feel safe booking online in this hotel.	3.52	VH
3. Payment collected via online bookings is real-time.	3.45	VH
4. Compared to walk-in booking online booking is safer.	3.50	VH
5. Confirmation emails were received right after the booking was made.	3.10	H
AWM	3.39	VH

Legend: 1.00 - 1.75, Very Low (VL) 1.76 – 2.50, Low (L) 2.51 – 3.25, High (H) 3.26 – 4.00. Very High (VH)

Table 5. Respondent's Perception towards System Quality of Selected Hotels in terms of Empathy

Statements	WM	DE
1. Virtual assistants are very approachable.	3.34	VH
2. I am gently reminded of my booking prior to the scheduled stay.	3.51	VH
3. The virtual chat feature makes me feel good.	3.39	VH
4. Online deals and value for money are one unique way to show empathy.	3.47	VH
5. I feel acknowledged and appreciated for booking online.	3.16	H
AWM	3.37	VH

Legend: 1.00 - 1.75, Very Low (VL) 1.76 – 2.50, Low (L) 2.51 – 3.25, High (H) 3.26 – 4.00. Very High (VH)

Table 6. Respondent's Acceptance towards Usefulness of Digitalized Hotel Bookings

Statements	WM	DE
1. The E-booking app enables me to do the transactions more quickly.	3.48	HA
2. I think I the hotel booking app is very helpful to me.	3.42	HA
3. Free-cancellation features of an app is very useful.	3.43	HA
4. The online booking is more applicable today than the on-site reservation.	3.47	HA
5. The automated notification in the booking app are useful.	3.35	HA
AWM	3.43	HA

Legend: 1.00 - 1.75, Not Acceptable (NA) 1.76 – 2.50, Slightly Acceptable (SA) 2.51 – 3.25, Acceptable (A), 3.26 – 4.00. Highly Acceptable (HA)

Table 7. Respondent's Acceptance towards Ease of Use of Digitalized Hotel Bookings

Statements	WM	DE
1. The navigation button of booking app is user-friendly.	3.37	HA
2. The navigation button of the application is user-friendly.	3.40	HA
3. The e-booking app can be downloaded in any device.	3.35	HA
4. The digital booking is more convenient to use compared to the traditional one.	3.42	HA
5. Using single click feature of a booking app makes my reservation easier.	3.34	HA
AWM	3.48	HA

Legend: 1.00 - 1.75, Not Acceptable (NA) 1.76 – 2.50, Slightly Acceptable (SA) 2.51 – 3.25, Acceptable (A), 3.26 – 4.00. Highly Acceptable (HA)

Table 8. Significant Relationship between the Quality of Digitalized Booking and Guests' Acceptance towards it

r-value	p-value	Interpretation	Decision on Ho
.753	.000	Significant	Do not accept Ho

Table 9. Impact of Guests' Extent of Acceptance towards Quality of Digitalized Hotel Bookings

Regression Coefficient	R	R2	t-value	p-value	Partial Regression Coefficient	
					Unstandardized	Standardized
Usefulness	.695	.483	18.852	0.000	*Constant* 1.663	.695
					.519	
Ease of Use	.708	.501	19.534	0.000	*Constant* 1.737	.708
					.505	

5. Discussion and Conclusion

5.1 Discussion

As being "Tangible" of the System Quality, Table 1 showed all statements yielded weighted means of "Very High" descriptions in varying degree, describing app system as being "user-friendly" garnering the highest weighted mean of 3.49. Such findings affirmed the study of Convedo (2018) stipulating for a company to produce values and gain patronage of consumers, it should be attractive and engaging.

Table 2 shows, in terms of the system's "Reliability", all statements yielded a weighted mean with "Very High" descriptions of varying degree, describing the system as "being browsed or opened in any device" with highest weighted mean of 3.53. As Szarek (2017) concluded, online system must be error free to be efficient and deemed completely usable.

As to the system's "Responsiveness", Table 3 showed all statements yielded weighted mean with "Very High" descriptions of varying degree, describing the system as having all concerns "being addressed" with highest weighted mean of 3.43. Reflecting Cos (2018) suggestions that having responsive booking application impacts online businesses.

As shown in the Table 4, in terms of the system's "Assurance" all statements garnered a weighted mean with "very high" descriptions except the one pertaining to the confirmation emails being received "right after the booking was made" yielded low weighted mean of 3.10. This shows that customer's wants to feel secured that their information is safeguarded and well-kept with online transaction with company (Francon, 2021).

In terms of "Empathy", Table 5 showed all statements garnered weighted means of "Very High" description excluding the question pertaining to being "acknowledged and appreciated" while booking online. The statement "I am gently reminded of my booking prior to the scheduled stay" got the highest mean of 3.51. Systems therefore must be enriched with offerings to catch the attention of the potential customers for high profitability (Indeed, 2022).

Nevertheless, in the aspect of "Usefulness" as depicted in Table 6, all statements yielded weighted means with "Highly Acceptable" description, describing the system as enabling the clients to have transactions "more quickly" garnering the highest weighted mean of 3.48. Kim &Yang (2022) stipulated that one of the benefits of consumers in digitalization being is more time-efficient.

Table 7 showed as to "Ease of Use", all statements yielded a weighted mean with "Highly Acceptable" description, describing the system as "more convenient to use compared to the traditional use" yielding a weighted mean of 3.42 followed by describing the navigation button of the application as "user-friendly" having a weighted mean of 3.40. This shows customer convenience leads to consumers' satisfaction and patronage Ying et. al (2021) asserts.

Moreover, as depicted in Table 8, results showed correlation between system quality and usefulness of digitalized hotel is statistically significant (p-value = 0.000, r-value of 0.695). Moreover, results of the regression equation for predicting the usefulness of digitalized booking were $\hat{y} = 1.663 + .695(x)$. Implicating guests' acceptance of the system quality of the digitalized hotel bookings indeed has an impact to the client's satisfaction as Park (2018) concluded.

Lastly, Table 9 showed correlation between system quality and ease of using digitalized hotel bookings is statistically significant (p-value = 0.000, r-value of 0.708). Regression equation for predicting the ease of using digitalized booking by the system quality was $\hat{y} = 1.737 + .708(x)$. The r2 for this equation was .501; that is 50.1% of the variance in the ease of using digitalized booking was predictable from the perceived system quality.

5.2. Conclusion

Based on the discussion of findings, the following conclusions were drawn. First, quality of digitalized booking was generally viewed to be of very high quality which can be mainly attributed to the user-friendliness of the app. Also, perceived quality of digitalized hotel booking in terms of tangibles, reliability, responsiveness, assurance and empathy is at a very high level.

Secondly, the extent of usefulness of digitalized hotel bookings was perceived to have very high acceptance among guests with the booking app helping the users for quick booking while also noting an improvement in their notification features. Also, in terms of ease of use, it can be determined that the ease of using the digitalized booking is very highly acceptable attributing to the convenience it provides compared to traditional means. However, it was also highlighted that the ease of reservation may be more improved using single click features.

Thirdly, it was concluded that a significant correlation exists between the perceived system quality of digitalized hotel bookings and guests' acceptance towards it. It was noted that the correlation is strongly positive. Therefore, the increasing the quality of digitalized booking acceptability would likely lead to guests' acceptance towards it.

Lastly, the researchers concluded that perceived system quality of digitalized hotel bookings impacts its usefulness and its ease of use as viewed by guests and greatly influence the intentions and the possible patronage of the guests to the hotel the next time they decided to book again.

5.3. Limitations of this study

This study covered the system quality of digitalized hotel bookings as experienced by guests of two 4-star hotels and its impact on guests' acceptance of it. The respondents' included those guests who have experienced hotel booking using digitalized platforms in two 4-star hotels in Pasig. The study commenced from October 2023 and ended December 2023 hence findings may be true and applicable to that aforementioned study duration. Other parameters not mentioned in this section were considered excluded from the study.

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Community-based Tourism (CBT) : An Assessment Towards the Prospects and Challenges for the Local Residents of Pantabangan

Castro, Roxanne Ivy A.
Department of Hospitality and Tourism Management
Central Luzon State University

Gamponia, Christine Belle A.
Department of Hospitality and Tourism Management
Central Luzon State University

Manalili, Princess Lorelie B.
Department of Hospitality and Tourism Management
Central Luzon State University

Padilla Jr., Luisito S.
Department of Hospitality and Tourism Management
Central Luzon State University

Abstract:

This study examines the challenges and opportunities of community-based tourism (CBT) in the Municipality of Pantabangan, Nueva Ecija, in which, a total of five (5) barangays were included. It describes the economic, social, and environmental implications and explains how community-based tourism can contribute to the development of local policies in the municipality where it is located. A mixed-method approach, specifically, the Explanatory Sequential Design was used in this study to examine the implications of community-based tourism. The triangulation of data obtained from a survey was substantiated through face-to-face interviews and key-informant interviews. Results showed that there is a positive perception of tourism, with positive economic, socio-cultural, safety and security, and environmental impacts. It identified the importance of social capital, open communication, and community pride for the successful implementation of CBT and established the foundations for an effective approach to establishing CBT committees. In conclusion, CBT in Pantabangan has been providing economic opportunities, improved infrastructure and services, and more business options. It also recognized the significance of social capital. Moreover, it has aided in the preservation of the environment and the renovation of historic structures. Improved infrastructure and more police presence help to preserve security. To preserve the long-term viability of the ecosystem and localcommunities, it is essential to continue monitoring and controlling the effects of tourism. The roots for a successful strategy for forming CBT committees were laid by open communication, community pride, and the successful implementation of CBT.

Keywords: Environmental Impacts, Social Capital, and Community-based Tourism

1. Introduction

Community-based tourism (CBT) is tourism that is owned or controlled by communities and designed to provide broader community benefits (Armstrong, 2012). The fundamental principle of CBT is giving a local community authority over a tourism business as it provides economic significance which aids in the alleviation of poverty (Rivera & Tuazon, 2018). Primarily, the local community will benefit or lose depending on how well the tourism activities are managed. Hence, it is imperative to prioritize the interests of the local community to sustain their environment and future tourism activities.

Pantabangan, or officially the Municipality of Pantabangan, has had a great deal of potential for developing community-based tourism (CBT). This is because of its abundance of natural beauty and cultural diversity. Pantabangan has “vast untapped potentials for eco-tourism”because of its temperate environment and stunning views of the Sierra Madre mountain ranges (Galvez, 2008, para 7). In addition, the Pantabangan Dam reservoir has made the municipality a popular place for boating, rafting, jet skiing, and wakeboarding. The increasing popularity of the place made it appealing for the construction of several hotels and other recreational facilities within the town proper which include Highland Bali Resort, the National Irrigation Administration (NIA) Lake View Hotel, the Lake Farm dela Marre, the Forest Green Garden,and the Farm Ridge by Desmond Farm. Also, Pantabangan is thought to have a favorable strategic location as it serves as a gateway for travelers heading to Aurora province.

This study, therefore, aims to assess the community-based tourism within the Municipality of Pantabangan to examine the prospects and challenges for the local community, and develop strategies to further enhance the prospects while overcoming the emerging challenges tourism has brought.

2. Literature Review

2.1 Importance of tourism and its economic value

The history of tourism has been expanding rapidly. It contributes to a broader understanding of general problems and procedures in tourist studies and tourism management. Hence it is significant in and of itself. A country's infrastructure is developed, economic revenue is increased, and cultural interaction between foreigners and citizens is cultivated owing to tourism (Cirer, 2012). According to Sutawa (2012), the rise in per capita spending supports the growth in tourism activities, which is consistent with economic expansion. Additionally, the evolution of accessibility of tourism in the location results from transportation and IT development. The increase in quality demand and diverse tourism activities, such as community involvement and local community empowerment in tourism destinations, follow the characteristic numbers of the growth in the tourism industry. Moreover, growth in tourism activities can assist other businesses in a destination location, attract regional investment, and open up new business opportunities (World Travel and Tourism Council, 2017). For instance, tourism can enhance local life through improved local infrastructure and standard amenities (to maintain tourists), improving access to health care, educational possibilities, employment prospects, and income levels.

On the other hand, Mitchell (2012) pointed out how tourism affects the standard of living of locals in popular tourist areas and how it alters cultural norms, values, and identities. Such effects develop slowly over time in an undetectable manner and are challenging to define and calculate. Additionally, as more and more nations concentrate on growing their tourist destinations, they frequently run into issues with overuse of their limited natural resources, pollution, and deterioration. This quickly escalates into undesired circumstances that have detrimental effects on the community's environment and society

2.2 Tourism approach to Local Economic Development (LED)

The Philippine Government understands the need to focus on tourism in order to take advantage of any possibilities. As a result, the Tourism Act of 2009, also known as Republic ActNo. 9593, was passed

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on May 12, 2009, wherein, the Omnibus Tourism Code is the name of the law. Utilizing its potential as "an engine of socio-economic progress and cultural affirmation to produce investment, foreign exchange, and employment and to continue to create an improved sense of national pride for all Filipinos" is its general provision. The state's perspective tourism may be viewed by the direct effects it has on the creation of jobs, the production of foreign exchange, and the development of significant and mainly foreign investments.

Moreover, local governments have significant impact on resource conservation as well asthe success of their region's tourism industry. Sustainable tourism development refers to the management of all resources to meet the demands of visitors and local community while safeguarding possibilities for the future, in a way that preserves cultural integrity, important ecosystem processes, biological diversity, and life support systems (Chapter I, Section 4, and RA9593). The involvement of a wide variety of stakeholders and the community in planning and decision-making to establish the community's long-term interest is essential to this strategy. On this basis, the local government may have a significant impact on the local tourism sector and contribute to the preservation of the very asset that is essential to the industry's future. The local government's institutional capacity to provide for tourism development will be affected byseveral issues including: individual capacities, resources (financial and physical), community acceptance, and governance (Javier & Elazigue, 2011).

2.3 Tourism: A driver of economic transformation.

The tourism industry has grown to be a global sunshine sector actively cultivated bymany nations due to the industry's active development and activities in different countries. It has evolved into a significant aspect of daily life for people. Tourism is a human habit created by luring visitors from abroad to go and spend money in a location's unique natural environment, geography, customs, and cuisine (Baloch et al., 2022). According to Weng, C. (2014), each nation has actively organized marketing departments, commissioned advertising programs, and used media such as online and print media for marketing to promote various marketing tactics, explore local features, and promote micro-tourism and in-depth tourism activities.

It can improve existing tourist efforts by using the marketing strategies of outsider and celebrity guests, food programs, food photo clips, films, and etc. Similarly, Saufi et al., (2014) explained how tourism gives traditional village life new dimensions, broadening villagers' perspectives, lessening people's need to survive, and enhancing interpersonal ties. People do not worry as much about money and know how to have fun. Family ties weakened while politicaland cultural relations grew more substantial. The villagers' heightened interest in promoting tourism and increasing concern for the tourism company are indicators of this transformation.

3. Methodology

A mixed method approach, specifically Explanatory Sequential Design, is used in this study to assess the prospects and challenges of community-based tourism in Pantabangan. The study involved a two-phase project using the self-administered survey, semi-structured interview, and key- informant interview approach of gathering data. The first phase was the collection of quantitative data using a self-administered survey questionnaires to the two-hundred fifty (250) local residents of Pantabangan from barangay: West Poblacion, East Poblacion, Fatima, Villarica,and Malbang. A quota sampling technique of fifty (50) samples per identified barangay was chosen as the respondents from the five (5) aforementioned barangays of the town in which thereare 2,625 population.

In the second phase, the researchers collected qualitative data through face-to-face interviews with the five (5) Barangay Captains and with the Municipal Tourism Officer as the key informant using a semi-structured questionnaire. To triangulate the data, the quantitative dataobtained through the survey was substantiated by the qualitative data which was obtainedthrough interviews using purposive sampling. In order to draw meaningful conclusions from the quantitative data, the use of various statistical procedures such as simple percentage, weighted mean, and four-point Likert Scale wasutilized, and qualitative methods such as thematic analysis and coding.

4. Results

The study on Community-based Tourism in the Municipality of Pantabangan assessed theprospects and challenges for the local residents in terms of economic, socio-cultural, safety and security, environmental, and infrastructure. The table below presents the demographic profile of the participants.

4.1 Socio-demographic Characteristics of the Participants

Table 1
Socio-demographic Characteristics of the Participants

Pantabangan Characteristics	**n**	**%**
Age		
18 - 28 Years Old	46	18. 40
29 - 39 Years Old	42	16. 80
40 - 50 Years Old	76	30. 40
51 - 60 Years Old	50	20. 00
62 - Above Years Old	36	14. 40
Sex		
Male	131	54. 20
Female	119	47. 60
Educational Attainment		
Elementary Level	2	0. 80
Elementary Graduate	10	4. 00
High School Level	58	23. 20
High School Graduate	72	28. 80
College Level	64	25. 60
College Graduate	36	14. 40
Masters Unit	2	0. 80
Masters Graduate	6	2. 40
Doctorate Unit	0	0. 00
Doctorate Graduate	0	0. 00
Others	0	0. 00
Years of Residency		
1 – 10 Years	10	4. 00
11 – 20 Years	26	14. 40
21 – 30 Years	66	26. 40
31 – 40 Years	34	13. 60
41 – 50 Years	42	16. 80
51 – Above Years	62	24. 80

Occupation		
Student	18	7. 20
Employed	162	64. 80
Self-employed	18	7. 20
Unemployed	52	20. 80
Monthly Income		
Less Than 5, 000	108	43. 20
5, 000 - 10, 000	92	36. 80
11, 000 - 20, 000	34	13. 60
21, 000 - 30, 000	10	4. 00
31, 000 - 40, 000	2	0. 80
41, 000 - 50, 000	0	0. 00
51, 000 - Above	4	1. 60

The results showed that the majority of the participants were male (54.20%), agedbetween 40-50 years old (30.40%), had a high school diploma (28.80%), had been living in Pantabangan for more than 21-30 years (26.40%), were employed (64.80%) and had a monthly income of less than 5,000 pesos (43.20%).The results of this assessment, as demonstrated in Table 1, suggest that the majority ofthe local population in Pantabangan are in the adult age range of 40-50 years old. This age group is likely to have the highest potential for benefiting from community-based tourism, as they havethe experience, skills, and capital to take advantage of the opportunities that tourism can offer. Additionally, they may be more likely to have the contacts and resources to establish and manage sustainable tourism initiatives.

However, it is also important to note that the age range of 18-28 years old had the second highest frequency, which was 18.40% in the assessment, indicating that there is a significant proportion of the population that may not have the same experience and resources as the older age group. This could potentially create a challenge for community-based tourism initiatives, as this group may require more support and guidance in order to take advantage of the opportunitiesthat tourism can offer. The results of this assessment are in line with previous studies on the impact of community-based tourism on local populations (Bouvet & Tebaldi, 2018; Kudaka, 2018). These studies suggest that in order for community-based tourism initiatives to be successful, it is important to provide adequate support and guidance to all age groups, including the younger age group, in order to ensure that everyone is able to take advantage of theopportunities that tourism can offer.

Community-based tourism (CBT) has become increasingly popular in recent years as a way to promote sustainable economic development in remote and rural areas (Mazzocchi, 2018).However, there are a variety of challenges associated with community-based tourism, such as thepotential for exploitation of local residents by external stakeholders, as well as the need to ensurethat the benefits of community-based tourism are equitably distributed among the local community (Mazzocchi, 2018). This assessment of the prospects and challenges of community-based tourism for the local residents of Pantabangan indicates a stark gender imbalance, with the majority of respondents being male. This could potentially indicate a lack of female participation in community-based tourism initiatives, and highlights the need for further research into the participation of women in community-based tourism initiatives in Pantabangan.

Meanwhile, the results of this study, as shown in Table 1, also suggest that the local residents of Pantabangan have a good educational attainment, which could be seen as a positive indicator for the prospects of community-based tourism in the area. Indeed, research by Wang (2015) suggests that the

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level of education of local people in a tourist destination can play a crucial role in the success of community-based tourism initiatives, as it leads to better understanding and more effective management of tourism resources. This is particularly true for rural destinations, such as Pantabangan, as the local residents are often the primary stakeholders in the tourism industry, and thus need to be able to understand and manage the resources they areresponsible for (Singh & Sharma, 2018).

The results, as depicted in Table 1, of this survey also suggest that Pantabangan has a long history of established local residents, with a majority of the respondents having lived there for more than 51 years. This is consistent with previous studies on community-based tourism (CBT) which have found that the local community is the primary source of knowledge and expertise when it comes to managing and developing tourism in a destination (Mata-Toledo etal., 2013; Foster & Uysal, 2013).

The results of this assessment towards the prospects and challenges for the local residents of Pantabangan in connection with their occupation, discussed on Table 1 showed that, the findings of this assessment are in line with the literature that suggests that the development of community-based tourism has the potential to provide employment opportunities for local residents and to boost the economy of a destination (Hoseini et al., 2013). The successful implementation of such initiatives has been linked to an increase in income and employment among local communities (Hoseini et al., 2013). Furthermore, community-based tourism hasbeen found to bring a sense of ownership to the local population by allowing them to be actively involved in all stages of tourism development (Aghababaei et al., 2013).

The assessment of community-based tourism in Pantabangan indicates that the majorityof the local residents are earning lower incomes from their involvement in tourism activities. This is consistent with the findings of other studies, which have found that tourism activities often result in lower incomes for the local residents due to their lack of access to resources, skillsand networks (Mbokodi, 2013; Smith, 2015; Ng, 2017). Furthermore, the lack of access to resources, skills and networks can lead to the exploitation of local communities by the tourism industry, resulting in a negative impact on their livelihoods (Mbokodi, 2013; Smith, 2015; Ng, 2017).

The findings of this assessment point to the need for more support for the local residents of Pantabangan in order to ensure that they benefit from their involvement in tourism activities. In particular, there is a need for improved access to resources, skills and networks, as well as for policies and initiatives that promote the equitable distribution of benefits from tourism activities (Mbokodi, 2013; Smith, 2015; Ng, 2017). Furthermore, there is a need for increased awareness of the potential benefits and challenges that can arise from community-based tourism, as well as for improved monitoring and evaluation of tourism activities in order to ensure that the local residents are adequately compensated for their involvement in tourism activities (Mbokodi,2013; Smith, 2015; Ng, 2017).

4.2 Prospects of Community-based Tourism Towards the Local Residents of Pantabangan

Table 2

Socio-cultural Impacts of Community-based Tourism towards the Local Residents ofPantabangan

Survey Questions	Weighted Mean	Verbal Interpretation
The visitors freely interact with the local residents andtheir culture.	3. 52	Very True To Me

There is support towards thelocal festivals and events in my community.	3. 34	Very True To Me
Tourists respect the values and culture of my local community.	3. 60	Very True To Me
I, as a local resident, believe that meeting the tourists from other places is a valuable experience to better understand our culture and society.	3. 61	Very True To Me
There are skilled tourist guides who know everything about my community.	3. 48	Very True To Me
Overall Weighted Mean	**3. 51**	**Very True To Me**

In table two (2), the findings of Ramos et al. (2016) support the idea that CBT in Pantabangan has positive impacts on local residents. This is because tourism can create employment opportunities for even unskilled laborers in remote areas and can also increase social capital by providing locals with an opportunity to understand and explore their community. This is further enhanced by guides who foster cultural understanding and appreciation. This notion was confirmed by the key informant, TS_1:

"To a certain degree it helps to establish our identity as a municipality because of the tourist attractions, people are coming by and they are seeing our place, the natural characteristics as well as our people, how our people live, how our people talk, the languages, and the like. From that, they can have a grasp of the uniqueness of our place."

Table 3

Economic Impacts of Community-based Tourism towards the Local Residents of Pantabangan

Survey Questions	Weighted Mean	Verbal Interpretation
The tourists make purchasesfrom the local businesses in my community.	3. 28	Very True To Me
The tourists are permitted toaccess the services providedby our local community members.	3. 40	Very True To Me
The attractions and other tourism-related facilities inmy community support thelocal farmers, fishermen, and businesses through purchasing their local goods.	3. 48	Very True To Me
The tourism in my community supports me and/or my family in generating income.	3. 27	Very True To Me
Tourism contributes positively to the quality of life in my community.	3. 54	Very True To Me
Overall Weighted Mean	**3. 39**	**Very True To Me**

With the support from the study of Alhowaish (2016), table three (3) shows that, the CBThas a positive effect on the local residents, providing increased income and employment opportunities, improved infrastructure and services, and additional business opportunities, all of which have improved their quality of life and made them more self-sufficient. This improvementon the economic status of the community was confirmed by the interview informant, BO_1, in which, he concluded that:

"It is very important because first of all we have business taxes to get additional fundsfor the barangay that we can use and at the same time, many jobs are created in our barangays here when there is tourism. When a town has tourism, there is work."

Table 4

Physical Enhancements of Community-based Tourism towards the Local Residents ofPantabangan

Survey Questions	Weighted Mean	Verbal Interpretation
Tourism has provided an incentive for the restoration of historical buildings and for the conservation of natural resources.	3. 09	Very True To Me
Tourism upkeep the attractions and preserve the natural environment.	3. 39	Very True To Me
Overall Weighted Mean	**3. 24**	**Very True To Me**

On the other hand, the data on table four (4) implies that tourism in Pantabangan can helplocal communities by creating jobs and economic opportunities, improving quality of life through cultural attractions and activities, and promoting responsible development and environmental stewardship. As Weaver DB (2017) states, it is clear, then, that tourism can bring positive benefits to local communities, while also helping to conserve natural resources and restore historical buildings. Furthermore, in agreement with BO_5, he stated:

"Here in our barangay, the priority is the cleanliness and eliminating trash, where every Saturday we are conducting a clean up drive for us to maintain the cleanliness in every street as well as the road, also we encourage our community to do proper segregation. Meanwhile, garbage collection is on schedule and our schedule is every Monday."

4.3 Challenges of Community-based Tourism Towards the Local Residents of Pantabangan

Table 5

Environmental Deterioration of Community-based Tourism towards the Local Residents ofPantabangan

Survey Questions	Weighted Mean	Verbal Interpretation
The tourists who come here harm our natural environment.	1. 96	Sometimes True To Me
Tourism has resulted in traffic congestion, noise, and pollution.	1. 89	Sometimes True To Me
The construction of hotelsand tourist facilities have destroyed our natural environment.	1.63	Never True To Me
Tourism puts at risk our food, our ability to engage in leisure activities, and our ability to travel to points ofinterest.	1.52	Never True To Me
The development of the tourism destinations results in water and electricity shortages in my community.	1.57	Never True To Me
Tourism contributes to anincrease in litter in our natural areas.	1.64	Never True To Me
It reduces the productivityof our ecosystems.	1.62	Never True To Me
Overall Weighted Mean	**1.69**	**Never True To Me**

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Table five (5) shows that Pantabangan is an example of a community that has successfully managed the environmental impacts of tourism. Local regulations and policies have been established to protect the environment and engage with the local people. However, it is important to monitor the sustainability of these policies, as tourism can have a detrimental effect on the environment if not managed properly. The World Tourism Organization (2015) recommends that governments and stakeholders continuously review the impact of tourism onthe environment and ensure that policies are in place to protect it. Moreover, local communities should be involved in the decision-making process in order to ensure that. In line with this, TS_1 confirmed that:

"We have an environment natural resources office who provides an awareness campaign through implementing measures and activities so our nature will not be corrupted. This includes our clean-up drives, tree planting, education in solid waste management, and we are formulatingplans on how to conserve our environment more effectively."

Table 6

Safety and Security of Community-based Tourism towards the Local Residents of Pantabangan

Survey Questions	Weighted Mean	Verbal Interpretation
Tourism has changed our precious traditional culture.	1.32	Never True To Me
The local residents havesuffered from living in a tourism destination area.	1.22	Never True To Me
The tourists are rude towards me and/or my local community.	1.18	Never True To Me
The visiting tourists havezero respect towards my community.	1.19	Never True To Me
The tourism destinations have led to more vandalism in our community.	1.20	Never True To Me
Because of the rise in tourism, crime has also increased.	1.16	Never True To Me
The security of our community has been weakened by the development of tourist destinations.	1.27	Never True To Me
Overall Weighted Mean	**1.22**	**Never True To Me**

Furthermore, the table six (6) survey supports the idea that tourism can be a beneficial force for local communities, increasing economic activity and employment as well as providing improved security through increased police presence and infrastructure. Cole (2007, as cited in Shahzalal, 2016) highlights the positive impact of tourism on local cultures, with villagersfeeling proud of their cultural values as they are strengthened through the attraction of distant tourists without disrupting the village values. Taking everything into consideration, BO_5 expressed:

"I am in favor of tourism especially since it uplifts, recognizes, and provides opportunities for the citizens of our town especially here in Barangay West Poblacion. Also through tourism people have different ideas about what kind of business to put up. That is a big help for the people of Pantabangan to have an income, even if it is small."

5. Discussion and Conclusion

5.1 Conclusion

In conclusion, CBT in Pantabangan has been a positive experience for the local residents,providing them with economic opportunities, improved infrastructure and services, and increased business opportunities. It has also helped to conserve the natural environment and restore historical buildings. Security is maintained through increased police presence and improved infrastructure. However, it is important to continue to monitor and regulate the impacts of tourism to ensure the long-term safety and sustainability of the environment and local communities.

5.2 Recommendations

Based on the findings of the study, it is recommended that a comprehensive plan focused on enhancing responsible tourism practices be established in order to ensure the sustainability of local businesses and residents in Pantabangan. Such a plan should focus on providing education and training opportunities to business owners and locals to inform and enable them to practice sustainable development, environmental stewardship, and cultural activities in a manner that both respects and preserves local cultures, customs, and heritages. Moreover, the plan should ensure that the tourism infrastructure and activities are tightly regulated to protect the local environment and communities. Furthermore, it is proposed that local fishermen register their boats with the local tourism and municipal office in order to protect the interests of both tourists and locals in the event of any conflicts or disputes. Ultimately, to successfully carry out responsible tourism practices and maintain the sustainability of local business and residents, clear and comprehensive policies should be set forth and monitored by the government.

Enhancing responsible tourism practices is essential for the sustainability of local residents and businesses in Pantabangan. It is important to provide education and training for business owners and local people, in order to teach them about the effects that tourism can have on the area and how to ensure success over the long term. This includes emphasizing sustainable practices such as responsible development, environmental stewardship, cultural activities, and creating awareness of and protecting local culture, customs and heritage. Additionally, care should be taken to ensure that tourism development remains within those parameters, and that tourism activities are properly regulated in order to protect local environments and cultures.

5.3 Limitations of the Study

The primary intention of this mixed methods research is to assess the prospects and challenges for the local residents of the Pantabangan towards the CBT. On the other hand, eachof the five (5) out of the sixteen (16) barangays in the Municipality of Pantabangan— Barangay West Poblacion, Barangay East Poblacion, Barangay Fatima, Barangay Villarica, and Barangay Malbang— will have a maximum of fifty (50) local respondents— which will result in a total number of two hundred and fifty (250) research participants, wherein, a hard copy of survey questionnaire will be provided to these selected respondents in order to collect the necessary data. This study did not include locals under the age of eighteen (18) since their awareness of theprospects and challenges presented by CBT may not have been sufficient for them to submit accurate responses. Despite being in Barangay East Poblacion, indigenous groups like the Aetas are not involved in this study, as well. Over and above that, in-person interviews with each of theaforementioned barangay captains and the municipal tourism officer were conducted. The above-mentioned areas were chosen based on the following criteria: a) the locations of the touristdestinations, and b) the locations' utility as routes to those destinations.

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Effects of work-related stress on employee motivation, job satisfaction, and employee loyalty among hotel employees in Metro Clark City

Inoue, Hanna Haine S.
Angeles University Foundation

Javison, Alldrin James P.
Angeles University Foundation

Longara, Paolo A.
Angeles University Foundation

Nunag, Rogelio III M.
Angeles University Foundation

Panlilio, Nichole Haven A.
Angeles University Foundation

Reyes, Bea M.
Angeles University Foundation

Abstract:

This study evaluated how stress at work affects employee motivation, job satisfaction, and employee loyalty. The correlational research design was utilized, and data were collected from 383 hotel employees through a questionnaire distributed online employing a purposive sampling technique. The data collected were analyzed using Statistical Package for Social Sciences (SPSS), with descriptive statistics used to summarize the data. Spearman rho was used to test the relationships between the variables under investigation. Results of the study revealed that work-related stress has no significant relationship with employee loyalty, however, it has a significant relationship with employee motivation and job satisfaction. On the other hand, employee motivation has a significant relationship with job satisfaction and employee loyalty.

Keywords: Work-related stress, Job satisfaction, Employee motivation, Employee loyalty, Hotel employees

1. Introduction

One of the most significant management concerns of this decade is work stress. Work stress can affect the performance of all employees, from the top managers to the new hires. (Rao & Goel, 2017). In the hospitality sector, high-stress levels experienced at work might significantly impede an employee's ability to function (Ehsan & Ali, 2019).

Work-related stress is when an employee's personality interacts with parts of their work, resulting in changes that harm their physical and mental health (Akedemir et al., 2021). Organizations cause significant stress, (Thakre & Shroff,2016). Workplace pressure is caused by severe workloads and professional deadlines. Cooper and Marshall (2018) mentioned that job-specific stressors include several influencing factors that occur in their work environment, namely, work overload, job demands, role conflicts, relationship conflicts, time pressure, lack of support, etc. This subgroup is considered to be the main source that leads to high levels of work-related stressors among employees.

According to a Regus International survey, more than 42% of Filipino employees claimed that their stress levels have increased in the previous several years People feel stressed out because of the continuing pressure to do more with less. A separate survey of more than 900 workers found that an employee's relationship with their boss is the most common cause of workplace stress, followed closely by workload, work-life balance, and relationships with co-workers (Dill, 2014).

The Office of Tourism Development Planning, Research, and Information Management (OTDPRIM) stated that there are 640,353 tourist arrivals in Pampanga for the year 2021. The visitors represent 77.22% of the total arrivals and 33.7% contribution to Central Luzon, making it the top overnight tourist destination for local tourists in 2021 (DOT, 2021). Since Pampanga has many tourists in and out of the country, plenty of hotel businesses, such as local and international brands, are located primarily on Metro Clark. Metro Clark City is described as a modern city wherein businesses flourish quickly. It is where most of the luxury hotels are located that are being visited by many people.

Employees play an essential role in the hotel sector because they are most important in providing service to customers. To better understand how stress at work affects employee motivation, job satisfaction, and employee loyalty, the researchers decided to come up with this study to assess the effects of work-related stress on employee motivation, job satisfaction, and loyalty among hotel employees in Metro Clark City. Specifically, it aims to:

- To understand how employees perceived work-related stress, employee motivation, job satisfaction, and employee loyalty.
- To determine the relationship between work-related stress, employee motivation, job satisfaction, and employee loyalty.
- To determine the relationship between employee motivation, job satisfaction, and employee loyalty.

The result of this study may provide insight into promoting employee well-being, improving job performance and productivity, reducing turnover, and building a stronger and more committed workforce.

2. Literature Review

2.1 Employee Motivation

Motivation was defined as a set of mechanisms that help a person act toward a specific goal (Hodgetts & Hegar, 2018). Motivating employees requires persuading them to put up their best effort, enhance their productivity, or complete their responsibilities to a high quality (Du Plessis et al., 2015). Most hotels nowadays recognize the value of having motivated staff since it helps them perform better at work and, in the long term, boosts business growth and achieves high performance. As a result, businesses must work hard to provide better working conditions, welfare benefits, and opportunities for people to enhance their talents and become more motivated (Sabri, 2019). The findings of the study of Zeb (2015), suggest that employee motivation has a substantial positive impact on performance, and at the same time, it can also cause work stress.

2.2 Job Satisfaction

According to Alshamey (2019), job satisfaction is when employees believe they are appropriately and fairly compensated for their performance and efforts and are satisfied with their employment. In the tourist industry, job satisfaction is crucial because satisfied employees deliver high-quality services, which are crucial for determining an organization's success (Carrion et al., 2020). As mentioned by Santa-Cruz et al., (2013), the study of job satisfaction is fascinating in the hospitality business since employees' commitment, effort, and dedication are crucial for maintaining guest satisfaction.

2.3 Employee Loyalty

Loyalty is a psychological state that describes a worker's relationship with their company, impacting their choice to stay with the company. Loyalty among employees is crucial for every organization. A committed employee contributes value and is accountable for the success and expansion of the company; any organization's success depends on its employees (Priyadharshini & Sudhahar, 2019). Employee loyalty demonstrates a person's dedication to the organization's success and future. This happens when workers realize and believe that what was promised was not just empty words but a true reflection of the company's values.

3. Methodology

3.1. Measurement

Correlational design was utilized in this study with 383 participants who are currently employed in various hotels located in Metro Clark, Pampanga. A purposive sampling technique was used to select the respondents. The study made use of a questionnaire as an instrument. It was adapted from the study by Khuong and Linh (2020) titled "Influence of work-related stress on employee motivation, job satisfaction, and employee loyalty in the hospitality industry", however, it was modified to suit the study locale. The modified questionnaire underwent pretesting and was subjected to a reliability test using Cronbach's alpha, and all the constructs got a coefficient higher than 0.8 indicating that the questionnaire is considered reliable, meaning that the questions in the questionnaire are consistent and measure the same underlying construct. The instrument used was an online survey form created using Google Forms, which included closed-ended questions. The survey form was distributed by the HR Managers of the different hotels, and the responses were collected electronically. A six-point Likert scale was used to measure the variables of the study. The data collected were analyzed using Statistical Package for Social Sciences (SPSS), with descriptive statistics used to summarize the data. Spearman rho was used to test the relationships between the variables under investigation

4. Results

4.1. Profile of respondents

Table 1 presents the demographic profiles of the respondents. Of the 383 respondents, 205 are male (54%), and 197 (51%) are 18 - 30 years old. As for educational attainment, 328 (86%) of the respondents are college graduates while 39 (10%) are college undergraduates. 164 (43%) respondents' monthly salary is PHP15,001 - PHP25,000, 236 (62%) of the respondents have been working in the hotel industry for 1 year - 3 years, and 315 (82%) of them are in the rank and file.

4.2. Respondents' Perceptions of Work-related Stress, Job Satisfaction, Employee Motivation, and Employee Loyalty

Table 2 presents the mean and standard deviation of the respondents' perceptions of work-related stress, job satisfaction, employee motivation, and employee loyalty. Results of the study revealed that WRS 1- "*I have to work beyond my working hours*", for work-related stress, got the highest mean (5.51), while JS1 for job satisfaction- "*I am appropriately recognized when I perform well at my regular work duties*", got the highest mean of 5.39. Meanwhile, EM3- "*My job provides satisfactory material rewards*", for employee motivation got the highest mean of 5.29. Finally, for employee loyalty, EL1 – "*I am fine with working extra hours in critical situations*", got the highest mean of 5.2

Table 1
Profile of the Respondents

Profile of the Respondents (N=383)		
SEX	**FREQUENCY**	**PERCENTAGE**
Male	205	54%
Female	178	46%
Total	**383**	**100%**
AGE		
18 - 30 years old	197	51%
31 - 40 years old	165	43%
41 - 50 years old	19	5%
51 - 59 years old	2	1%
Total	**383**	**100%**
HIGHEST EDUCATIONAL ATTAINMENT		
Doctorate Degree	5	1%
Master's Degree	9	2%
College Graduate	328	86%
College Undergraduate	39	10%
High School Degree	2	1%
Total	**383**	**100%**
AVERAGE MONTHLY INCOME		
Less than PHP15,000	17	4%
PHP15,001 - PHP25,000	164	43%
PHP25,001 - PHP35,000	126	33%
PHP35,001 - PHP45,000	53	14%
PHP45,001 and above	23	6%
Total	**383**	**100%**
LENGTH OF SERVICE		
1 year - 3 years	236	62%
4 years and above	147	38%
Total	**383**	**100%**

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POSITION		
Supervisory	31	8%
Managerial	37	10%
Rank and File	315	82%
Total	**383**	**100%**

Table 2
Respondents' Perceptions of Work-related stress, Job Satisfaction, Employee Motivation, and Employee loyalty

CODE	Work-Related Stress	Weighted Mean	Standard Deviation	Interpretation
WRS1	I have to work beyond my working hours.	5.51	0.72	SA
WRS2	I have too much work and too little time to do it.	5.43	0.68	SA
WRS3	I have to work very intensively.	5.38	0.73	SA
WRS4	My job requires me to remember many different things.	5.34	0.79	SA
WRS5	My job has a lot of responsibilities, but I don't get enough acknowledgment.	5.31	0.77	SA
	Job Satisfaction			
JS1	I am appropriately recognized when I perform well in my regular work duties.	5.39	0.74	SA
JS2	I am provided with all the resources I need in the workplace to perform.	5.38	0.71	SA
JS3	I feel I can easily communicate with members from all levels of this organization.	5.3	0.72	SA
JS4	My supervisor provides me with actionable suggestions on what I can do to improve.	5.24	0.72	SA
JS5	I feel I am being paid a fair amount for the work I do.	5.2	0.73	SA
	Employee Motivation			
EM1	My job has supervisors and leaders who are helpful and fair.	5.21	0.67	SA
EM2	My job gives me status and prestige.	5.25	0.76	SA
EM3	My job provides satisfactory material rewards.	5.29	0.76	SA
EM4	My job allows me to reach and develop my full potential.	5.23	0.75	SA
EM5	My job means working with pleasant and helpful workmates.	5.2	0.76	SA
	Employee Loyalty			

EL1	I am fine with working extra hours in critical situations.	5.22	0.69	SA
EL2	I am fine if my company puts more workload on me.	5.19	0.81	SA
EL3	I am ready to take responsibility for any tasks assigned, whether complex or simple.	5.13	0.82	A
EL4	I am fine if my company transfers me to another branch with the same pay.	5.19	0.86	SA
EL5	I won't quit my job even if bonuses and incentives are discontinued due to huge losses.	5.09	0.89	A

Legend: SA-Strongly Agree, A-Agree

4.3. Test of the significant relationship between work-related stress and employee motivation, job satisfaction, and employee loyalty

Table 3 presents the correlation of work-related stress to employee motivation, job satisfaction, and employee loyalty. Analysis of data via Spearman's rho revealed that work-related stress is correlated with employee motivation (r=.429, p <.001), and job satisfaction (r=.197, p=<.001). On the other hand, work-related stress is not correlated with employee loyalty (r=.060, p=.245).

Table 3

Test of the significant relationship between work-related stress and employee motivation, job satisfaction, and employee loyalty

	Employee Motivation	Job Satisfaction	Employee Loyalty
Work-related stress	.429**	.197**	.060

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

4.4. Test of the significant relationship between employee motivation, job satisfaction, and employee loyalty

Table 4 presents the correlation of employee motivation to job satisfaction and employee loyalty. Analysis of data via Spearman's rho revealed that employee motivation is correlated with job satisfaction (r=.325, p=<.001), and employee loyalty (r=.409, p=<.001). The positive correlation coefficients indicated that job satisfaction and employee loyalty also rise as employee satisfaction increases.

Table 4

Test of the significant relationship between employee motivation, job satisfaction, and employee loyalty

	Job Satisfaction	Employee Loyalty
Employee Motivation	.325**	.409**

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

5. Discussion and Conclusion

5.1. Discussion

The study's findings revealed that work-related stress correlates with employee motivation and job satisfaction, which means a relationship exists between these variables. Specifically, the study found that employee motivation and job satisfaction tend to decrease as work-related stress increases. This suggests that high levels of stress in the workplace can harm employees' motivation and satisfaction with their job. Blake et al. (1996), cited by Khuong, M. & Linh, U,(2020), mentioned that work-related stress has a considerable negative effect on employee motivation, job satisfaction, and loyalty.

Furthermore, employee motivation is positively correlated with job satisfaction and employee loyalty. This means that employees who are happy with their jobs are also likely to be happy with their overall employment experience, which can lead to greater loyalty to their employer. This can lead to employees becoming more committed to their work and the company, resulting in higher productivity, better job performance, and lower turnover rates. The result of this study is supported by the study of Srikhum (2013); hotel employees are more likely to be satisfied with their job and be loyal to their company when motivated. Employees are more likely to be motivated by their superiors' rewards and recognition.

5.2. Conclusion

Work-related stress affects employee motivation and job satisfaction. The study found that employee motivation and job satisfaction tend to decrease as work-related stress increases. This suggests that high levels of stress can harm employee motivation and job satisfaction. Employers need to be aware of this relationship and take steps to manage and reduce stress levels in the workplace so that employees remain motivated and satisfied with their jobs.

On the other hand, employee motivation is positively correlated with job satisfaction and employee loyalty. This means that employees who are happy with their jobs are also likely to be happy with their overall employment experience, which can lead to greater loyalty to their employer. Therefore, employers need to focus on improving employee satisfaction to foster a more loyal and engaged workforce, which can positively impact the company's overall performance.

5.3. Limitations of this study

The limitation of the study that used online data gathering is that it relied solely on self-reported data from participants. This means that the study may be subject to social desirability bias (Paulhus, D. L. (2002), where participants may not provide sincere answers because they want to appear socially responsible or desirable. A mixed-methods approach that combines online surveys and face-to-face interviews or observations may be more appropriate to address these limitations. Additionally, face-to-face interactions could help establish a rapport between researchers and participants, potentially increasing the quality and depth of the information obtained.

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Assessing the Accessibility for Persons with Disability in Selected Cafés in Bonifacio Global City for Barrier-Free Tourism

Fontelara,Stepfhanie Ann
School of Tourism Management
Treston International College

Galario, Chelsea
School of Tourism Management
Treston International College

Pinuela, Rozzli Ann
School of Tourism Management
Treston International College

Abstract:

Disability is a multifaceted concept. The definition of disability varies somewhat between countries. Despite the passage of laws guaranteeing equal access for all, barrier-free tourism for people with disabilities continues to present many difficulties, particularly in food establishments. In order to offer a full multi-dimensional spectrum of services to all customers, businesses in the tourism industry need to do a lot more other than just take the basic steps necessary to comply with the legalstandards for accessibility. This study aims to assess and evaluate the design of selected cafes in one of the country's most popular financial and lifestyle district for a barrier-free environment. In orderto determine if their establishment is accessible, the researchers conducted surveys with cafe managers/owners and conducted an in-depth interview with person with disabilities. Through the use of quantitative and qualitative method, the data was successfully gathered, analyzed, and utilized for the recommendation.

Keywords: Accessibility, Barrier-free tourism, Disability, Food establishment

1. Introduction

Accessible tourism enables all people to participate and enjoy tourism experiences; this is regardless of where they are from, their gender, age, any disabilities they may have, how much money theymake, etc. (UNWTO, 2020).

Previous studies have demonstrated that PWDs have the opportunity to acquire the adaptive skills necessary to regularly interact with others by going to restaurants or engaging in leisure activities (Van Naarden Braun et al., 2006). Hence, going out to eat or enjoying leisure activities has been a crucial basic human right. However, PWDs frequently have fewer opportunities to eat out or engage in leisure activitiesfor a variety of reasons such as environmental inaccessibility and public ignorance.

During the ASEAN-Japan Accessible Tourism Seminar that was held in 2018, the former Department of Tourism (DOT) Undersecretary for Tourism Development Planning, Benito Bengzon Jr., said in a statement: “The Philippines has always been a very supportive and now more than ever vigilant in its promotion of the principles of ‘Tourism for All,” promoting universal accessibility. Thus, the government promotes a barrier-free society starting with their webinar called “Barrier-free Tourism Kaya Natin” (NCDA, 2020). Barrier-free environments that are completely accessible and usable by

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people with disabilities can not only encourage PWDs to engage in regular social interaction through dining out or travel but also draw more visitors to the country who are of various ages and backgrounds and produce tourism revenue.

The lack of accessibility at food establishments can negatively affect a consumer's meal, overall experience, and those who are with them (Kivela et al., 1999, 2000). Simple tasks for some could be challenging for others, such as navigating a dining area, going into and using the bathroom, and reading a menu. Thus, every establishment should have the fundamental objective to provide a wonderful experiencefor all customers, which includes those with disabilities.

In light of these concerns, this study aims to draw attention to the needs of PWDs with regard to the design of food establishments for a barrier-free environment and higher service quality.

2. Literature Review

2.1 People with Disabilities (PWD) in the Tourism Industry - Concepts and Issues

It is to be acknowledged that people with disabilities have the same right and want to travel as thosethat don't. Regardless, Loi and Kong (2015) state that there is a distinct lack of discussion on the challenges PWD face in tourism. Considering the varying forms, future studies are suggested to determine a particular disability and focus on its specific barriers to tourism participation.

2.2 Best Practices in Tourism Accessibility for Travelers with Restricted Physical Ability

Acknowledging the Asia-Pacific's expeditiously developing tourism industry, the significance of accessibility is one that's key to maintaining such a trend. Practices play a vital role in actively making space to gratify the market of tourists with restricted physical abilities (RPA). In essence, promoting this issue along with providing concrete solutions alleviates the burdens travelers with RPA face and grants them an experience worth their time.

2.3 Accessible Tourism Concepts and Issues

The field of accessible tourism is one of the active scholarly and professional practices. The most recent theoretical frameworks, underlying presumptions, and issues surrounding the study of accessible travel are examined and compiled in this book. Like other facets of the industry, tourism is diverse and influenced by a variety of academic disciplines (Buhalis, 2011).

2.4 Tourism Market, Disability, and Inequality: Problems and Solutions

The article describes the status of disabled persons, who frequently experience social hardship and discrimination in the tourism industry with regard to the fact that like the rest of society, people with disabilities have the right and are willing to travel. The article includes the findings of a survey and a studyof statistical information and academic literature (Popiel, 2016).

2.5 Accessible Tourism - The Ignored Opportunity

Souca (2010) cites Darcy and Dickson (2009) who state that accessible tourism includes everyone, including senior citizens, persons with disabilities, and people who are traveling with young children in strollers. This market currently has a global population of about 650 million, and by the end of 2020, it is anticipated to grow to almost 1.2 billion. The travel and tourism sector has been mainly ignoring a sizableand lucrative market. They are the main audience for "accessible tourism," a relatively new idea.

This research aims to assess and promote adherence regarding the accessibility in cafes for personswith physical disabilities such as wheelchair users, partially or fully blind individuals, and persons with amputations. The study will also be beneficial to the following:

- Persons with Physical Disabilities. This study would allow PWDs to effortlessly differentiate the potentialin their experiences within an establishment to be pleasant or lacking.

- Hospitality Management and Tourism Management students. This study may serve as a reference fortheir research related to the Hospitality and Tourism industry.

- Future entrepreneurs. This study would allow them to explore and study possible factors that concern thetopic of accessibility for PWDs.

- Food establishment owners. This study would help aspiring owners/managers improve their services andpromote the concept of being barrier-free–embracing progressiveness and the potential to serve a new market.

- Department of Tourism. This study may serve as additional information for the existing guidelines for food establishments.

The research will be utilizing RA 7277, or the Magna Carta Act for Disabled Persons, as its theoretical framework. Being the law that declares the rights of all disabled individuals in the Philippines, it's a vital source of information that confirms the need and assessment of various establishments in the Food and Beverage Industry for their accessibility. To aid in the study, the researchers used this Republic Act as a basis to construct their checklist and questions. With this, the assessment's relevance is further elevated and complies with the ideologies behind the law.

The research focuses on the issues that the PWD community faces regarding the poor implementation of guidelines towards accessibility in cafes located specifically in BGC, Taguig, or the lack thereof. According to RA 7277 and the DOT guidelines regarding barrier-free tourism, PWDs should haveequal access to opportunities that non-disabled people get and be provided with discounts on various transactions. But due to the rise of coffee businesses in the country, it is inevitable that some of these businesses may not be fully compliant. With this, the researchers aim to know if the cafes in BGC are compliant with the DOT and RA 7277 guidelines.

As the country eases restrictions, tourists are expected to visit more often than before. Due to this,more establishments have put up coffee shops that have been popular with tourists at the height of the pandemic. Cafés are known to be naturally accommodating due to their calming ambiance. But besides aesthetics, accessibility is critical for a business for it to attract more customers. Thus, through the inspection of these establishments, the researchers would be able to answer the following questions: Are cafés in BGC compliant to the DOT and RA 7277 guidelines? In addition to this, are their current practices sufficient to cater to physically disabled persons?

3. Methodology

The survey respondents were gathered from Bonifacio Global City. In reference to the checklist made, the researchers ensured that the respondents are qualified for the following conditions:

1. *The respondents are cafe managers or owners from BGC*
2. *Have knowledge about accessibility for physically disabled individuals*

While the interviewees are qualified for the following conditions:

1. *The interviewees are physically disabled*
2. *They had been to any cafes in BGC in the past 5 years*

The ideal number of respondents to this survey would be 150 cafe managers/owners and 25 personswith physical disabilities. However, due to limited time and resources, the researchers were only able to include significantly fewer cafe managers/owners and persons with physical disabilities. The study pursued a survey, and interview, the researchers used random sampling with a purposivesampling technique.

The researchers will utilize a survey in compliance with Title 2 Chapter 6 (Accessibility) and Title 3 Chapter 3 (Discrimination on the use of Public Accommodations and Services) of RA 7277 and existingDOT guidelines for food establishments. The checklist is a set of orderly arranged questions carefully prepared to be answered by the selected group of respondents to collect facts and information and the interview utilized questions that are specifically made in reference to the survey.

The researchers have applied the concept of criterion validity by surveying how well these food establishments comply with RA 7277, resulting in the collective percentage of their compliance, and evaluating its relationship with what they offer for persons with physical disabilities. With this, recommendations and observations will be made to support the collected results.

The data collection was carried out through the use of surveys which were handed out to willing café owners/managers and one-on-one physical interviews for PWDs who have visited at least one café in BGC. The duration of handing out survey forms were two (2) days.

The gathered data was then analyzed by determining the statistical equivalent of the results based on the survey. By doing so, the researchers will be able to come to various conclusions such as how many of the establishments complied [based on the questionnaire listed below], what was the highest percentageof compliance, what was the lowest, and more. If by chance a survey participant has shown a clear bias towards their establishment, they will be excluded from the results as it would compromise the data collected. If this were the case, the researchers would include the number of respondents removed from the results to show transparency and prevent any anomalies in the data gathered.

Alongside this, regarding the questions for physically disabled persons, this study would be able to classify the factors they consider when entering a food establishment and what they feel about BGC's current progress in being barrier-free.

4. Results & Analysis

The following data in this section will be presented in a table using frequency distribution and ranked by percentages (Formula: Percentage = Frequency / Total number of respondents x 100%).

The next three sections will showcase the treatment of PWDs, employees' behavior, and the establishment's accessibility in a tabular manner using the Likert scale and scale value as seen below.

Scale	Interpretation	Range of Average
5	Strongly Agree	4.50-5.00
4	Agree	4.00-4.49
3	Neutral	3.00-3.99
2	Disagree	2.00-2.99
1	Strongly Disagree	1.00-1.99

Table 1: Likert Scale Value

Treatment of Persons with Physical Disabilities Within Cafés in BGC

Treatment of Persons with Disabilities (PWDs)	5	4	3	2	1	Mean	Interpretation
PWDs are welcomed by the café.	17	0	0	0	0	5	Strongly Agree
PWDs are not excluded from promos, discounts, events, etc. that the café implements.	8	2	2	0	5	3.47	Neutral
Companions of PWDs are provided equal access to goods, services, facilities, advantages, privileges, and accommodations of the cafe.	11	0	4	0	2	4.06	Agree
Overall Mean						4.17	Agree

Table 2: Treatment of PWDs

Table 2 shows how café managers/owners perceive the treatment of customers with physical disabilities. PWDs are completely welcome in the establishments with all seventeen (100%) respondents strongly agreeing with the first statement. However, the second statement shows that only eight (47%) cafés strongly agreed that they do not exempt PWDs from their promotional events. The second-most commonanswer is five (29%) respondents strongly disagreeing and third-most answers, having two (12%) respondents each, answering agree and neutral, meaning usually included and seldomly respectively.

The third statement shows eleven (65%) respondents strongly agreeing that PWDs and their companions are treated equally. Four (23%) respondents answered neutral meaning that varies in situations and two (12%) respondents strongly disagreed which means they are treated differently.

The data shown in Table 3 present the respondents' behavior towards persons with disabilities in cafes. Employee concern toward persons with disabilities are evident in all establishments since seventeen (100%) have strongly agreed to the statement. With regard to the provision of goods, services, facilities, privileges, advantages, or accommodations to persons with disabilities by employees, all seventeen (100%)respondents have also strongly agreed to it.

However, in the following category, only thirteen (77%) employees have agreed to never requesting a larger amount of pay from persons with disabilities than non-disabled persons. In terms of taking advantage of persons with disabilities by employees in any way that might be considered as a form of discrimination has garnered a total of sixteen (94%) respondents who strongly agreed to the statement. Lastly, thirteen (77%) respondents have also strongly agreed to having their employees undergo regular training for better handling of situations that include persons with disabilities.

Café Employees' Behavior Towards Persons with Physical Disabilities

Employee Behavior	5	4	3	2	1	Mean	Interpretation
The employees offer help for PWDs when necessary.	17	0	0	0	0	5	Strongly Agree
The employees have never denied any goods, services, facilities, privileges, advantages, or accommodations to PWDs.	17	0	0	0	0	5	Strongly Agree
The employees have never requested a larger amount to pay from PWDs than non-disabled customers.	13	0	1	1	2	4.24	Agree
The employees have never taken advantage of PWDs in any way that might be considered a form of discrimination.	16	0	0	1	0	4.82	Strongly Agree
The employees regularly undergo training for better handling of situations that include PWDs.	13	3	0	1	0	4.65	Strongly Agree
Overall Mean						4.74	Agree

Table 3: Employees Behaviors Towards PWDs

Table 4 features statements that survey the café's overall accessibility for people with physical disabilities.The first statement's overall result was managers/owners strongly agreeing with eleven (65%) claiming said option that 5% of their seating is accessible, four (23%) agreeing, and two (12%) giving themselves a neutral rating. The second statement of having accessible sidewalks in the immediate vicinity was also strongly agreed upon by thirteen (76%) of respondents while agree and neutral received two (12%) respondents each.

In the third statement, thirteen (76%) respondents strongly agreed that there were ramps within the café's vicinity PWDs could use, with agree and neutral having two (12%) respondents each. Next, the fourth statement concerned railings of which nine (53%) of establishments strongly agreed they had, one (6%) saying agree–meaning incomplete but still there nonetheless, four (23%) claiming neutral–being more incomplete than otherwise and three (18%) respondents answering strongly disagree for not having any at all.

The fifth statement mentioned having a washroom stall that's accessible to PWDs wherein eight (48%) respondents strongly agreed, one (6%) agreed, then had four (23%) respondents each for neutral and strongly disagree. Next is the sixth statement of which 14 (82%) respondents expressed their strong agreement to having accessible emergency exits and procedures, two (12%) agreeing and one (6%) beingneutral.

Overall Accessibility of the Establishment

Establishment Accessibility	5	4	3	2	1	Mean	Interpretation
At least 5% of the café's seating is accessible, especially to wheelchair users.	11	4	2	0	0	4.53	Strongly Agree
Accessible sidewalks are present within the café's vicinity.	13	2	2	0	0	4.65	Strongly Agree
Ramps are present within the café's vicinity.	13	2	2	0	0	4.67	Strongly Agree
Railings are present within the café's stairs, ramps, washrooms, etc.	9	1	4	0	3	3.76	Neutral
There is/are (a) restroom stall/s within the café's vicinity that are made for PWDs in mind.	8	1	4	0	4	3.53	Neutral
Accessible emergency exits and procedures are in place.	14	2	1	0	0	4.76	Strongly Agree
Braille is present within the café's vicinity.	6	2	0	0	9	2.74	Disagree

Clear signs regarding PWD usage are present within the café's vicinity.	7	3	2	0	5	3.41	Neutral
The designated parking spaces for PWDs are sufficient and located in a suitable place.	9	1	3	1	3	3.70	Neutral
The café is considered an integrated setting that allows smooth transactions between PWDs and non-disabled persons.	13	1	1	0	2	4.35	Agree
The café is taking active steps in becoming more accessible and inclusive.	13	3	0	0	1	4.59	Strongly Agree
Modification suggestions of PWDs regarding the policies, practices, or procedures that the café has (that do not affect the goods, services, privileges, advantages, or accommodations that it provides) are taken into consideration.	14	2	0	0	1	4.65	Strongly Agree
Overall Mean						4.07	Agree

Table 4: Establishment Accessibility

On the seventh statement, six (35%) respondents strongly agreed to having braille present in theircafé while two (12%) agreed and nine (53%) strongly disagreed. For the eighth statement, seven (40%) respondents strongly agreed that they had clear signs for PWD usage in the vicinity while three (18%) agreed, two (12%) ticked neutral and five (30%) strongly disagreed.

The ninth statement declares there to be a parking space that's sufficient and suitable for PWDs. Nine (53%) respondents strongly agreed with this. There was one (5.9%) respondent each for both agreeand disagree while there were three (17.6%) each who answered neutral and strongly disagree. On another note, the tenth statement incited thirteen (76%) respondents to strongly agree that their café is an integrated setting that allows smooth transactions between PWDs and non-disabled people. This, while one(6%) agreed, one (6%) claimed neutral and two (12%) strongly disagreed.

For the eleventh statement, thirteen (76%) respondents strongly agreed that their café is taking active steps towards becoming more accessible and inclusive, three (18%) agreed and one (6%) strongly disagreed. Finally, on the twelfth statement, fourteen (82%) respondents strongly agreed that modificationsuggestions of PWDs are taken into consideration while two (12%) agreed and one (6%) strongly disagreed.

5. Discussion and Conclusion

Based on the analysis, findings, and results if the study the researchers were able to conclude the following:

Cafés in BGC are compliant to the DOT and RA 7277 guidelines
Though statistical results show that the chosen cafés were compliant with DOT and RA 7277 guidelines, some of the categories fall into the "average" range when it comes to some areas of accessibility e.g., implementation of braille and clear signages. This confirms the necessity of improvement for barrier-free facility design of which PWDs require.

Employee practices are sufficient to cater to physically disabled persons
Based on the responses, the chosen cafes' employees and management are willing to undergo training for better handling of situations that include persons with disabilities. However, the gathered data also suggests that employees' treatment of PWDs vary depending on the situation–based on if they [employees] perceive these people to be ill-mannered, which is not tolerated in specific cafés.

Furthermore, cafés must provide a more inclusive environment that meets the needs of a wider range of customers. Disabilities are not limited to the physical. To fully implement the standard of a barrier-free environment is to affirm PWDs' rights as human beings.

After examining the study, the researchers offer the following suggestions for the government, food businesses, future researchers and those who wish to further develop the topic:

For the government
Based on the results and the researchers' own observance, the government should require food establishments to submit a blueprint–of which should contain necessary adjustments for PWDs–before construction. For long-term measures, regular, spontaneous on-site inspections to see if the said establishment remains compliant to the guidelines can be considered.

For the food businesses
Advance efforts towards being inclusive by implementing valid feedback. Food establishments not only offer their goods but a service that's worth paying and coming back for. Apart from attracting a wider rangeof customers, a progressive business stays relevant by garnering steady rates of interest and support.

For future researcher/s
The presence of uncontrolled variables are lessened when given sufficient time in conducting the surveys. For example, explaining each question clearly to the respondents reduces the chances of misinterpretations, which leads to more accurate answers. Moreover, actively working with the establishments being surveyeddecreases the incidence of bias, a common hurdle in procuring authentic answers.

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Does Human Figure Matter in Hotel Image Advertisements on Social Media Platforms?

Haeni, Kim
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Jiah, Shin
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Dayoon, Kang
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Leung, Daniel
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Abstract:

Although various studies have tested and confirmed that the inclusion of human figures in advertisements can enhance the advertisements' promotional efficacy, studies conducted with on experience goods are limited and the question of"whether the inclusion of human figure in hotel image advertisements can enhance readers' attitudinal and behavioral responses" remains unresolved. To identify the answer to this unresolved question, two online experiments were conducted with past hotel advertisement viewers. Drawing on the comparative analysis results, the presence / absenceof human figures does not affect viewers' response to hotel advertisements. Instead, the type of human figure is foundto be influential to viewers' judgment and response to hotel advertisements.

Keywords: Hotel digital advertisement, human figure, image appeal, advertisement effectiveness, attitude toward advertisement.

1. Introduction

According to data published by the Statista Research Department (2023), the worldwide digital advertising spending in 2021 increased to 522 billion US dollar in 2021, and is projected to surpass 835 billion US dollars by 2026. As the competition in the online marketplace is getting fiercer, marketers are striving to utilize tactics to make their image advertisements more appealing to consumers and induce consumers' interest in making a purchase. Therefore, it is crucial to adopt an effective strategy to stand out in the market.

Although previous studies have tested and confirmed that the inclusion of human figures can enhance the promotional efficacy of image advertisements or product pictures on other marketing stimuli, previous studies are mostly conducted with search goods. While human figures are often included in experience goods' advertisements (e.g., restaurants, hotels, airlines and spa) in order to enhance perceived transportation and brand personification (Back,Park, Bufquin, Nutta, & Lee, 2020; Fleck, Michel, & Zeitoun, 2014), studies conducted on experience goods are limited and the question of *"whether the inclusion of human figure in hotel image advertisements can enhance readers' attitudinal and behavioral responses"* remain unresolved.

The research was conducted with the primary goal of understanding whether the inclusion of human figure in hotel image advertisements can enhance readers' attitude towards the advertisement, attitude towards the promoted brand, and purchase intention. The findings of this research are expected to complement the prior studies as well as tocontribute some new knowledge to the body of research about pictorial-based marketing. The findings are also expected to provide useful reference for hoteliers to improve efficacy of their online marketing campaigns.

2. Literature Review

2.1 Inclusion of Human Figure

The question of whether the inclusion of human figures in marketing stimuli would influence consumers' behavior has been examined in several studies. Although past studies which measure the effectiveness of including human in image advertisement have revealed that advertisements with human figures generally outperforms one without it, some studies show that there are some exceptions. The magnitude of the impact varies by the type of product being advertised. For the utilitarian product, the viewer's fixation time to image was shorter when there was no human figure included (Delen & Ilter, 2021). In addition, the impact of inclusion of human figures on image appealdecreases as the statistical value of the product increases (Wang, Yang, Wang, & Ma, 2014).

While the exception exists, the inclusion of human figures seems to remain an effective way of hiring advertisement efficacy. Adil, Lacoste-Badie and Droulers' (2019) eye-tracking study demonstrates that the inclusionof human face in image advertisements can produce a stronger impact on viewers' attention to and recall of the shownadvertisements. Adil et al.'s (2019) study also tests and shows that consumers' brand evaluation and purchase intentionare generally higher (lower) when human face is included (excluded) in image advertisements. Park, Back, Bufquin and Nutta's (2020) latest study also shows that the choice of human images on hotel websites would affect consumers' emotional (i.e., social presence) and cognitive responses (i.e., booking intentions).

The underlying reason why audiences are more attracted to ads with faces is that face is a special stimulus as individual facial recognition highly links to survival from an evolutionary perspective (Riddoch, Johnston, Bracewell, Boutsen, & Humphreys, 2008). There is a specific section of the brain that activates when recognizing human faces which naturally makes people attracted to human-like cues (Waytz, Cacioppo, & Epley, 2010). Therefore, people recognize human faces faster than other objects which leads the attention to the ads. Furthermore, emotions aroused by an advertisement greatly influence decision-making, and using human figures is the most effective way to create emotion among viewers (Cyr, Head, Larios, & Pan, 2009; Hamelin, Moujahid, & Thaichon, 2017).

2.2. Social Learning Theory

Social learning theory explains that people adopt behavior by observation, imitation, and modeling (Bandura, 1977). The theory claims that behavior or pattern of action is not only shaped by reward and punishment of direct experience, but also by the influence of social cues and modeling in daily life as well (Bandura, 1977). According tothe research on application of social learning theory to advertising, when there is a higher level of reinforcement engaging with the models, the respondents were able to recall the details of the product significantly better than those who watched an advertisement with less reinforcement (Lunz, 1983).

Although previous research and social learning theory indicates that advertisements with models would outperform the one without it, the controversy still remains. Furthermore, the demand for further research exists as most of the previous research was done on tangible goods, while hotels are intangible products. Based on the previous literature, it is reasonable to propose that when the human figure is added to the advertisement image, it better appeals to the audience as witnessing models in the picture would create stimulus and influence their behavior. As a result, the following hypotheses are proposed:

Hypothesis 1: Viewers' attitude toward a hotel image advertisement is higher (lower) if it includes (excludes) a human figure.

Hypothesis 2: Viewers' attitude toward the advertised brand is higher (lower) if the presented advertisement includes (excludes) a human figure.

Hypothesis 3: Viewers' purchase intention is higher (lower) if the presented advertisement includes (excludes) a human figure.

3. Methodology

Two experiments were conducted in this research, but the procedure involved in both experiments were largely identical. In the beginning part of each experiment, the research background was presented to the participant and the informed consent was acquired. Afterwards, participants were asked to imagine that they came across a hotel image advertisement while planning on a leisure trip to Hong Kong. After reading the cover story, participants reviewed one of the randomly assigned image advertisements. Lastly, participants were asked to complete an online questionnaire including main questions, manipulation-check questions and demographic-related questions.

3.1. Study 1

3.1.1 Research Method

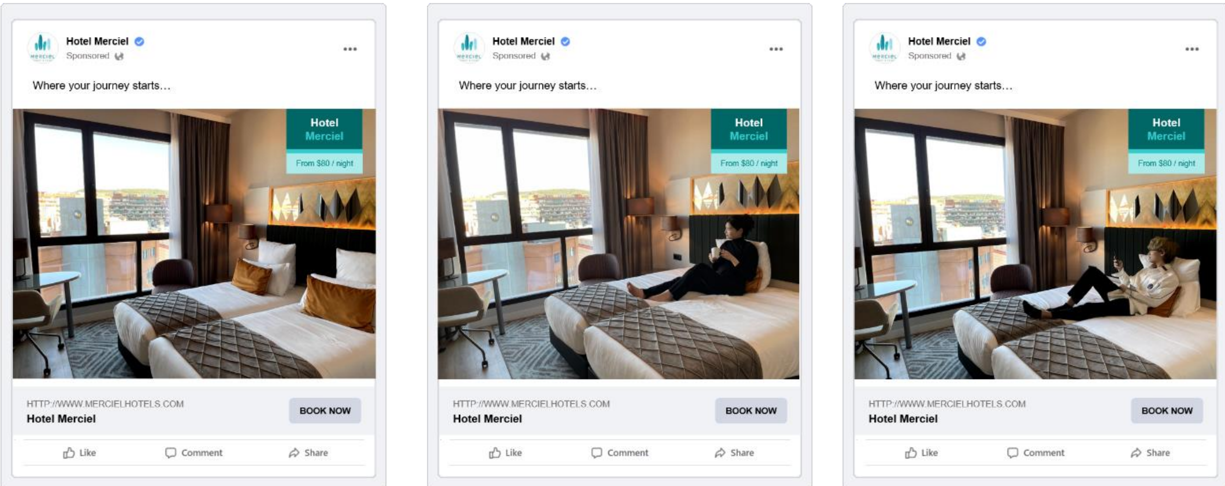
To investigate whether the inclusion of human figures in hotel image advertisements can enhance its commercial effectiveness, one of the three scenarios which are hotel image advertisements without human figures, with a female figure, and with a male figure, was randomly shown to each participant for evaluation. After watching the image advertisement, the participants were asked to answer 7 point Likert scale questionnaires regarding the attitude toward the advertisement, attitude toward the brand, and purchase intention.

In total, 177 individuals participated in this study, and all participants were adults aged above 18; only the adults were invited considering the age restriction for hotel reservation. Respondents were collected via web recruitment. The total effective sample size of this study was 177 with the average age of 39.55 years. In terms of education level, the majority of respondents had post-secondary education with bachelor's degree (62.7%) and Master's degree (9.6%). The remaining respondents either had finished secondary education or were current doctoral degree students. Lastly, 54.8% of the participants' incomes were distributed between USD 2,000 - 6,000.

The survey used three digital image advertisements (Figure 1) of a fictitious hotel (Hotel 'Merciel') displayed in socialmedia. Based on the age and gender, convenience sampling was used to select the respondents, and each of them wererandomly exposed to one of the three digital image advertisements (Sample size each scenario indicated in below Table 1). All respondents had an experience of booking accommodation online, as well as exposure to hotel advertisements in real life. After showing the image advertisement, participants were asked to answer questions relevant to the study.

Scenario *(Description)*	**Number of samples**
Scenario 1 *(Showing no human figure)*	65
Scenario 2 *(Showing one female figure)*	39
Scenario 3 *(Showing one male figure)*	37

Table 1. Number of samples participated in of each scenario of Study 1



(a) No human figure **(b) One female figure** **(c) One male figure**

Figure 1. Fictional Hotel image advertisements used on Study 1

3.1.2 Research Results

To test the three hypotheses, Analysis of Variance (ANOVA) was used to examine whether three dependent variables - attitude toward the advertisement, attitude toward brand, and purchase intention - are affected by each differentscenario.

	F	df	Sig.	Post Hoc tests	
Attitude towards the ad	5.142	2, 140	0.007	Female > Male	(Mean diff. = 0.928)**
				No > Male	(Mean diff. = 0.549) #
				Female = No	(Mean diff. = 0.378) *n.s.*
Attitude towards theadvertised brand	2.483	2, 140	0.087	Female > Male	(Mean diff. = 0.498) #
				Female = No	(Mean diff. = 0.142) *n.s.*
				No = Male	(Mean diff. = 0.357) *n.s.*

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Purchase intention	6.308	2, 140	0.002	Female > Male	(Mean diff. = 1.048) **
				No > Male	(Mean diff. = 0.709) *
				Female = No	(Mean diff. = 0.338) *n.s.*

Table 2. One-way ANOVA test results

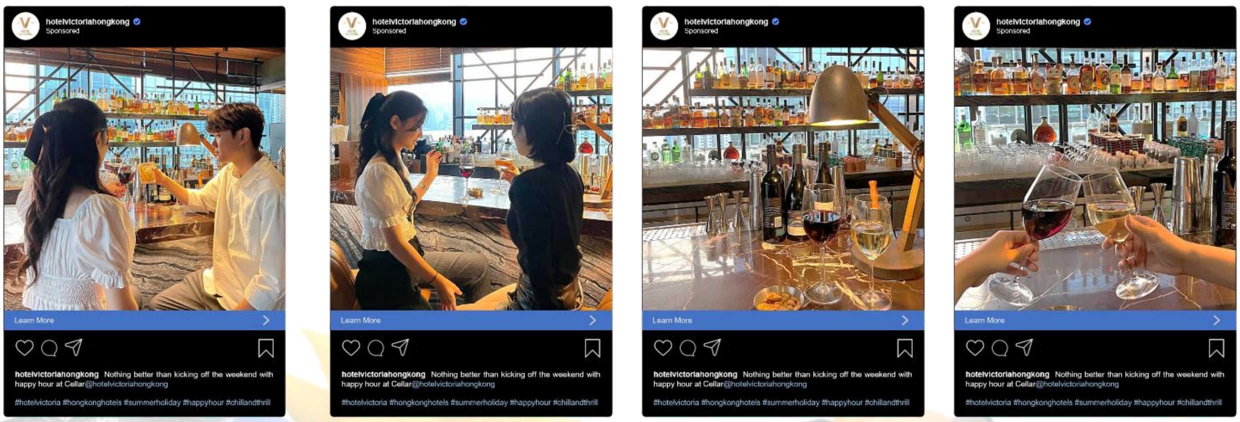
The result of the One-way ANOVA test showed that advertisements with a human figure do not outperformone without it in all the dependent variables. Therefore, all three hypotheses were rejected. However some noticeablepatterns were found. As shown in Figure 1, results demonstrate that the female has shown more significant influencein all three factors than male with the mean difference of 0.928, 0.498 and 1.048 respectively (where p <.05). In addition, image advertisement without any human figure presented greater significance in AA and PI than image advertisement with male with the mean difference of 0.549 and 0.709 each. Lastly, image advertisements with male figures showed no significant effect on three dimensions.

Thus, we can conclude that there is no correlation of presence of human figures in digital image advertisement with attitude toward the advertisement, toward the brand and purchase intention. However we can define that the ‘choice’ of the figure does affect three dimensions differently. Based on the conclusion retrieved from Study 1, we decided to conduct another set of tests to increase the reliability of our conclusion and detailed analysis of different ‘choices’.

3.2. Study 2

3.2.1. Research Method

A same set of an experiment was run to reconfirm the result from the first experiment. The procedure remained the same while the participants were asked to imagine that they came across a bar advertisement on social media. There were four different scenarios, the first being a couple, followed by two female figures, no human figure,and just with the hands (semi-human figure)(see Figure 2). After the survey, a one way ANOVA and independent sample t-test was carried out to see if there is a relationship between presence of human figure and attitude toward brand and attitude toward the advertisement.



(a) Couple **(b) Two female** **(c) No human** **(b) Semi human**

Figure 2. Fictional Hotel image advertisements used on Study 2

The target was adults aged 19 and above considering the age restriction for alcohol consumption. An independent t-test was used to reconfirm the conclusion of study 1 that human presence does not affect AA, AB, and PI. In addition, an ANOVA test was carried out to widen the scope of the study by including a "semi-human figure".

A total of 193 respondents completed the survey. The gender proportion of the respondents were 58% malesand 40.9% females. In terms of education level, the majority of respondents had post-secondary education with bachelor's degree (68.4%) and Master's degree (22.8%). The remaining respondents were currently enrolled in college. The highest income range was USD 4,001 - USD 5,000 with 16.1%, followed by USD 2,001- USD 2,000 with 9.3%. Lastly, the majority of respondents were American, taking 86% of the sample size, and the rest are from countries such as Mexico, South Africa, and India.

3.2.2. *Research Results*

An independent t-test was conducted on three dependent variables - attitude towards advertisement, attitudetowards brand, and purchase intention. For all three dependent variables, the test was conducted to compare the meansscores of the efficiency with the advertisement on what situation would be best to target guests based on their viewpoint. The p-value for both dependent variables are less than 0.05 (DV_AA = 0.973; DV_AB = 0.797; DV_PI = 0.421), which means that there is no significant difference between all the combinations. This strengthens our point that the presence of human figures in hotel image advertisements does not critically affect AA AB and PI.

	F	df	Sig.	
Attitude towards the ad	.001	191	0.973	With human > Without/semi-human (Mean diff. = 0.209)
Attitude towards the advertised brand	.066	191	0.797	With human > Without/semi-human (Mean diff. = 0.167)
Purchase intention	.650	191	0.421	With human > Without/semi-human (Mean diff. = 0.254)

Table 3. Independent sample t-test results

	F	df	Sig.	Post Hoc tests	
Attitude towards the ad	13.663	192	<0.001	Semi > No	(Mean diff. = 0.54071)
				Female > No	(Mean diff. = 0.64022)
				Female > Couple	(Mean diff. = 0.59680).
				Semi = Couple	(Mean diff. = 0.38776) *n.s.*
				Semi = Female	(Mean diff. = 0.30428) *n.s.*
				No = Couple	(Mean diff. = 0.15295) *n.s.*
Attitude towards the advertised brand	8.007	192	<0.001	Female > No	(Mean diff. = 0.64022)
				Female > Couple	(Mean diff. = 0.59680)
				Female = Semi	(Mean diff. = 0.30428) *n.s.*
				Semi = No	(Mean diff. = 0.33594) *n.s.*
				Couple = No	(Mean diff. = 0.04342) *n.s.*
				Semi = Couple	(Mean diff. = 0.29252) *n.s.*
Purchase intention	8.438	192	<0.001	Female > No	(Mean diff. = 0.813)
				Semi > No	(Mean diff. = 0.714)
				Couple = No	(Mean diff. = 0.429) *n.s.*
				Female = Couple	(Mean diff. = 0.384) *n.s.*

Female = Semi	(Mean diff. = 0.098) *n.s.*
Semi = Couple	(Mean diff. = 0.286) *n.s.*

Table 4. ANOVA test results

Based on the table provided, ANOVA test was conducted on the same dependent variables. From all dependent variables, certain types of groups' results were statistically significant based on each dependent variable. For the first dependent variable, post-hoc test showed that the inclusion of semi-human figure's performance is higherthan the group who chose advertisements with no human figure (mean difference = 0.54071), and the group who chose advertisement which present female human figure was significantly higher when compared the advertisement that has no human figure (mean difference = 0.64022). Lastly, usage of female human figure was found out that it is statistically significant towards advertisements that have couple figures (mean difference = 0.59680). For the other groups, semi- human figure with female and couple figures were not significant as respondents saw no difference between the two. Also, the situation of having semi-human figure and having a couple image did not show any variation as well, meaning that it is not statistically significant between two groups.

For the next dependent variable, post-hoc test showed that when placing a bar advertisement with two femalefigure and no human figure, two female figure resulted in building positive brand feedback with the mean differenceof 0.64022. Moreover, female human figures in the advertisement had significantly higher scores than groups that showed interest in couple images (mean difference = 0.59680).

For the last dependent variable, post-hoc tests showed that placing female human figure and semi-human figure is statistically significant when compared to images that have no human figure (mean difference = 0.813; 0.714accordingly). Moreover, using semi-human figures with female and couple figures showed a similar result with the purchase intention.

4. *Conclusions*

This study was designed to identify the relationship between the presence of human figures and the efficacyof hotel advertisement. Although the research has significant findings, limitations still remain which offer room for future research. Firstly, this study solely concentrated on the presence of the human figure without the perceived physical attractiveness of the model in consideration. Therefore, it is suggested for future study to examine whether the attractiveness of model influence yields different results. Secondly, both studies were only conducted on social media platforms, while hotel advertisements are generally displayed in various types of websites. Considering the different characteristics of each website, the result from one platform may not apply to the others. Lastly, one single language, English, was used in the survey material. In the future study, it is suggested to carry out with different languages to test various markets.

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Travel Insurance as Purchasing Motivators amidst Pandemic: The Case of Local Tourist in Laguna Province

Guevarra, Debbie Lyca B.
College of International Tourism and Hospitality Management, Lyceum of the Philippines University – Laguna

Villacruz, Trisha Mae T.
College of International Tourism and Hospitality Management, Lyceum of the Philippines University – Laguna

Abstract:

As COVID-19 pandemic hit the world, it had negative impact on a variety of industries, making travel safety a primary priority**.** This research can raise awareness about the travel insurance necessity. Through self-developed questionnaire, the researchers analyzed the links of the variables from the gathered data from 134 tourists in Laguna. They were very motivated to purchase travel insurance. However, there is no significant difference with their demographic profile on their perceived travel insurance relevance and purchasing motivation was found. Consequently, there is a significant relationship from how they perceive its motivation to how they are driven to purchase it.

Keywords: travel insurance relevance, purchasing motivation, travel safety

1. Introduction

COVID-19 pandemic had a detrimental effect on different sectors. Concerning its impact, travel safety is considered one of the top priorities by most travelers. Therefore, travel insurance was created to secure travelers from a variety of risks. This research has raised awareness about its necessity which will benefit the industry, especially travel insurance companies, airlines, travel agents, and other businesses that deal with travel, because travelers became aware about the product and its services. So, our study enriched tourism practitioners and supported future research. This study also helps the Lyceum of the Philippines University—Laguna tourism program by providing students with information as it provides safety and security, especially amidst the pandemic.

With that, the demographic profile of the respondents in terms of age, sex, monthly income, and marital status was identified which was the first objective. This is followed by the second objective which was relevance of the travel insurance to tourists amidst the pandemic in terms of safety and security and frequency of travel which was measured. Hence, as the third objective, the travel insurance purchasing motivators of the tourists in terms of awareness, cost, and coverage experience was determined.

`Moreover, the researchers distinguished the significant differences between the relevance of travel insurance amidst the pandemic when grouped according to the demographic profile of the respondents and the significant differences between the purchasing motivators of the respondents when grouped according to the demographic profile as the fourth and fifth objective. Finally, the significant relationship between the relevance of travel insurance on the purchasing motivators of tourists amidst the pandemic was analyzed by the researchers which was the last objective in the study.

2. Literature Review

2.1. Travel Insurance: Then and Now

Travel insurance refers to a sort of insurance coverage service which can only be obtained by people who engage in travel activities (Hassan and Abdullah, 2015 as cited by Choe et al, 2022). James G. Batterson started the first travel insurance company over 165 years ago. In 1864, his Hartford insurance company, Travelers, introduced accident insurance to the US. Travel insurance was mostly available to the wealthy and upper middle class because few individuals could afford to travel. Nevertheless, travel risks like theft might cost travelers hundreds of dollars. Therefore, Batterson's insurance company fully covers theft and other unanticipated changes as stated on The Travelers Company Inc. website (2009).

As the world emerges, travel insurance now includes lots of coverage. Specifically, it is responsible for financial damage incurred by clients as a result of a wide variety of events. According to Mustafa et al. (2018), these may include itinerary changes, cancellations, or interruptions, medical costs, baggage damage or theft, and others. Despite that, travel insurance is one of the least thrilling aspects of the vacation purchasing cycle. Given the present severe impact of COVID-19 on the world, health-related dangers are inextricably linked to tourists' safety and security (Choe et al, 2022).

2.2. The relevance of travel insurance to travelers

Tourists have a wide range of options when it comes to travelling across the world today. Travelling, on the other hand, carries the chance that something unexpected may occur and have a detrimental impact on our lives. As a result, insurance companies cover these tourists (Rybák, 2018). Travel insurance policies are designed to provide clients with the comfort that they will be able to return home in the event of an emergency. According to what Yu et al. (2021) believe, when a tourist operator, insurer, and tourist all recognize the significance of travel insurance, it indicates a high level of insurance culture on their part. As a result, people buy not only with their money, but also with their trust in the insurance company (Keating, 2021).

2.3. Relevance of travel insurance in terms of safety and security and frequency of travelling

When traveling, satisfaction is an important factor that travelers look up to because of the happiness and joy that they aim to experience (Han & Hyun, 2018). However, while enjoyment is crucial, Ma et al. (2020) argue that safety is the most significant aspect since tourists prefer a peaceful tourism destination and avoid regions with higher hazards. Beyond doubt, safety and security have become more significant than they were before, leading to a finding from the study of Kock et al. (2020) that there is a positive correlation between perceived COVID-19 infectability and the willingness to acquire travel insurance. Additionally, as reported in ValuePenguin by DeMarco (2020), consumers are 40 percent more likely to purchase travel insurance as a result of the pandemic. Furthermore, analyzing how frequently a person travels will help more when it comes to travel insurance marketing strategies because, as Hubbard (2019) believes, by defining a target market, marketers can direct their efforts toward individuals most likely to acquire the product. As a result, the protection that travel insurance provides to travelers is significant, especially when the frequency of travel increases.

2.4. The drive to purchase travel insurance in terms of awareness, cost, and coverage experience

The search, purchase, usage, assessment, and handling behaviors of consumers in order to meet their needs for items, services, or ideas are all part of consumer purchasing decision-making as stated by Wang et al. (2019). In the study of Glušac (2021), it is stated that prior to the COVID-19 pandemic,

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the majority of travelers were either underinsured or uninsured. Even so, Tan & Caponecchia (2021) argue that the crisis can alter people's opinions about how important travel insurance is. Thus, insurance companies will need to improve their communication with consumers in order to better market the benefits and coverage of their products. That is why, it was stated by Glušac (2021) that travelers who are not used to anticipating probable crises and preparing contingency plans will almost certainly include travel insurance in their plans. However, there are some people who are hesitant to insure themselves against such experiences because of a lack of information about travel insurance (Bajaj, 2020). On the other hand, as expressed by Lamberg (2021), there are some travelers who are hesitant to get travel insurance because they believe it will be costly. Therefore, one of the purchasing motivations of people buy travel insurance is because they have experienced buying one.

3. Methodology

3.1. Measurement

Descriptive research method was used to obtain information about the study systematically, to determine different characteristics of the variables and the subject. As a result, the researchers were able to have a deep and complex understanding about the topic. 134 respondents are the total sample size of the study which was determined through G*Power software. Therefore, the parameters in the study are effect size of 0.3, alpha (α) error which is equivalent to 0.05, and Power of 0.95. Moreover, data were gathered through a self-developed survey questionnaire which was distributed through an online setup using google forms by a snowball sampling technique. In addition, data was analyzed through various statistical measures such as frequency and percentage distribution, weighted mean and ranking, Kruskal Wallis test, and Spearman correlation.

4. Results

4.1. Profile of the respondents

The study has identified that the majority of the respondents in Laguna who had acquired travel insurance during their trip were Gen Z tourists (73.1%) which can be expressed that young professionals are those who travel frequently with travel insurance because they are more likely the ones who long for leisure and vacation. On the other hand, those 9 Gen X tourists got the lowest percentage (6.7%) which means that there were few of them who have experience of acquiring travel insurance themselves for varying reasons.

Table 1

The frequency of the demographic profile of the respondents from the province of Laguna in terms of Age

Frequency of Age	Frequency	Percentage
Gen Z	98	73.1%
Millennials	27	20.1%
Gen X	9	6.7%
Total	**134**	**100%**

Table 2

The frequency of the demographic profile of the respondents from the province of Laguna in terms of Sex

Frequency of Sex	Frequency	Percentage
Male	47	35.1%
Female	87	64.9%
Total	**134**	**100%**

As presented in the table above, female tourists ranked as the highest (64.9%) who commonly acquires travel insurance which can be seen as they are more meticulous than males when it comes to making their trips smooth and convenient. With that, male tourist ranked as the lowest (35.1%) under the demographic profile of tourists in terms of sex.

Table 3

The frequency of the demographic profile of the respondents from the province of Laguna in terms of Monthly Income

Frequency of Monthly Income	Frequency	Percentage
8,100-13,100 PHP	54	40.3%
13,101-18,100 PHP	32	23.9%
18,101-23,100 PHP	20	14.9%
23,101-28,100 PHP	8	6.0%
28,101-33,100 PHP	7	5.2%
38,101 and above	13	9.7%
Total	**134**	**100%**

Those who are earning 8,100-13,100 PHP a month (40.3%) dominated the other tourists which was asserted that even those with low monthly income tend to avail themselves of travel insurance when they go on trips. However, there were only 7 tourists from Laguna who have a monthly income from the range of 28,101 to 33,100 PHP a month (5.2%) which got the lowest rank who became part of the study.

Table 4

The frequency of the demographic profile of the respondents from the province of Laguna in terms of Marital Status.

Frequency of Marital Status	Frequency	Percentage
Single	103	76.9%
Married	27	20.1%
Divorced or Separated	2	1.5%
Widowed	2	1.5%
Total	**134**	**100%**

Based on the table, single Lagunenses got the highest percentage (76.9%) that signifies that they are likely to avail travel insurance when they went on trips among the other marital status. While, widowed and divorced or separated both got the lowest percentage which is 1.5%. This means that even though divorce is not practiced here in the Philippines, there are still those that experienced it specifically in Laguna Province.

4.2. The relevance of travel insurance to tourists amidst the pandemic

Table 5

Relevance of travel insurance to tourists in Laguna amidst the pandemic in terms of Safety and security

Safety and Security	Weighted Mean	Verbal interpretation	Rank
1. Serves as a risk-prevention strategy on my prior, during, and post-travel.	3.61	Very Relevant	3
2. Covers financial risk associated with unforeseen occurrences I might encounter during vacation.	3.60	Very Relevant	4
3. Eliminate inconveniences, uncertainties, or undesirable effects on my trip.	3.49	Relevant	5
4. Covers medical expenses brought by accidents during my travel.	3.76	Very Relevant	1
5. Secures my personal belongings such as baggage when problems occur.	3.64	Very Relevant	2
Composite Mean	**3.62**	**Very Relevant**	

Legend: 3.50 - 4.00 = Very Relevant (VR); 2.50 - 3.49 = Relevant (R); 1.50 - 2.49 = Somewhat Relevant (SR); 1.00 - 1.49 = Not Relevant (NR)

The result of the study shows that safety and security is very relevant, which is equivalent to the composite mean of 3.62. It is asserted that tourists buy insurance to protect themselves from any inconveniences that can cause harm which might be experienced when travelling. Also, out of all the indicators, most of the tourists consider travel insurance to cover medical expenses incurred by accidents during their travel relevant (WM=3.76). This means that what they are actually purchasing to guarantee that they will get help in the event that a problem arises.

Table 6

Relevance of travel insurance to tourists in Laguna amidst the pandemic in terms of Frequency of travel

Frequency of Travel	Weighted Mean	Verbal interpretation	Rank
1. I am travelling but not regularly.	3.25	Relevant	5
2. I frequently travel with my friends and family.	3.29	Relevant	3
3. I travel alone frequently.	3.28	Relevant	4
4. I go to adventurous and extreme places on most trips.	3.31	Relevant	2
5. I travel mostly to places that are far away from my hometown.	3.47	Relevant	1
Composite Mean	**3.32**	**Relevant**	

Legend: 3.50 - 4.00 = Very Relevant (VR); 2.50 - 3.49 = Relevant (R); 1.50 - 2.49 = Somewhat Relevant (SR); 1.00 - 1.49 = Not Relevant (NR)

It is perceived that travel insurance is relevant to the tourists in Laguna province based on how frequently a tourist travels with a composite mean of 3.32 which signifies that tourists put their trust in travel insurance, whether they are traveling regularly or not, and regardless of the types of trips. Among the indicators, the majority of the tourists classify traveling mostly to places that are far away from their hometown/city as relevant (WM=3.47). In relation to that, traveling is one of the most effective strategies to get new experiences. This means that they have a strong desire to try new things and take on new challenges.

4.3. The travel insurance purchasing motivators of tourists

In the result, with a composite mean of 3.62, it can be observed that tourists are very motivated to avail themselves of travel insurance based on their awareness. This means that the knowledge of the customers about the product is important as it may boost their desire to be insured because they know what it can do for their trips. Moreover, most of the tourists correspond to the extent that they are very motivated to purchase travel insurance because they are aware that it can assist them with medical-related situations while they are traveling (WM=3.70). Therefore, it is essential that travelers are aware of all of the information that they could want in order to obtain the appropriate kind of medical aid coverage for their trip.

Table 7

Travel Insurance purchasing motivators of tourists from the province of Laguna in terms of Awareness

Awareness	Weighted Mean	Verbal interpretation	Rank
1. Travel Insurance may assist me with the unexpected delays and cancellation of flights.	3.54	Very Motivated	5
2. It can provide me aid to medical-related instances during travel.	3.70	Very Motivated	1
3. It can assist in the delay of issuing my luggage or any loss of my personal belongings.	3.62	Very Motivated	3
4. There might be some unexpected circumstances like force majeure that might happen when I travel.	3.60	Very Motivated	4
5. Travel Insurance can provide me with comparable levels of coverage, including COVID-19-related services as an add-on, which is suitable for the current situation.	3.66	Very Motivated	2
Composite Mean	**3.62**	**Very Motivated**	

Legend: 3.50 - 4.00 = Very Motivated (VM); 2.50 - 3.49 = Motivated (M); 1.50 - 2.49 = Slightly Motivated (SM); 1.00 - 1.49 = Not Motivated (NM)

Table 8

Travel Insurance purchasing motivators of tourists from the province of Laguna in terms of Cost

Cost	Weighted Mean	Verbal interpretation	Rank
1. Will suffice my needs when I travel.	3.39	Motivated	5
2. Is incomparable because of the safety and security it can provide me when traveling.	3.57	Very Motivated	2

3. Varies depending on the specific services I want to avail myself of.	3.56	Very Motivated	3
4. Is affordable to start with because it could pay off much higher expenses if there are unanticipated events during my trip.	3.51	Very Motivated	4
5. Can be my reference on knowing how protected and secure I am while traveling especially amidst the pandemic.	3.60	Very Motivated	1
Composite Mean	**3.53**	**Very Motivated**	

Legend: 3.50 - 4.00 = Very Motivated (VM); 2.50 - 3.49 = Motivated (M); 1.50 - 2.49 = Slightly Motivated (SM); 1.00 - 1.49 = Not Motivated (NM)

In terms of cost, it is revealed that it is one of the factors that highly motivates tourists to purchase travel insurance, with a composite mean that is equivalent to 3.53. It is conveyed from the results that they look into how the cost varies based on the type of protection they want to be insured for during their trips. In addition, among the other determinants, the majority of tourists believe that they are very motivated to acquire travel insurance regardless of how much it costs, because it acts as a reference for understanding how safe and secure, they are when traveling, particularly during pandemic (WM=3.60). This means that the cost of travel insurance can offer an extra layer of safety and security that might pay rewards in the case of unexpected and unforeseeable events before or during a journey amidst the pandemic.

Table 9

Travel Insurance purchasing motivators of tourists from the province of Laguna in terms of Coverage Experience

Coverage Experience	Weighted Mean	Verbal interpretation	Rank
1. Travel insurance can cover the delay in my flight.	3.43	Motivated	5
2. It can cover my flight cancellations.	3.45	Motivated	4
3. It can compensate for the medical cost of an accident during my travel.	3.66	Very Motivated	2

4. Travel insurance can be used to manage to return my lost baggage.	3.61	Very Motivated	3
5. Travel Insurance already provided COVID-19 coverage to secure my whole travel.	3.69	Very Motivated	1
Composite Mean	**3.57**	**Very Motivated**	

Legend: 3.50 - 4.00 = Very Motivated (VM); 2.50 - 3.49 = Motivated (M); 1.50 - 2.49 = Slightly Motivated (SM); 1.00 - 1.49 = Not Motivated (NM)

With a composite mean of 3.57, it was determined that tourists are very motivated based on whether they experienced travel insurance coverage during their trip. This can be because if a tourist experienced an inconvenience with their trip and the travel insurance was able to solve and cover the expenses of it, then they will be more likely to purchase travel insurance again on their next travel. On top of that, most of the Lagunenses' consider that they tend to be very motivated to purchase travel insurance because it has already provided COVID-19 coverage to secure their whole travel experience, which is suitable at the present time (WM=3.69). During the COVID-19 pandemic, travel has undergone significant transformations.

4.4. The significant differences between the relevance of travel insurance amidst the pandemic when grouped according to the demographic variables

Table 10

Significant difference in the relevance of travel insurance amidst the pandemic when grouped according to Age

Relevance	Kruskal Wallis (x^2) value	p-value	Interpretation
Safety and Security	.442	.802	Not Significant
Frequency of Travel	.259	.879	Not Significant

Note: If the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

Table 10 signifies that there is no significant difference observed on the relevance of travel insurance amidst the pandemic when the tourists are grouped according to age as denoted by the computed p-values which is greater than 0.05 alpha level. It can be gleaned from the result that it does not matter whether the tourist is young or old to be able to recognize the relevance of the insurance when they are travelling. Travel insurance may be an essential inclusion when travelling to all ages depending on their needs and wants which also means that even two people from the same age group may consider travel insurance differently.

Table 11

Significant difference in the relevance of travel insurance amidst the pandemic when grouped according to Sex

Relevance	Kruskal Wallis (x^2) value	p-value	Interpretation
Safety and Security	.148	.701	Not Significant
Frequency of Travel	.025	.874	Not Significant

Note: If the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

It was observed from the result of the table 11 that there is no significant difference on the relevance of travel insurance during the pandemic when the tourists are classifies into sex with the computed p-values that are higher than the alpha level 0.05. Based on the result, it can be claimed that whether a tourist is a male or a female, they may consider travel insurance as relevant on their trip. This may be because even if the travel goals and purpose of men and women have differences, one common thing that they have is the assumption of tourists that they will be coming home safely from a trip is the same despite the differences of the sex.

Table 12

Significant difference in the relevance of travel insurance amidst the pandemic when grouped according to Monthly Income

Relevance	Kruskal Wallis (x^2) value	p-value	Interpretation
Safety and Security	9.805	.081	Not Significant
Frequency of Travel	5.936	.313	Not Significant

Note: If the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

Table 12 revealed that there is no significant difference in the relevance of travel insurance during the pandemic, when tourists are grouped according to monthly income as indicated by the computed p-values which are more than 0.05 alpha level. The table shows that monthly income has no effect on giving the tourist reason to see if travel insurance is relevant or not for their travel amidst the pandemic. Therefore, if a tourist knows the importance of her well-being, then monthly income is not a hindrance for recognizing its relevance.

Table 13

Significant difference in the relevance of travel insurance amidst the pandemic when grouped according to Marital Status

Relevance	Kruskal Wallis (x^2) value	p-value	Interpretation
Safety and Security	2.445	.485	Not Significant
Frequency of Travel	1.307	.728	Not Significant

Note: If the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

Table 13 presents the relevance of travel insurance during the pandemic when the tourists are classified according to marital status with the result that there is no existing significant difference as indicated by the computed p-values which are greater than the alpha level of 0.05. It can be gleaned from the result that regardless of their current marital status, there is no significant difference when it comes to their perceived relevance in travel insurance.

4.5. The significant differences between the purchasing motivators of the respondents when grouped according to the demographic profile of the respondents

Table 14

Significant difference between the purchasing motivators of the respondents when grouped according to Age

Motivators	Kruskal Wallis (x^2) value	p-value	Interpretation
Awareness	3.423	.181	Not Significant
Cost	3.247	.197	Not Significant
Coverage Experience	.664	.717	Not Significant

Note: If the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

Table 14 shows that there is no significant difference in the purchasing motivators when the tourists are grouped according to age as indicated by the computed p-value which is greater than the 0.05 alpha value. The result gave a better understanding that the intention to obtain travel insurance would be driven by how aware each age group is. So, no matter how old a tourist is, their motivation may have no difference with each other based on their awareness.

Table 15

Significant difference between the purchasing motivators of the respondents when grouped according to Sex

Motivators	Kruskal Wallis (x^2) value	p-value	Interpretation
Awareness	.465	.495	Not Significant
Cost	2.332	.127	Not Significant
Coverage Experience	.133	.716	Not Significant

Note: If the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

The result from table 15 shows that there is no significant difference on the purchasing motivators of the tourists when grouped according to sex as based on the computed p-value which is more than 0.05 alpha level. as the Covid-19 began, male travelers are also cautious with their health and much aware on the uncontrollable events that might happen on their trip. This is the reason why both male and female are motivated to seek awareness on the things that can help to avoid unnecessary situations like purchasing travel insurance.

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Table 16

Significant difference between the purchasing motivators of the respondents when grouped according to Monthly Income

Motivators	Kruskal Wallis (x^2) value	p-value	Interpretation
Awareness	3.588	.610	Not Significant
Cost	9.872	.079	Not Significant
Coverage Experience	7.543	.183	Not Significant

Note: If the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

It can be gleaned from Table 16 that there is no significant difference existing on purchasing motivator when the tourists are grouped according to monthly income as denoted by the computed p-value which is greater than 0.05 alpha level. This indicates that a person's monthly income may or may not affect their level of motivation to get travel insurance during their trip if they are aware of the benefits, products, and services that it can provide.

Table 17

Significant difference between the purchasing motivators of the respondents when grouped according to Marital Status

Motivators	Kruskal Wallis (x^2) value	p-value	Interpretation
Awareness	1.693	.639	Not Significant
Cost	3.022	.388	Not Significant
Coverage Experience	5.252	.154	Not Significant

Note: If the p-value is <.05, Significant. If the p-value is >.05, Not Significant

Table 17 shows that there is no significant difference between the purchasing motivators of the tourists when grouped according to marital status as proved by the computed p-value which is greater than 0.05 alpha level. As a result, visitors' awareness of these scenarios will lead them to understand that tourists' travel arrangements should be made to limit tourists' danger and stress.

4.6. The significant relationship between the relevance of travel insurance on the purchasing motivators of tourists amidst the pandemic

Table 18

Significant relationship in the relevance of travel insurance in terms of safety and security on the purchasing motivators of tourists amidst the pandemic

Variables	Rho-value	p-value	Interpretation
Awareness vs Safety and Security	.480	.000	Significant
Cost vs Safety and Security	.388	.000	Significant
Coverage Experience vs Safety and Security	.357	.000	Significant

Note: If the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

It appears in Table 18 that there is a correlation between the relevance of travel insurance in terms of safety and security and the purchasing motivators of tourists amidst the pandemic. Based on the table, between awareness and safety and security it is visible that it has a strong direct relationship (r=0.480) with the denoted computed p-values of 0.000 which is less than 0.05 alpha level. Also, it is shown that the cost and coverage experience have a moderate direct relationship to safety and security with (r=0.388, 0.357) and a 0.000 p-value. The result shows that when the perceived relevance of travel insurance in terms of safety and security fluctuates, the motivation of the respondents to purchase will be affected in terms of awareness, cost, and coverage experience amidst the pandemic.

That is why when a tourist is aware of the importance of acquiring insurance during a trip, they are more likely to purchase one. Conversely, when people lack awareness, the drive to purchase travel insurance will decrease. Consequently, when the cost of travel insurance increases or decreases, it affects how travelers are being motivated to avail themselves of the product to secure them on their trips. Furthermore, their experience affects the level of how they perceive the travel insurance because when a tourist experiences how it handles inconveniences on their trip, they will be more likely to be driven to obtain it again.

Table 19

Significant relationship in the relevance of travel insurance in terms of frequency of travel on the purchasing motivators of tourists amidst the pandemic

Variables	Rho-value	p-value	Interpretation
Awareness vs Frequency of Travel	.288	.001	Significant
Cost vs Frequency of Travel	.132	.127	Not Significant
Coverage Experience vs Frequency of Travel	.260	.002	Significant

Note: If the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

Table 19 shows the correlation between the purchasing motivators and the frequency of travel. As observed, it was showed from the result that there is an existing significant relationship between the relevance of travel insurance in terms of frequency of travel and the purchasing motivators of the tourists in terms of awareness and coverage experience amidst the pandemic as indicated by the computed p-values which are less than the 0.05 alpha level and has a weak direct relationship with (r=0.288, 0.260).

It can be viewed as if the tourists' awareness increases, whether they are traveling frequently or not, they are more likely to be encouraged to buy travel insurance as they know its importance. Also, the result gave a clear understanding that the level of how essential travel insurance is to travelers can be affected by the experience of the tourists. This is due to the risk that a tourist might experience during their travel is the same no matter how often or not they travel. On the other hand, it is found from the result that there is no significant relationship between the relevance of travel insurance in terms of frequency of travel and the purchasing motivators of the tourists regarding the cost with a computed p-value which is greater than the alpha level of 0.05 and has a negligible direct relationship (r=0.132). This means that even if the cost varies from the key aspects mentioned it does not impact the relevance of the insurance with regard to how regularly or seldom a person travels.

5. Discussion and Conclusion

5.1. Discussion and implications

No one can predict what will happen, that is why it is asserted that accidents are possible in every setting, but they are ten times more likely when travelling than when at home (Wang et al., 2019). Therefore, a person may have the possibility to result in danger more so when travelling regardless of age. It is because, as expressed by Connolly et al. (2017), the risk of fatal harm in foreign visitors is estimated to be 20-90 per 100,000 person-years of exposure. Even if people belong to the same age group, they may or may not have the capability to travel because of varying reasons. Hence, there may be young professionals who cannot travel frequently due to lack of time in connection with their jobs.

Correspondingly, despite the fact that both genders have the same wants, they approach purchasing choices in quite diverse ways (Lipowski & Angoswki, 2017). While the previous study of Pratap (2017), the perception of travel dangers is influenced by a person's sex. The result differs from the previous study because it can be observed that there may be male tourists who are very concerned with how to ensure their safety but there are also those who are not. Thus, there will also be female tourists who perceive travel dangers more than other female travelers.

The growth of the economy has resulted in an increase in the number of individuals who prefer to travel (Zhang, 2020). The income of locals is an essential component that has a role in the amount of money tourists spend. According to Waugh (2021), it is imperative that solo travelers, as well as other types of travelers, get travel insurance. With the study of Kara and Mkwizu (2020), it was claimed that for instance, married people tend to spend less time engaging in leisure activities than single people do. This is because married couples have more social and family responsibilities, which reduces the amount of free time they must go on vacation or participate in sporting events.

Furthermore, these are the results found in terms of the significant difference between the purchasing of the respondents when grouped according to the demographic profile. If the travel insurance providers and other related businesses will seize the opportunity to spread brand awareness, regardless of the age, it will influence their decisions as it promotes repeat purchases, increases market share, and generates more sales (Rhodes, 2017). In fact, travel insurance product awareness must be elevated to boost motivation for the travelers when the importance was recognized. On the other hand, according to Moon (2022), the rates for travel insurance are significantly influenced by the age of the policyholder.

As stated by Kiesnoski (2020), travelers who are female are often more cautious and sensible than those who are male. However, this does not always mean that women are more cautious than males and hence purchase a greater number of travel insurance policies. In fact, it is also stated in the study that males have a far higher propensity to purchase travel insurance coverage than women do. When compared to the percentage of women who had their excursions completely covered in 2020, only over 46 percent of male travelers had done so.

However, in terms of marital status, whether the cost increases or decreases, there is no distinctiveness between the motivation of the female tourist alone from male tourist as well. This is contradicted by the findings of Vijaya Lakshmi et.al (2017), that the male and female consumers exhibit significantly different decision-making and buying habits. This can be supported by the study of Milano (2021), stated that people are encouraged and attracted to purchase a product based on how high and cheap prices are.

Moreover, it also indicates that a person's monthly income may or may not affect their level of motivation if they are aware of the benefits, products, and its services. Getting a low monthly income does not hinder a person from having premium insurance for the sake of having a smooth travel. On the other hand, higher income travelers can also experience less travel insurance coverage if they may want so. According to Al Mamun et. al. (2022), the intention to acquire travel insurance had a favorable impact on the amount of people who did wat to purchase travel insurance.

In terms of the relationship with the variables, previous research determined that some individuals are reluctant to insure themselves due to lack of information regarding the product and the services itself (Bajaj, 2020). As assessed by the researchers, even in other products unrelated to the travel industry, it is common that people will be hesitant at first when they do not know much about that certain product that is offered especially because of the benefit that it may or may not provide. Therefore, awareness is a factor that can affect the motivation of a customer to acquire something in their travels. According to Mushkudiani et. Al., (2017), one of the factors that tourists recognize its relevance is to how they have knowledge in protecting their health in terms of the destination hazards. In support with that, it was elucidated by Sharipoyna (2021), that the travel insurance sales may decrease when people are not that aware of the potential risks associated with both leisure and business travel which travel insurance may handle. Thus, it is an important factor that travelers are aware not only of the possible risks but also how travel insurance can give them protection and convenience when that happens.

Lastly, for the relationship in the relevance of travel insurance in terms of frequency of travel on the purchasing motivators, the awareness of the tourists in terms of the hazard on the destination that they will visit and knowledge on protecting their health is one of the factors that makes their perception about travel insurance relevant (Mushkidiani et. Al., 2017). The result also gave a clear understanding that the level of how essential travel insurance is to travelers can be affected by the experience of the tourists. This is due to the risk that a tourist might experience during their travel is the same no matter how often or not they travel. This can be supported by the site of SAP Concur Team (2017), that people are highly exposed to danger while they are traveling. It is because these days every destination when a person travels it might potentially be dangerous. In the result it is also discussed that the cost does not affect the level of how travelers view the importance of travel insurance in terms of frequency of travel. According to Travel Insurance Advice (2022), travel insurance costs can vary significantly across travelers due to a variety of important considerations. These may be due to the overall trip cost, the age of the passengers, the duration of their journey, and the insurance type and its coverage.

5.2. Conclusion

The study has identified that the majority of the respondents in Laguna who had acquired travel insurance during their trip were Gen Z tourists, females, earning 8,100-13,100 PHP a month and were singles. Another significant finding of the study was that most of the tourists concurred that travel insurance is very relevant in terms of safety and security, and it is relevant in terms of frequency of travel. Most of the respondents in Laguna province also agreed that they are very motivated to purchase travel insurance in terms of awareness, cost, and coverage experience.

The results of the study determined that there is no existing significant difference with the relevance of travel insurance in terms of safety and security and frequency of travel amidst the pandemic, when respondents were classified according to age, sex, monthly income, and marital status. Furthermore, this study strengthens the idea that there is no significant difference in the purchasing motivators in terms of awareness, cost, and coverage experience when the respondents are classified according to age, sex, monthly income, and marital status. Lastly, there is a significant relationship between the relevance of travel insurance in terms of safety and security and the purchasing motivators of tourists amidst the pandemic. Moreover, there is a significant relationship between the frequency of travel and the purchasing motivators such as awareness and coverage experience except cost.

5.3. Limitations of this study and suggestions for future studies

Based on the findings of the study, it is recommended for the future studies to recognize further possible motivation factors that can drive the tourists to avail travel insurance on their trip as it provides safety and security when unexpected events occur. Furthermore, future researchers may also want to study various marketing strategies that can boost the travel insurance industry. The travel insurance provider may have more improved marketing strategies targeting all types of travelers such as utilizing the internet force specifically social media in promoting travel insurance. Also, it is a great recommendation to have tour packages in Laguna for the nature-tripping tours to be promoted and innovated not just a self-developed tour verbally. Other than that, the researchers want to recommend for travel insurance to become a major part of the course in the tourism program of Lyceum of the Philippines University-Laguna to instill to the students the relevance and benefits that it can provide especially now that a lot of health risks were arising. They can also build relationships and be a mediator for the affiliated travel agencies to offer travel insurance services to students and faculties.

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The Correlational Analysis of the Effects of the COVID-19 On Tourist Travel Behavior, Preferences, and Perceptions

Agus, Yasmin Franchesca
College of International Tourism and Hospitality Management
Lyceum of the Philippines University – Laguna

Dimayuga, Rea Michaela M.
College of International Tourism and Hospitality Management
Lyceum of the Philippines University – Laguna

Villasanta, Diane Angelica B.
College of International Tourism and Hospitality Management
Lyceum of the Philippines University – Laguna

Abstract:

This study assesses the correlational analysis of the effects of the COVID-19 on tourist travel behavior, preferences, and perceptions. The researchers used the adapted and modified instrument and surveyed 200 Filipino tourists who traveled in the CALABARZON Region during the COVID-19 pandemic. The findings indicated that travel behavior has a strong direct relationship with travel preferences. Travel perceptions, preferences, and behavior are also correlated. The findings of this study imply significance to the travel industry to determine the effects of COVID-19 to tourists' travel patterns and help the industry rise again.

Keywords: COVID-19, tourists, travel behavior, travel preferences, travel perception

1. Introduction

The COVID-19 pandemic has hampered domestic and international tourism. Bans on international travel, public meetings, and joint mobility ceased tourism in March 2020. Early indications of the effects on air travel, cruises, and lodging have been disastrous (Gössling et al., 2020a). Lockdowns, face masks, social isolation, and travel restrictions have been utilized worldwide to prevent contagious diseases in tourism and commerce (Abdalla et al., 2021). In the Philippines, the whole Manila area was shut off by air, land, and sea. The coronavirus alert has been raised to the maximum. The ECQ was implemented in all Luzon provinces, including the CALABARZON Region, due to the significant increase in COVID-19 positive cases (Magcale-Macandog et al., 2021). Hence, COVID-19 limitations on certain travel needs generated changes in travel behavior, preferences, and perceptions (Kim et al., 2017).

Travel behavior refers to the complex decision-making process of travelers during a trip, such as mode of travel, route, departure time, and destination (Zhang et al., 2019). However, the COVID-19 pandemic has raised concerns about the ability of different groups of people to change their travel behavior and policy directives (Brough et al., 2021). Moreover, travel preferences are activities and destinations that individuals wish to undertake and visit (Ruña & Diamante, 2020). On the other hand, perception is defined as the act of identifying, organizing, and translating motivations into a meaningful and rational picture (Shariff et al., 2020). Nonetheless, there is optimism that tourism will shortly recover because most tourists had planned their travels promptly following the COVID-19 pandemic

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with new travel preferences, and the perception of safety (Sandi Wachyuni & Ayu Kusumaningrum, 2020).

Moreover, the researchers conducted this study to understand the current travel patterns of tourists when traveling amidst the COVID-19 pandemic. With that, travel behavior, travel preferences, and travel perceptions came to be the three major variables that the research study has focused on, given that we are currently in a new phase of travel.

However, studies that administer precise effects of COVID-19 on tourist travel behavior, preferences, and perception are lacking. Therefore, this study was conducted to know the effects of COVID-19 on tourists' travel behavior, preferences, and perceptions in the CALABARZON Region. In addition, this study was designed to understand and gain more knowledge about the decisions of the tourists in terms of their behavior, preferences, and perceptions while traveling amidst the COVID-19 pandemic.

Furthermore, the main objective of this study was to assess and correlate the effects of COVID-19 on tourist travel behavior, preferences, and perceptions. Also, to exhibit the demographic profile of the tourist in terms of age, gender, and income. Moreover, this study implies significance in the people connected to the travel and tourism industry in the middle of the pandemic. This study would also help Filipino tourists, tourism businesses, government, and the whole community to distinguish views and behavior about the changes in tourist travel due to COVID-19 since every individual has been affected by this epidemic.

2. Literature Review

2.1. Travel and Tourism Industry during COVID-19

Based on the study of Sofronov (2018), the travel and tourism industry aids in the development of society and the growth of the economy. In some island countries, tourism and travel are the only income source that contributes to long-term economic growth. With gross revenue of $1.6 trillion in 2017, the worldwide tourism and travel business, without a doubt, is the sector that is most suited to the sharing economy, making it one of the world's most significant and fastest expanding sectors. However, due to COVID-19, the worldwide tourism sector has already lost $2.0 trillion or 1.78 trillion euros revenue in 2021, and it is projected that international visitor arrivals could increase 30 percent to 78 percent in 2022 compared to 2021 (The World Tourism Organization [UNWTO], 2022)

Moreover, the COVID-19 pandemic appears to necessitate stricter precautions (Škare et al., 2021). Pandemic-controlling lockdowns have been implemented globally by governments. After all, half the world's population adopted unprecedented movement restrictions due to this outbreak. Thus, the anti-tourism and anti-economic effects of the novel COVID-19 epidemic are anticipated (Wen et al., 2021a). However, it is thought that lockdowns, which promote societal well-being or safety, can help prevent the spread of infectious diseases (Mertens et al., 2020b).

To stop the spread of the pandemic, several countries have taken explicit steps, such as suspending their visa-on-arrival policy and implementing strict travel bans. Most countries have decided to close borders and cancel flights (M. K. Rahman et al., 2021a). Another research study found that the COVID-19 outbreak has brought economic collapse to countries such as Rome, Barcelona, Singapore, Bali, and other tourist destinations that were once popular with tourists before the spread of the virus. People in the travel and tourism sector, government officials, and academics have indeed raised strong views regarding the impact of this disease on the worldwide travel and tourism industry (Al Jazeera Media Network, 2020).

However, even if the pandemic has been contained and economic activities have gradually resumed, tourists may be less likely to travel, particularly over long distances, due to their increased risk aversion, affecting their preferences on destinations (Li et al., 2021). The perception of safety is the most crucial factor in a tourist's decision to purchase a vacation or holiday trip. People's health concerns have arisen due to the COVID-19 outbreak (Şirvan Şen Demir, 2021). Meanwhile, most people plan to travel now or in the near future. Hence, if the chosen travel businesses can provide clean settings, mask- wearing, and physical distance, they will significantly improve the comfort level of travelers (Canina & McQuiddy-Davis, 2020).

2.2. Tourist Travel Behavior

Tourists travel for a particular reason, whether for leisure or business. Tourists' travel behavior plays a significant role in the tourism industry as it helps to identify the factors affecting their travel. Also, the tourist's behavior plays a crucial role in determining the desired needs and wants of the tourists (Al-Hhazmi, 2017).

Travel behavior refers to the complex decision-making process of travelers throughout a trip. The study of Juvan and Omerzel (2017), emphasized that shifting visitor behavior is a significant relieving and adaptive influence. Tourists are demanding in terms of their preferences, demands, desires, and experience in travel choices. It affects their travel choices. The tourism business has unique features in buying goods and services, and the happiness of visitors influences their travel behavior. Tourists are demanding in terms of their preferences, demands, desires, and experience in travel choices. It affects their travel choices. In addition, Guleria (2016), mentioned that tourism is striving when tourists are satisfied with their travel and experience. Therefore, studies regarding the tourist's behavior and level of satisfaction are widespread to determine the factors affecting their travel. It is the attitude that is considerable in understanding the level of satisfaction of the tourists.

Easy access to acquiring the service the tourists want or need affects their behavior through feeling satisfied and comfortable. The tourist's drive to travel is based on their preference and attitude. It is the high level of satisfaction that a tourist needs to attain positive behavior. Satisfaction is the result of their perception, whether positive or negative. Tourists' behavior can be based on a cognitive evaluation of knowledge, belief, feeling, and real traveling behaviors (Majeed et al., 2020).

Additionally, attitude defines to be the evaluation of an individual that can be affected by influences such as decisions in life, culture, and perception. The behavior of tourists includes their intention to travel, preferences before, during, and after the travel, and the decisions made (Princess & Rebollo, 2018). Tourists travel for a reason, and some factors affect their travel. These factors may be their decisions, the unavoidable circumstances, and the modern situation of a society (Kim & Scott-Halsell, 2020).

2.3. Tourist Travel Preferences

Travel preferences are activities and destinations that people would like to try and visit. Based on the study of Xu and Xu (2020), it is necessary to have a good understanding of a specific tourist destination or product to create tourist preference. Before and after a trip, travel preferences exist, and it is shaped by paired effects of an individual, which influence the attributes of travelers and external knowledge inputs.

Liao and Chuang (2019) suggested that tourism managers may grow their international tourism, improve resource utilization, enhance tourists' experiences, and strengthen destination development by reflecting travelers' preferences for particular features. Moreover, hotel location and accessibility criteria, hotel food and beverage concepts, hotel staffing, and cleaning aspects are all factors to consider in determining a traveler's preference (Yilmaz & Aytekin, 2018). However, a substantial variation in travel preference was caused by COVID-19 (Anwari et al., 2021). The new normal of travel influenced travelers' decisions to visit safe tourism sites, locations, hotels, and facilities.

According to Orîndaru et al. (2021), the COVID-19 pandemic has impacted travel habits and preferences in terms of philological and economic aspects. Travelers' motivation to travel and the conditions and priorities for holiday destinations are influenced by psychological variables, especially the fear of contamination. Tourists will avoid traveling to crowded destinations considering the hygiene and health conditions of the place, which may have a significant role in their travel choices. Moreover, mode shift preferences from public transportation to car use are linked to trip factors such as travel time, overcrowding, and hygiene (Das et al., 2021).

2.4. Tourist Travel Perceptions

Travel perception is described as recognizing, organizing, and interpreting motives. Moreover, Chen et al. (2021), continued defining perception in the tourism industry as the feelings made by an individual towards a certain destination. It is how an individual feel in a destination. It is what an individual feels about the entire duration of his/her travel. This feelings, memories and attitudes that the brains function certainly becomes experience.

Tourists acquire knowledge and information during his/her travel and their perception towards traveling is an important factor in determining the tourist's preferences (Polas et al., 2021). Thornton and Mitchell (2018) added that precise impressions of other people act as our own prediction such as in thoughts, feelings, and actions. Perception is how we think of things beyond our brains.

Furthermore, behavior is a result of definite perception and attitude, it is how they think of something based on their attitude. In actual fact, perception particularly influences tourists' movement as it talks about their own understanding of travelling (Kim, Filimonau, et al., 2021). Additionally, the process of travel of a tourist vastly influences their attitudes and perception. For that reason, perception is defined as the process of selecting, organizing, and interpreting of the stimuli into a logical image. The stimuli then allow it to interpret a meaning, a meaning that is based on the tourist's mind (Reitsamer & Brunner-Sperdin, 2017). Perception of a tourist regarding a destination affects their satisfaction because they consider it to produce quality service and if it does produce quality service then it creates satisfaction. The key to determine that tourists get what they wanted and needed is through their level of satisfaction (Bali & Liu, 2018; Operinde & Praise, 2020).

Perception and intention are both complementary to each other, the perception of a tourist towards a destination is based on their impression about the destination. It is the tourist's intention to show their impression about a destination because it is based on what they perceived. Perception came from a complete impression established by the feelings, perspective and attitude of a tourists. Therefore, the perception of a tourist during their travel affects their decisions, it is whether a tourist was impressed or not (Cretu et al., 2021).

3. Methodology

3.1. Respondents of the Study

There is a total of 200 respondents ages 18 and above which are distributed evenly throughout the five provinces who traveled in CALABARZON Region during the COVID-19 pandemic, specifically in Tagaytay, Cavite; Mount Makiling in Los Baños, and/or hot spring resorts in Calamba, Laguna; Anilao, Batangas; Hinulugan Taktak Waterfalls in Rizal; and Polilio Island or Cagbalete Island in Quezon province. G*Power software was used to determine the sample size of 200 with an effect size of 0.28, the alpha error is 0.05, and the power is 0.95.

3.2. Data Gathering Tool

The data gathering tool was an adapted-modified questionnaire from Mirzaei et al. (2021), Balakrishnan Nair and Sinha (2020), and Perić et al (2021). An online survey was created using Microsoft forms for data gathering procedure.

3.3. Data Analysis

Tourist demographic profiles utilized frequency and percentage formulas. Weighted Mean determined tourist travel behavior, preferences, and perceptions during COVID-19 pandemic. The Statistical test used for the study is non-parametric test because the nature of data is not normally distributed based on the Kolmogorov-Smirnov test with p-values of less than 0.01 Kruskal-Wallis and Post-hoc Tests were used to determine significant difference between tourist travel behavior, preferences, and perceptions by demographic and psychographic profile. Spearman-Rho was used to correlate COVID-19 with tourist travel behavior, preferences, and perceptions in CALABARZON Region using 0.05 alpha level.

4. Results

4.1. The Demographic Profile of the Tourists in terms of Age

The Demographic Profile of the Tourists in terms of Age

Age	Frequency	Percentage
18-25 years old - Generation Z (1997-2003)	34	17.0
26-41 years old – Millennials (1981 – 1996)	89	44.5
42-57 years old – Generation X (1965 – 1980)	59	29.5
58-67 years old – Boomers II (1955 – 1964)	18	9.0
Total	200	100.0

It can be gleaned from Table 4.1 the demographic profile of the tourists in terms of age, whereas Millennials dominate the tourists who visited the CALABARZON Region during the COVID-19 pandemic (44.5%). This shows that the tourists who traveled in CALABARZON Region during the COVID-19 pandemic are mostly millennials. The least came from Boomers II (9.0%).

4.2. The Demographic Profile of the Tourists in terms of Gender

The Demographic Profile of the Tourists in terms of Gender		
Gender	**Frequency**	**Percentage**
Male	77	38.5
Female	118	59.0
LGBTQ ++	5	2.5
Total	200	100.0

It can be gleaned from Table 4.2 the demographic profile of the tourists in terms of gender, whereas Female dominates the tourists who visited the CALABARZON Region during the COVID-19 pandemic (59%). This shows that the tourists who traveled in CALABARZON Region during the COVID-19 pandemic are mostly females. The least came from the LGBTQ ++ (2.5%).

4.3. The Demographic Profile of the Tourists in terms of Monthly Income

The Demographic Profile of the Tourists in terms of Monthly Income		
Monthly Income	**Frequency**	**Percentage**
below PHP 10,957- Poor	14	7.0
PHP 10,957 – PHP 21,914- Low Income (but not poor)	32	16.0
PHP 21,914 – PHP 43,828- Lower Middle Class	73	36.5
PHP 43,828 – PHP 76,669- Middle Class	48	24.0
PHP 76,669 – PHP 131,484- Upper Middle	24	12.0
PHP 131,484 – PHP 219,140- High Income (but not rich)	8	4.0
PHP 219,140 – above- Rich	1	.5
Total	**200**	**100.0**

It can be gleaned from Table 4.3 the demographic profile of the tourists in terms of monthly income, whereas the monthly income of PHP 21,914 – PHP 43,828 or respondent's classified as lower middle-class earners dominates the tourist's income who visited the CALABARZON Region (36.5%). In the same table the lowest among all indicators came from PHP 219,140 – above or respondents classified as rich earners (.5%).

4.4. Summary Table of the Travel Behavior of the Tourists

Summary table of the Travel Behavior of the Tourists			
Sub variables	**Weighted Mean**	**Interpretation**	**Rank**
1. Social Distancing and Hygiene	4.82	Strongly Agree	1.5
2. COVID-19 and Choices	4.54	Strongly Agree	4
3. Disinfection of Facilities	4.82	Strongly Agree	1.5
4. COVID-19 and Health Concerns	4.78	Strongly Agree	3
5. COVID-19 and Familiarity	4.22	Agree	5
6. COVID-19 and Preferences	4.16	Agree	6
Composite Mean	**4.55**	**Strongly Agree**	

Legend: 1.00-1.49 Strongly Disagree; 1.50-2.49 Disagree; 2.50-3.49 Moderately Agree; 3.50-4.49 Agree; 4.50-5.00 Strongly Agree

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Table 4.4 reveals that among the given sub variables of the travel behavior, tourists strongly agreed to the social distancing and hygiene and disinfection of facilities which got the highest ranked variable (4.83). Lastly, it also shows that COVID-19 and Preferences got the lowest rank among the other given sub-variables in travel behavior (4.16).

4.5. Summary Table of the Travel Preferences of the Tourists

Summary table of the Travel Preferences of the Tourists

Sub variables	Weighted Mean	Interpretation	Rank
1. Accessibility and Discounting	4.27	Agree	3
2. Health Hygiene Referencing	4.53	Strongly Agree	1
3. History of Low COVID-19 Incidences	4.34	Agree	2
Composite Mean	**4.38**	**Agree**	

Legend: 1.00-1.49 Strongly Disagree; 1.50-2.49 Disagree; 2.50-3.49 Moderately Agree; 3.50-4.49 Agree; 4.50-5.00 Strongly Agree

Table 4.5 reveals that among the given sub-variables, tourists strongly agreed that they prioritize health hygiene referencing when traveling (4.53). Lastly, accessibility and discounting (4.27) got the lowest rank among other given sub variables in the travel preferences of the tourists but still interpreted as agreed.

4.6. Summary Table of the Travel Perceptions of the Tourist

Summary Table of the Travel Perception of the Tourists

Sub variables	Weighted Mean	Interpretation	Ranking
1. Health Risk	4.61	Strongly Agree	1
2. Psychological Risk	4.44	Agree	3
3. Financial Risk	4.13	Agree	5
4. Destination Risk	4.37	Agree	4
5. Travel Risk	3.52	Agree	2
Composite Mean	**4.22**	**Agree**	

Legend: 1.00-1.49 Strongly Disagree; 1.50-2.49 Disagree; 2.50-3.49 Moderately Agree; 3.50-4.49 Agree; 4.50-5.00 Strongly Agree

It can be gleaned from the table 4.6 that the tourists strongly agreed in Health Risk in terms of travel perceptions of the tourists (4.61). Lastly, Travel Risk (3.52) ranked as the lowest among all sub variables.

4.7. Correlation between the Travel Behavior and Accessibility and Discounting

Table 4.7 presents the correlation between the travel behavior and accessibility and discounting. Based on the table, it clearly shows that the travel behavior such as COVID-19 and Choices, COVID-19 and Familiarity, and COVID-19 and Preferences with (p=0.000) respectively which is less than 0.05 are significantly related and has a strong direct relationship with (r=0.543, 0.537, 0.481) respectively to

Accessibility and Discounting. The table above also shows that Disinfection of Facilities (p-value=0.295) has a negligible direct relationship (r=0.142) to it. However, the travel behavior such as social distancing and hygiene (p=0.298), and COVID-19 and health concerns (p=0.295) are not significantly related to accessibility and discounting since p-value is greater than 0.05.

Correlation between the Travel Behavior and Accessibility and Discounting

Variables	Rho-value	p-value	Interpretation
Social Distancing & Hygiene vs Accessibility & Discounting	.074	.298	Not Significant
COVID-19 & Choices vs Accessibility & Discounting	.543	.000	Significant with strong direct relationship
Disinfection of Facilities vs Accessibility & Discounting	.142	.045	Significant with negligible direct relationship
COVID-19 and Health Concerns vs Accessibility & Discounting	.074	.295	Not Significant
COVID-19 & Familiarity vs Accessibility & Discounting	.537	.000	Significant with strong direct relationship
COVID-19 & Preferences vs Accessibility & Discounting	.481	.000	Significant with strong direct relationship

Legend: (Interpretation of correlation coefficient, r) +(-) 1.00 = Perfect direct (inverse) relationship; +(-) .70 to .99 = Very strong direct (inverse) relationship; +(-) .40 to +.69 = Strong direct (inverse) relationship; +(-) .30 to +.39 = Moderate direct (inverse) relationship; +(-).20 to +.29 = weak direct (inverse) relationship; +(-) .01 to +.19 = Negligible direct (inverse) relationship; 0 = No relationship [zero order correlation]; When sig is < .05, it is significant; When sig is > = .05, it is not significant

4.8. Correlation Between the Travel Behavior and Health Hygiene Referencing

Correlation Between the Travel Behavior and Health Hygiene Referencing

Variables	Rho- value	p-value	Interpretation
Social Distancing & Hygiene vs Health Hygiene Referencing	.161	.023	Significant with negligible direct relationship
COVID-19 & Choices vs Health Hygiene Referencing	.443	.000	Significant with strong direct relationship

Disinfection of Facilities vs Health Hygiene Referencing	.204	.004	Significant with weak direct relationship
COVID-19 & Health Concerns vs Health Hygiene Referencing	.119	.094	Not Significant
COVID-19 & Familiarity vs Health Hygiene Referencing	.534	.000	Significant with strong direct relationship
COVID-19 & Preferences vs Health Hygiene Referencing	.413	.000	Significant with strong direct relationship

Legend: (Interpretation of correlation coefficient, r) +(-) 1.00 = Perfect direct (inverse) relationship; +(-) .70 to .99 = Very strong direct (inverse) relationship; +(-) .40 to +.69 = Strong direct (inverse) relationship; +(-) .30 to +.39 = Moderate direct (inverse) relationship; +(-).20 to +.29 = weak direct (inverse) relationship; +(-) .01 to +.19 = Negligible direct (inverse) relationship; 0 = No relationship [zero order correlation]; When sig is < .05, it is significant; When sig is > = .05, it is not significant

Table 4.8 shows the correlation between the travel behavior and health hygiene referencing. Based on the table, it clearly shows that the travel behavior such as COVID-19 and Choices, COVID-19 and Familiarity, and COVID-19 and Preferences with (p=0.000) respectively which is less than 0.05 are significantly related and has a strong direct relationship with (r=0.443, 0.534, 0.413) respectively to Health Hygiene Referencing. The table above also shows Disinfection of Facilities (p=0.04) have a weak direct relationship (r=0.204) to it. Moreover, Social Distancing and Hygiene (p=0.023) have a negligible direct relationship (r=0.161). However, the travel behavior such as COVID-19 and health concerns (p=0.094) are not significantly related to Health Hygiene Referencing, since p-value is greater than 0.05.

4.9. Correlation Between the Travel Behavior vs. History of Low Covid Incidences

Correlation Between the Travel Behavior vs. History of Low Covid Incidences

Variables	Rho- value	p-value	Interpretation
Social Distancing & Hygiene vs History of Low COVID-19 Incidences	.090	.207	Not Significant
COVID-19 & Choices vs History of Low COVID-19 Incidences	.275	.000	Significant with weak direct relationship
Disinfection of Facilities vs History of Low COVID-19 Incidences	.055	.436	Not Significant
COVID-19 & Health Concerns vs History of Low COVID-19 Incidences	-.053	.458	Not Significant

COVID-19 & Familiarity vs History of Low COVID-19 Incidences	.346	.000	Significant with moderate direct relationship
COVID-19 & Preferences vs History of Low COVID-19 Incidences	.572	.000	Significant with strong direct relationship

Legend: (Interpretation of correlation coefficient, r) +(-) 1.00 = Perfect direct (inverse) relationship; +(-) .70 to .99 = Very strong direct (inverse) relationship; +(-) .40 to +.69 = Strong direct (inverse) relationship; +(-) .30 to +.39 = Moderate direct (inverse) relationship; +(-).20 to +.29 = weak direct (inverse) relationship; +(-) .01 to +.19 = Negligible direct (inverse) relationship; 0 = No relationship [zero order correlation]; When sig is < .05, it is significant; When sig is > = .05, it is not significant

Table 4.9 presents the correlation between the travel behavior and history of low COVID-19 incidences. Based on the table, it clearly shows that the travel behavior such as COVID-19 and Preferences (p=0.000) has a strong direct relationship (r=0.572) respectively to History of Low COVID-19 incidences. From the same table, it shows that COVID-19 and Familiarity (p=0.000) has a moderate direct relationship (r=0. 346) to it. Moreover, the table also shows that COVID-19 and Choices (p=0.000) has a weak direct relationship (r=0.275) to it. However, the travel behavior such as Social Distancing and Hygiene (p=0.207), Disinfection of Facilities (p=0.436), and COVID-19 and Health (p=0.458) are not significantly related to History of Low COVID Incidences since p-value is greater than 0.05.

5.0. Correlation between the Travel Perception and Accessibility and Discounting

Correlation between the Travel Perception and Accessibility and Discounting

Variables	Rho-value	p-value	Interpretation
Health Risk vs Accessibility & Discounting	.091	.202	Not Significant
Psychological Risk vs Accessibility & Discounting	.280	.000	Significant with weak direct relationship
Financial Risk vs Accessibility & Discounting	.474	.000	Significant with strong direct relationship
Destination Risk vs Accessibility & Discounting	.099	.161	Not Significant

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Travel Risk vs Accessibility and Discounting	.108	.128	Not Significant

Legend: (Interpretation of correlation coefficient, r) +(-) 1.00 = Perfect direct (inverse) relationship; +(-) .70 to .99 = Very strong direct (inverse) relationship; +(-) .40 to +.69 = Strong direct (inverse) relationship; +(-) .30 to +.39 = Moderate direct (inverse) relationship; +(-).20 to +.29 = weak direct (inverse) relationship; +(-) .01 to +.19 = Negligible direct (inverse) relationship; 0 = No relationship [zero order correlation]; When sig is < .05, it is significant; When sig is > = .05, it is not significant

Table 5.0 shows the correlation between travel perception and accessibility and discounting. Based on the table, it clearly shows that travel perception such as Financial Risk (p =0.000) are significantly related and has a strong direct relationship with Accessibility and Discounting (r=0.474). Meanwhile, Psychological Risk (p=0.000) has a significant weak direct relationship to accessibility and discounting (r=0.280). However, travel perceptions such as Health Risk (p =0.202), Destination Risk (p=0.161) and Travel Risk (p=0.128) are not significantly related to Accessibility and Discounting since p-value is greater than 0.05.

5.1. Correlation Between the Travel Perception and Health Hygiene Referencing

Correlation Between the Travel Perception and Health Hygiene Referencing

Variables	Rho-value	p-value	Interpretation
Health Risk vs Health Hygiene Referencing	.286	.000	Significant with weak direct relationship
Psychological Risk vs Health Hygiene Referencing	.340	.000	Significant with moderate direct relationship
Financial Risk vs Health Hygiene Referencing	.425	.000	Significant with strong direct relationship
Destination Risk vs Health Hygiene Referencing	.154	.029	Significant with negligible direct relationship
Travel Risk vs Health Hygiene Referencing	.233	.001	Significant with weak direct relationship

Legend: (Interpretation of correlation coefficient, r) +(-) 1.00 = Perfect direct (inverse) relationship; +(-) .70 to .99 = Very strong direct (inverse) relationship; +(-) .40 to +.69 = Strong direct (inverse) relationship; +(-) .30 to +.39 = Moderate direct (inverse) relationship; +(-).20 to +.29 = weak direct (inverse) relationship; +(-) .01 to +.19 = Negligible direct (inverse) relationship; 0 = No relationship [zero order correlation]; When sig is < .05, it is significant; When sig is > = .05, it is not significant

Table 5.1 presents the correlation between the travel perception and health hygiene referencing. However, the travel perception such as Financial Risk (p=0.00) with (r=0.425) has a strong direct relationship to Health Hygiene and Referencing. Based on the table, psychological risk also obtained a (p=0.000) and has a moderate direct relationship with (r=0.340) to Health Hygiene Referencing. On the other hand, the destination risk gained a (p=0.029) and has a negligible direct relationship with (r=0.154) to it. Meanwhile, it clearly shows that the travel perception such as health risk and travel risk with (p=0.000) respectively which is less than 0.05 are significantly related and has a weak direct relationship with (r=0.286, 0.233) respectively to Health Hygiene Referencing.

5.2. Correlation Between the Travel Perception and History of Low COVID-19 Incidences

Correlation Between the Travel Perception vs. History of Low COVID-19 Incidences

Variables	Rho-value	p-value	Interpretation
Health Risk vs History of Low COVID-19 Incidences	.168	.017	Significant with negligible direct relationship
Psychological Risk vs History of Low COVID-19 Incidences	.355	.000	Significant with moderate direct relationship
Financial Risk vs History of Low COVID-19 Incidences	.304	.000	Significant with moderate direct relationship
Destination Risk vs History of Low COVID-19 Incidences	.262	.000	Significant with weak direct relationship
Travel Risk vs History of Low COVID-19 Incidences	.223	.001	Significant with weak direct relationship

Legend: (Interpretation of correlation coefficient, r) +(-) 1.00 = Perfect direct (inverse) relationship; +(-) .70 to .99 = Very strong direct (inverse) relationship; +(-) .40 to +.69 = Strong direct (inverse) relationship; +(-) .30 to +.39 = Moderate direct (inverse) relationship; +(-).20 to +.29 = weak direct (inverse) relationship; +(-) .01 to +.19 = Negligible direct (inverse) relationship; 0 = No relationship [zero order correlation]; When sig is < .05, it is significant; When sig is > = .05, it is not significant

Table 5.2 shows the correlation between the travel perception and history of low COVID-19 Incidences. Based on the table, it clearly shows that the travel perception is significantly related to history of low COVID-19 incidences where (p=.000) are all less than 0.05. The travel perception such as psychological and financial risk with (r=0.304, 0.355) respectively, have a moderate direct relationship to history of low COVID-19 incidences. The table also shows that Destination Risk (p=0.000), and Travel Risk (p=0.001) has a weak direct relationship (r=0.262, 0.223) to it. Lastly, the travel perception in terms of health risk (p=0.017) obtained a (r=0.168) which have a negligible relationship to history of low COVID-19 incidences.

5.3. Correlation Between the Travel Behavior and Health Risk

Correlation between the Travel Behavior and Health Risk

Variables	Rho- value	p-value	Interpretation
Social Distancing and Hygiene vs Health Risk	.264	.000	Significant with weak direct relationship
COVID-19 and Choices vs Health Risk	.167	.018	Significant with negligible direct relationship
Disinfection of Facilities vs Health Risk	.347	.000	Significant with moderate direct relationship
COVID-19 and Health Concerns vs Health Risk	.217	.002	Significant with weak direct relationship
COVID-19 and Familiarity vs Health Risk	.166	.019	Significant with negligible direct relationship
COVID-19 and Preferences vs Health Risk	.229	.001	Significant with weak direct relationship

Legend: (Interpretation of correlation coefficient, r) +(-) 1.00 = Perfect direct (inverse) relationship; +(-) .70 to .99 = Very strong direct (inverse) relationship; +(-) .40 to +.69 = Strong direct (inverse) relationship; +(-) .30 to +.39 = Moderate direct (inverse) relationship; +(-).20 to +.29 = weak direct (inverse) relationship; +(-) .01 to +.19 = Negligible direct (inverse) relationship; 0 = No relationship [zero order correlation]; When sig is < .05, it is significant; When sig is > = .05, it is not significant

Table 5.3 presents the correlation between the travel behavior and health risk. Based on the table, it clearly shows that there is a significant relationship between travel behavior and health risk where p-values are less than *0.05.* The travel behavior in terms of disinfection of facilities have a moderate direct relationship *(r=0.347)* to health risk. Meanwhile, social distancing and hygiene, COVID-19 and health concerns, and COVID-19 and preferences have a weak direct relationship *(r =0.264, 0.217, 0.229)* respectively to it. Lastly, there is negligible direct relationship in the health risk on the COVID-19 and choices with *(r=0.166).*

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5.4. Correlation Between the Travel Behavior and Psychological Risk

Correlation Between the Travel Behavior and Psychological Risk

Variables	Rho- value	p-value	Interpretation
Social Distancing & Hygiene vs Psychological Risk	.127	.073	Not Significant
COVID-19 & Choices vs Psychological Risk	.228	.001	Significant with weak direct relationship
Disinfection of Facilities vs Psychological Risk	.150	.034	Significant with negligible direct relationship
COVID-19 &Health Concerns vs Psychological Risk	.072	.213	Not Significant
COVID-19 &Familiarity vs Psychological Risk	.331	.000	Significant with moderate direct relationship
COVID-19 & Preferences vs Psychological Risk	.369	.000	Significant with moderate direct relationship

Legend: (Interpretation of correlation coefficient, r) +(-) 1.00 = Perfect direct (inverse) relationship; +(-) .70 to .99 = Very strong direct (inverse) relationship; +(-) .40 to +.69 = Strong direct (inverse) relationship; +(-) .30 to +.39 = Moderate direct (inverse) relationship; +(-).20 to +.29 = weak direct (inverse) relationship; +(-) .01 to +.19 = Negligible direct (inverse) relationship; 0 = No relationship [zero order correlation]; When sig is < .05, it is significant; When sig is > = .05, it is not significant

Table 5.4 presents the correlation between the travel behavior and psychological risk. Based on the table, it clearly shows that travel behavior such as COVID-19 and Familiarity, and COVID-19 and preferences with (p=0.000) respectively which is less than 0.05 are significantly related and has a moderate direct relationship (r=0.331, 0.369) to psychological risk. On the other hand, COVID-19 and Choices has weak direct relationship with (p=0.001). However, Disinfection of facilities (p=0.034) have a weak and negligible direct relationship with (r=0.228, 0.150) respectively to psychological risk. Meanwhile, the travel behavior such as social distancing (p=0.073) and COVID-19 and health concerns (p=0.213) which is greater than 0.05 are not significantly related to psychological risk.

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5.5. Correlation Between the Travel Behavior and Financial Risk

Correlation Between the Travel Behavior and Financial Risk

Variables	Rho- value	p-value	Interpretation
Social Distancing & Hygiene vs Financial Risk	.020	.782	Not Significant
COVID-19 & Choices vs Financial Risk	.314	.000	Significant with moderate direct relationship
Disinfection of Facilities vs Financial Risk	.120	.090	Not Significant
COVID-19 & Health Concerns vs Financial Risk	.040	.574	Not Significant
COVID-19 & Familiarity vs Financial Risk	.511	.000	Significant with strong direct relationship
COVID-19 & Preferences vs Financial Risk	.423	.000	Significant with strong direct relationship

Legend: (Interpretation of correlation coefficient, r) +(-) 1.00 = Perfect direct (inverse) relationship; +(-) .70 to .99 = Very strong direct (inverse) relationship; +(-) .40 to +.69 = Strong direct (inverse) relationship; +(-) .30 to +.39 = Moderate direct (inverse) relationship; +(-).20 to +.29 = weak direct (inverse) relationship; +(-) .01 to +.19 = Negligible direct (inverse) relationship; 0 = No relationship [zero order correlation]; When sig is < .05, it is significant; When sig is > = .05, it is not significant

Table 5.5 shows the correlation between the travel behavior and financial risk. Based on the table, it clearly shows that travel behavior such COVID-19 and Familiarity, and COVID-19 and Preferences with (p=0.000) respectively which is less than 0.05 are significantly related and has a strong direct relationship (r=0.511,0.423) to financial risk. Meanwhile, COVID-19 and Choices (p-value= 0.000) which has a moderate direct relationship (r=0.314) to it. However, the travel behavior such as social distancing and hygiene, disinfection of facilities, and COVID-19 and health concerns obtained (p=0.782, 0.090,0.574) and which is greater than 0.05 and are significantly related to financial risk.

5.6. Correlation Between the Travel Behavior and Destination Risk

Correlation between the Travel Behavior and Destination Risk

Variables	Rho- value	p-value	Interpretation
Social Distancing and Hygiene vs Destination Risk	.225	.001	Significant weak direct relationship
COVID-19 and Choices vs Destination Risk	.160	.023	Significant with negligible direct relationship
Disinfection of Facilities vs Destination Risk	.178	.012	Significant with negligible direct relationship
COVID-19 and Health Concerns vs Destination Risk	.222	.002	Significant with weak direct relationship
COVID-19 and Familiarity vs Destination Risk	.103	.146	Not Significant
COVID-19 and Preferences vs Destination Risk	.249	.000	Significant with weak direct relationship

Legend: (Interpretation of correlation coefficient, r) +(-) 1.00 = Perfect direct (inverse) relationship; +(-) .70 to .99 = Very strong direct (inverse) relationship; +(-) .40 to +.69 = Strong direct (inverse) relationship; +(-) .30 to +.39 = Moderate direct (inverse) relationship; +(-).20 to +.29 = weak direct (inverse) relationship; +(-) .01 to +.19 = Negligible direct (inverse) relationship; 0 = No relationship [zero order correlation]; When sig is < .05, it is significant; When sig is > = .05, it is not significant

Table 5.6 presents the correlation between the travel behavior and destination risk. Based on the table, it clearly shows that travel behavior such as social distancing and hygiene (p=0.001), COVID-19 and health concerns (p=0.002), and COVID-19 and preferences (p =0.000) obtained p-values which are less than 0.05 are significantly related and has a weak direct relationship (r=0.225,0.222,0.249) to destination risk. Meanwhile, COVID-19 and choices (p=0.023), and Disinfection of facilities (p=0.12) has a negligible direct relationship (r=0.160,0.178) respectively to destination risk. However, the travel behavior which is COVID-19 and familiarity obtained a (p=103) which is greater than 0.05 and verbally interpreted as no significant relationship to destination risk.

5.7. Correlation Between the Travel Behavior and Travel Risk

Correlation Between the Travel Behavior and Travel Risk

Variables	Rho-value	p-value	Interpretation
Social Distancing & Hygiene vs Travel Risk	.064	.365	Not Significant
COVID-19 & Choices vs Travel Risk	.102	.149	Not Significant
Disinfection of Facilities vs Travel Risk	.113	.110	Not Significant
COVID-19 & Health Concerns vs Travel Risk	.198	.005	Significant with negligible direct relationship
COVID-19 & Familiarity vs Travel Risk	.264	.000	Significant with weak direct relationship
COVID-19 & Preferences vs Travel Risk	.192	.007	Significant with negligible direct relationship

Legend: (Interpretation of correlation coefficient, r) +(-) 1.00 = Perfect direct (inverse) relationship; +(-) .70 to .99 = Very strong direct (inverse) relationship; +(-) .40 to +.69 = Strong direct (inverse) relationship; +(-) .30 to +.39 = Moderate direct (inverse) relationship; +(-).20 to +.29 = weak direct (inverse) relationship; +(-) .01 to +.19 = Negligible direct (inverse) relationship; 0 = No relationship [zero order correlation]; When sig is < .05, it is significant; When sig is > = .05, it is not significant

Table 5.7 shows the correlation between the travel behavior and travel risk. Based on the table, it clearly shows that the travel behavior such as COVID-19 and familiarity (p- value=0.000) which is less than 0.05 and verbally interpreted as significant related and has a weak direct relationship (r=0.264) to travel risk. Meanwhile, COVID-19 and health concerns (p=0.005), COVID-19 and preferences (p=0.007) have a negligible direct relationship (r =0.198, 0.192) respectively to travel risk. However, the travel behavior such as social distancing and hygiene (p=0.635), COVID-19 and choices (p=0.149), and Disinfection of facilities (p=0.110) obtained p- values greater than 0.05 and verbally interpreted as no significant relationship to travel risk.

5. Discussion and Conclusion

5.1. Discussion and implications

Because most millennials have jobs, the study found that they are most likely to travel during the COVID-19 pandemic. Most millennials work-from-home, so they can travel and work. Millennials also travel to experience new cultures and cuisines and escape their daily lives. This view is supported by Perčić and Spasić (2021b) that millennials have indicated that they want to travel amidst the COVID-19 pandemic, engaging in a behavior that is riskier than that of past generations.

The study also found that women are more likely than men to risk pandemic travel. Traveling and being adventurous are more common in women. Women enjoy traveling and experiencing other cultures, traditions, gastronomy, and languages. However, it was contradicted by the study of Carballo et al. (2021), which stated that women are more likely than men to cancel a trip if they perceive risk.

Also, it was found out that tourists who traveled during the COVID-19 pandemic had an average income because they could pay for their trips. Because they have jobs, they can spend money freely. The result was congruent with the study of Coibion et al. (2020) which stated that there are many consumers, tourists, and locals who are impacted by the COVID-19 pandemic, yet there are still tourists with average income who can pay their bills and enjoy their leisure activities.

Furthermore, the study found that tourists feel safer at a destination that is clean, hygienic, sanitized, and practice social distancing because they fear contracting the virus. It is congruent with the study of Weltman et al. (2020) that tourists will most likely choose a destination that is clean, healthy, and safe; one that also has good deals; and one that has likewise relied with the pandemic.

In addition, the result also showed that cleanliness and hygiene affect travelers' destination choices. It is supported by the study of Das et al. (2021) which revealed that tourists won't go to places that are too crowded because of the cleanliness and health of the area, which may play a big role in their travel decisions. Alongside this, the study of Mirzaei et al. (2021), revealed that health and hygiene are essential for tourists traveling to destinations. Health and hygiene matter the most for tourists during the travel as contacting with different kinds of people may provide necessary risks regarding the health.

The study also show that tourist put great importance on the health and safety attribute that the destination offers. Moreover, tourists desire to travel if guidelines are being implemented in the hotel, transportation, and restaurants. The findings were congruent to the study of Canina and McQuiddy-Davis (2020) which revealed that if the selected travel companies can offer clean surroundings, mask-wearing, and physical distance, they will considerably increase the level of ease that tourists experience.

5.2. Conclusion

Based on the quantitative analysis findings of the Correlation Analysis on the Effects of COVID-19 on Tourist Travel Behavior, Preferences, and Perceptions, it can be concluded that:

The majority of the tourists were Millennials or 26-41 years old. Most of them are female and belong to the Lower Middle Class earning PHP 21,914 – PHP 43,828 per month. This concludes that most tourists may travel whenever they want and are eager to explore the outdoors, try new activities, and learn about diverse cultures, even during the COVID-19 pandemic. They are also enthusiastic about uploading photographs and experiences from their travels on social media. Most are employed and can afford to travel.

The majority of tourists strongly agreed with social distancing and hygiene, disinfection of facilities, COVID-19 and Health Concerns, and COVID-19 and choices. It concludes that tourists feel safer at a destination that is clean, hygienic, sanitized, and practice social because they fear contracting the virus. Also, some tourists also agreed when it comes to COVID-19 and Familiarity and COVID-19 and Preferences. This concludes that tourists are not anymore much encouraged to travel, and they prefer known and nearby destinations.

Most of the tourists strongly agreed with health hygiene referencing. This variable concludes that cleanliness and hygiene affect travelers' destination choices. Most tourists desire a safe site to avoid COVID-19 19 virus. Recommendations impact their destination choice. Moreover, some tourists agreed with accessibility and discounting and the history of low COVID-19 incidences. These two variables conclude that tourists want discounts and hassle-free travel. Additionally, they visit safe, COVID-19-free sites.

Most of the tourists strongly agreed in health risk. This variable concludes the importance of health and safety attribute that destination offers. Most of the tourist agreed to psychological risk and financial risk. These two variables conclude that it is required to wear mask, gloves and use disinfectants and willing to pay a high cost of food and beverage, and accommodation. Moreover, most of the tourists agreed to destination risk and travel risk. These two variables conclude that it is safe to visit other tourist attraction and they will avoid organized group travel for their safety.

The results show a strong direct relationship between the travel behavior and travel preferences. This concludes that travel behavior and preferences are linked because visitors prefer destinations that comply with COVID-19 requirements and offer convenience and comfort. Moreover, the variable in travel perceptions and preferences has a significant relationship to each other as tourists worry about risk, which affects their travel preferences. Also, the variable in travel behavior and perceptions has a significant relationship to each other as tourists desire to travel if guidelines are being implemented by tourism businesses.

5.3. Limitations of this study and suggestions for future studies

This study mainly focuses on the participations of those Filipino travellers, ages 18 and up, who travelled in CALABARZON Region (Cavite, Laguna, Batangas, Rizal, and Quezon) amidst the COVID-19 pandemic. This study's data gathering was also limited by the COVID-19 pandemic, which required close physical contact to be prohibited to prevent the rapid spread of cases at the time that the study was conducted. Thus, data was exclusively collected through an online survey.

Furthermore, this study implies significance in the people connected to the travel and tourism industry and will be of great assistance to the following:

For the **Local Government Unit**, this study recommends that COVID-19 health guidelines and protocols must be properly implemented to tourist destinations.

For the **Department of Tourism (DOT)**, this study recommends that they should formulate new strategies to encourage tourists to travel again.

For the **Filipino Tourists**, this study suggests that they use this study as a guide and reference to the aspects that may influence their travel behavior, preferences, and perceptions to take the necessary measures when traveling.

Lastly, **For Future Researchers**, this study suggests that they should incorporate some relevant facts from this study onto their future research and use other variables.

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The Influence of User-Generated Content (UGC) on the Travelers living in CALABARZON in Selecting their Travel Destination

Genova, Clarice Anne
CITHM, Lyceum of the Philippines University - Laguna

Abstract:

User-Generated Content (UGC), unpaid content made by social media users, has been studied internationally about how it influences consumer behavior; however, it has not been explored much in the Philippines. Thus, this study aims to know if the UGC influences the Philippine market and can help the industry to promote local travel destinations. The researchers did a self-made questionnaire and surveyed millennial and Generation Z travelers living in CALABARZON. The study's findings proved that travelers' decision of where to travel is affected by the UGC they consume and believe in the authenticity of UGC.

Keywords: User-Generated Content (UGC), destination marketing, electronic word-of-mouth (eWOM), social media

1. Introduction

Technological innovations on the web have been seen throughout the past years, from the read-only web to the read-write web, where social media flourish. Based on Kemp (2021), in 2019, it had 298 million internet users and continues to grow enormously. Moreover, besides people becoming dependent on technology, consumers are also changing in this day and age. They can now recognize what is merely marketing or not, and seek actual recommendations from real users and consumers. Therefore, marketers should cope with these changes, also in marketing destinations. The influence of UGC has been studied internationally, proving that it is an effective marketing strategy. However, it is not yet explored in the Philippines.

Thus, the gap that the study wants to determine is the influence of UGC on travelers in selecting a travel destination and whether it can be used as a strategy for marketing the destinations here in the Philippines. The study's independent variable would be determining the respondent's profile. It also determines the influence of UGC in terms of social, personal, and cultural and the factors why UGC is seen as authentic in terms of visual, statement, and perception, which were the study's dependent variables. It also identifies the difference between the independent and dependent variables and the correlation between dependent variables.

2. Literature Review

2.1 Tourism Industry

The tourism industry is one of the main economic drivers of a country, but due to the pandemic, it was greatly affected. Thus, the industry conducts safety measures and promotions to ensure it will thrive despite the ongoing virus. Some are monitoring local tourism, training employees about digital content and safety precautions, reconstructing firm branding, adopting advanced technologies, and collaborating with experts for risk management (Andulana et al., 2021).

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2.2 User-Generated Content (UGC)
Technological innovations have brought changes in every aspect of life, affecting how people socialize, shop, and even travel, from natural to virtual (Rachna et al., 2017). These advancements in the web are the reason for the emergence of social networks and then UGC. UGC is any form of content whether an image, video, feedback or comments, audio, or other. It can be posted on various sites such as personal social networking sites accounts, blogs, video sharing sites, and rating sites (Bahtar & Muda, 2016; X. Wang & Li, 2016). The UGC has become the medium of discussions, exchanges, and narratives, not just about the personal events of the users but in terms of products and services (Al-Rawabdeh et al., 2021). Thus, UGC is said to be the electronic word- of-the mouth (eWOM) since it serves like usual word-of-mouth (WOM), and the only difference is that it is thorough online (Bahtar & Muda, 2016).

2.3 Influence of UGC
As the UGC becomes the eWOM for products and services in the online world, the clear and primary effect of UGC is the change in purchasing behavior of the consumers. Most consumers nowadays use UGC and post the content on their social media platforms because they believe that in this way, they can inform and help others decide whether to purchase a product or service (Bahtar & Muda, 2016; Roma & Aloini, 2019). It also has the same effect in the tourism industry perspective; the rise of UGC on the internet has resulted in a significant shift in the passage of details, which has penetrated and impacted consumer behavior in tourism and hospitality industries (Thesis & Van Doorn, 2020). A positive travel experience would be shared on social media by 85 percent of individuals.

2.4 Authenticity of UGC
In this era, the power has shifted as the consumer becomes more empowered than the brands (Halliday, 2016). Travelers today rely primarily on feedback from others to lessen the perceived risk of acquiring travel-related products. Many believe that information other travelers share online is equivalent to offline recommendations from friends and family. Young generations, like millennials, consider tourist ratings more relevant than tourism operators' feedback (Șchiopu et al., 2016).

3. Methodology

1. *Research Design*

The study has a quantitative analysis approach and used descriptive methodology using a survey research design to gather data. The descriptive type of methodology aimed to determine the impact of UGC on travelers living in CALABARZON in selecting their travel destination.

2. *Respondents of the Study*

The study's respondents were the Millennials and Generation Z travelers living in Cavite, Laguna, Batangas, Rizal, and Quezon (CALABARZON). The researcher only chose the two generations as they are the market's current and future largest consumers. A quota sampling technique was applied in the study. The sample size is 235; as advised, it should have at least 47 respondents per province.

3. *Data Gathering Instrument, Procedure, and Ethical Consideration*

The researchers used a self-developed questionnaire supported by literature due to limited sources to have an adapted questionnaire. The researchers sought content validation and did pilot testing on the questionnaire, which was done on thirty (30) millennial and Generation Z travelers living outside

CALABARZON. After attaining an excellent internal consistency of Cronbach alpha (0.944), the study proceeded and distributed the survey form using Microsoft to the respondents via Facebook. The ethical obligation to recognize and respect the rights of research participants was observed in this study. It follows the Philippine Data Privacy Act of 2012, which seeks to protect a person's details.

4. *Data Analysis*

The information gathered was recorded and analyzed using various statistical methods. Frequency and Percentage Distribution were used for the respondents' profiles. Weighted Mean and Ranking were used to evaluate the impact of UGC and its authenticity. Kruskal Wallis Test was utilized to determine the difference between independent and dependent variables. Spearman Rho was applied in identifying the correlation between dependent variables. Shapiro-Will Test and Kolmogorov Smirnoff Test were implemented to find the normality of the data.

4. Results

4.1. Profile of the respondents

Table 1
Distribution of Respondents' Profile

Profile Variables	Frequency	Percentage
Age		
Millennial (1981 – 1996)	44	16.5
Generation Z (1997 – 2012)	222	83.5
Sex		
Male	93	35.0
Female	173	65.0
Province		
Cavite	49	18.4
Laguna	63	23.7
Batangas	49	18.4
Rizal	53	19.9
Quezon	52	19.5

It is presented in table 1 the distribution of respondents' profiles regarding age, sex, and province. Whereas for the age Generation Z (83.5%) outnumbered the Millennials (16.5%) as tourists in CALABARZON. Regarding sex, the female (65.0%) had the highest percentage compared to the male (35.0%) respondents. Furthermore, table 1 shows the distribution of respondents' profiles across provinces. Laguna (23.7%) is at the top among provinces, followed by Rizal (19.9%) and Quezon (19.5%), and the least is Cavite and Batangas (18.4%), which got the same percentage.

4.2. Influence of UGC in terms of Social

Table 2 shows that respondents agree that the social influence of UGC affects their decision-making process (4.18). Among the indicators, the one that tops others is that travelers agree to use UGC as their basis of recommendation when planning a trip (4.30). The table also reveals that the respondents

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agree that UGC influences their decision regarding the destination (4.29), followed by UGC being reliable to consider when planning a trip (4.23). UGC supplements their present knowledge about the travel destination (4.13). On the other hand, respondents agree that UGC is where they mainly depend on their travel choices (3.97), but it ranked last.

Table 2
Influence of UGC on the decision-making process in terms of Social

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Becomes my basis of recommendation when planning a trip	4.30	Agree	1
2. Influences my decision when it comes to the destination to choose	4.29	Agree	2
3. This is where most of the time I depend on making my travel choices	3.97	Agree	5
4. Supplements of my present knowledge about a destination	4.13	Agree	4
5. Is reliable to consider while planning a vacation	4.23	Agree	3
Composite Mean	**4.18**	**Agree**	

Legend: 4.50-5.00 Strongly Agree; 3.50-4.49 Agree; 2.50-3.49 Somehow Agree; 1.50-2.49 Disagree; 1.00-1.49 Strongly Disagree

4.3. Influence of UGC in terms of Personal

Table 3
Influence of UGC on the decision-making process in terms of Personal

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Normally rely on online suggestions from travelers who have visited a given destination	4.25	Agree	4
2. Only consider those online platforms I trusted when booking a trip	4.26	Agree	3
3. Base my purchase judgment on the experiences of others rather than looking for information or description	3.93	Agree	5
4. Am using social media platforms to gather information when I have a plan to travel	4.40	Agree	1
5. See other people's experiences as a valuable data source during my vacation preparation	4.38	Agree	2
Composite Mean	**4.24**	**Agree**	

Legend: 4.50-5.00 Strongly Agree; 3.50-4.49 Agree; 2.50-3.49 Somehow Agree; 1.50-2.49 Disagree; 1.00-1.49 Strongly Disagree

Table 3 reveals that tourists agree with the personal influence of UGC in their decision-making process (4.24). It also shows that the tourists agree that they use social media platforms to gather information when they plan to travel (4.40). Furthermore, tourists also agree that they see other people's experiences as valuable data sources for their vacation preparation (4.38). They also agree that they only consider the trusted online platform when booking a trip (4.26), and they usually rely on online suggestions from travelers who have visited a given destination (4.25). The last is that the tourists agree that they base their purchase judgment on the experiences of others rather than on looking for information and description (3.93).

4.4. Influence of UGC in terms of Cultural

Table 4
Influence of UGC on the decision-making process in terms of Cultural

Indicators	**Weighted Mean**	**Verbal Interpretation**	**Rank**
1. Cultural aspect when choosing a destination	4.25	Agree	1
2. Relevance of a destination based on my social groups	3.99	Agree	5
3. Recommendations from my social groups seriously	4.14	Agree	2
4. Interactivity and sociability of content between users when deciding a destination	4.12	Agree	3.5
5. Appropriateness of the information to my culture since this will affect my decision or preference	4.12	Agree	3.5
Composite Mean	**4.12**	**Agree**	

Legend: 4.50-5.00 Strongly Agree; 3.50-4.49 Agree; 2.50-3.49 Somehow Agree; 1.50-2.49 Disagree; 1.00-1.49 Strongly Disagree

It can be gleaned from table 4 that tourists agree that the cultural influence of UGC affects their decision-making process (4.12). The table also shows that most tourists agree to consider the cultural aspect when choosing a destination (4.25). Furthermore, tourists also agree that they consider the recommendations from their social groups seriously (4.14). The respondents also agree that the interactivity and sociability of content between users when deciding on a destination and the appropriateness of the information to their culture will affect their decision or preference (4.12). The least regarding cultural influence the respondents agree on is the relevance of a destination based on their social group (3.99).

4.5. Factors why UGC is seen authentic in terms of Visual

Table 5
Factors why UGC is seen more Authentic in terms of Visual

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Depicts the true image of the destination which influences the desire to visit, or return to it	4.39	Agree	2
2. Visual or image persuades me in choosing a destination	4.30	Agree	3
3. Is effective in portraying the visual experience of a destination	4.27	Agree	5

4. Displays positive and appealing aspects of the destination through photo or image	4.29	Agree	4
5. Through the use of images, helps me to find what I am looking for in a destination	4.44	Agree	1
Composite Mean	4.34	Agree	

Legend: 4.50-5.00 Strongly Agree; 3.50-4.49 Agree; 2.50-3.49 Somehow Agree; 1.50-2.49 Disagree; 1.00-1.49 Strongly Disagree

As presented in table 5, respondents agree that one of the factors why they see UGC as authentic is visual (4.34). Among the indicators, respondents agree that using images helps them find what they are looking for in a destination (4.44) which got the highest ranking. The table also illustrates that the respondents agree that the visual of UGC depicts the actual image of the destination, which influences the desire to visit or return to it (4.39), followed by the visual or image persuading them to choose a destination (4.30). UGC displays positive and appealing aspects of the destination through photos or images (4.29). The least among indicators, but still, the respondents agree that the visual aspect of UGC effectively portrays a destination's visual experience (4.27).

4.6. Factors why UGC is seen authentic in terms of Statement

Table 6
Factors why UGC is seen more Authentic in terms of Statements

Indicators	**Weighted Mean**	**Verbal Interpretation**	**Rank**
1. Helps me to gain real travel-related information	4.62	Strongly Agree	1
2. Affects me in deciding whether to visit a destination especially if it is from other travelers	4.34	Agree	2.5
3. Impacts my decision when I get information from trusted fellow travelers than the those provided by tourism operators	4.32	Agree	4
4. Provides me with a real expectation of a destination since it usually includes positive and negative experiences from other travelers	4.30	Agree	5
5. Reflects a true experience and emotions of people about a destination	4.34	Agree	2.5
Composite Mean	**4.38**	**Agree**	

Legend: 4.50-5.00 Strongly Agree; 3.50-4.49 Agree; 2.50-3.49 Somehow Agree; 1.50-2.49 Disagree; 1.00-1.49 Strongly Disagree

It shows in table 6 that respondents agree on why UGC is more authentic regarding statements (4.38). The findings revealed that the respondents strongly agree that the UGC helped them to gain accurate travel-related information (4.62), which also ranks top. Moreover, the respondents agree that the statements from other travelers affect them in deciding whether to visit a destination, and it also reflects people's actual experiences and emotions about a destination (4.34). The results also show that respondents agree that the information they gather from trusted fellow travelers impacts their decisions compared to those given by tourism operators (4.32). On the other hand, the one that ranks the last that respondents agree is that the statements gave them an accurate expectation of a destination since it usually includes positive and negative experiences from other travelers (4.30).

4.7. Factors why UGC is seen authentic in terms of Perception

Shows in table 7 that tourists agree with the factors why UGC is seen as more authentic in terms of perception (4.24). Based on the results, tourists agree that UGC shows reliable information about a destination (4.38). Moreover, the tourists also agree that UGC presents a voluntary expression of other travelers about a destination which portrays honesty and simplicity (4.33), followed by UGC is trusted since it will give a positive image about the destination and also the negative one (4.17). UGC significantly affects their travel choices (4.16). The tourists also agree that UGC helps them make a quick and informed decision about a destination (4.15), ranking the last.

Table 7
Factors why UGC is seen more Authentic in terms of Perception

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Shows reliable information about a destination	4.38	Agree	1
2. Is much trusted since it will not just give a positive image about the destination but also the negative one	4.17	Agree	3
3. Helps me in making a quick and informed decision about a destination	4.15	Agree	5
4. Significantly affects my travel choices	4.16	Agree	4
5. Presents voluntary expression of other travelers about a destination which portrays honesty and simplicity	4.33	Agree	2
Composite Mean	**4.24**	**Agree**	

Legend: 4.50-5.00 Strongly Agree; 3.50-4.49 Agree; 2.50-3.49 Somehow Agree; 1.50-2.49 Disagree; 1.00-1.49 Strongly Disagree

4.8. Difference between the independent and dependent variables

Table 8
Difference on How UGC Motivates the Travelers in choosing a Travel Destination when Grouped According to Profile

Profile Variables	Kruskal Wallis (X^2) value	p-value	Interpretation
8.1. Age			
Social	0.039	0.844	Not Significant
Personal	1.080	0.299	Not Significant
Cultural	0.008	0.929	Not Significant
8.2 Sex			
Social	0.754	0.385	Not Significant
Personal	0.755	0.385	Not Significant
Cultural	0.013	0.908	Not Significant
8.3 Province			
Social	2.886	0.577	Not Significant
Personal	4.954	0.292	Not Significant

Cultural	2.192	0.700	Not Significant

Legend: If the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

Table 8 shows the difference in how UGC motivates travelers to choose a destination when grouped according to age, sex, and province profile. From the same table, 8.1 shows that in terms of age, the social (*p-value* 0.844), personal *(p-value* 0.299), and cultural (*p-value* 0.929) are not significant. Table 8.2 indicates the difference between sex and the influence of UGC. It demonstrated that the social (*p-value* 0.385) and personal (*p-value* 0.385) have the same result, while the cultural (*p-value* 0.908) has a different p-value. They are all not significant. On the other hand, table 8.3 shows the difference between a province and the influence of UGC; the results are that the social (*p-value* 0.577), personal (*p-value* 0.292), and cultural *(p-value* 0.700) are not significant.

4.9. Correlation between the Influence of UGC and factor why UGC is seen more authentic in terms of Visual

Table 9
Correlation Between the Influences of UGC on decision-making process and Factors why UGC is seen more Authentic – Visual

Variables	rho-value	p-value	Interpretation
Social vs Visual	0.471	0.000	Significant
Personal vs Visual	0.473	0.000	Significant
Cultural vs Visual	0.436	0.000	Significant

Note: If the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

Table 9 depicts the relationship between the influence of UGC in decision-making and factors why UGC is seen as more authentic in terms of visual. It can be seen that social and visual has a strong direct relationship (rho-value 0.471) and significant (*p-value* 0.000). Also, the personal and visual have a strong direct relationship (rho-value 0.473) and significance (*p-value* 0.000). Moreover, the cultural and visual also has a strong direct relationship (rho-value 0.436) and significant (*p-value* 0.000).

4.10. Correlation between the Influence of UGC and factor why UGC is seen more authentic in terms of Statement

Table 10
Correlation Between the Influences of UGC on decision-making process and Factors why UGC is seen more Authentic – Statements

Variables	rho-value	p-value	Interpretation
Social vs Statements	0.489	0.000	Significant
Personal vs Statements	0.419	0.000	Significant
Cultural vs Statements	0.430	0.000	Significant

Note: If the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

Table 10 shows the relationship between UGC's influences on the decision process and why UGC is seen as more authentic regarding statements. The table shows that social and statements have a strong direct relationship (rho-value 0.489) and are significant (*p-value* 0.000). It is the same for the personal and statements with a strong direct relationship (rho-value 4.19) and are significant *(p-value* 0.000).

Moreover, culture and statements also have a strong direct relationship (rho-value 0.430) and are significant (*p-value* 0.000).

4.11. Correlation between the Influence of UGC and factor why UGC is seen more authentic in terms of Perception

Table 11
Correlation Between the Influences of UGC on decision-making process and Factors why UGC is seen more Authentic – Perception

Variables	rho-value	p-value	Interpretation
Social vs Perception	0.515	0.000	Significant
Personal vs Perception	0.460	0.000	Significant
Cultural vs Perception	0.516	0.000	Significant

Note: If the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

The relationship is shown in table 11 between the influences of UGC on the decision-making process and why UGC is seen as more authentic in perception. The results reveal that social and perception have a strong direct relationship (rho-value 0.515) and are significant (*p-valu*e 0.000). There is also a strong direct relationship (rho-value 0.460) and significance (*p-value* 0.000) between personal and perception. Cultural and perception also has a strong direct relationship (rho-value 0.516) and are significant (*p-value* 0.000).

5. Discussion and Conclusion

5.1. Discussion and implications

The study reveals that most respondents are Generation Z. Thus, it suggests that the generation has more tourists living in CALABARZON and enjoys visiting different places. Moreover, Gen Z loves seeking adventure and trying new things, and they are said to be fond of authentic experiences. Thus, as aligned with Živković (2021) statement, Gen Z is receptive to challenges and thrills and is prepared for different discoveries. Furthermore, as Olson et al. (2021) added, Gen Z has a dynamic way of life and travels often. On the other hand, most of the respondents are female, which signifies that female is much more a traveler than men. There is also a new trend in which there is a high increase of females traveling solo. According to Osman et al. (2019), young females are inspired to travel alone because they want the idea of being accessible and flexible, empowered by themselves. For them, traveling solo is another way of self-growth. Moreover, among the provinces, most of the respondents are from Laguna.

The study's findings also show that the respondents agree with the social influence of UGC, and they use UGC as a basis of recommendation when planning a trip. This is congruent with what Fowler (2019) states because social media and tourism are so linked that UGC has a considerable influence even on the pre-trip decision stage. Furthermore, when it comes to the personal influence of UGC, the respondents also agree, and they use social media platforms to gather information when they plan to travel. This is in connection with the study of Akram & Kumar (2017), which says social media information is essential for visitors to get all the information they need to know when booking a trip. The respondents also agree to the cultural influence of UGC, and their decision and preferences are affected by the appropriateness of the content's information to their culture and the sociability and interactivity of it. As Kitirattarkarn et al. (2019) point out, marketers must remember that individuals are firmly ingrained in their native culture, influencing how and when individuals express their preferences and motives on social media platforms. Though the results reveal that the respondents do not strongly agree, this could mean that they still give importance and emphasis to WOM given by their peers and loved ones.

Regarding authenticity, the respondents agree that one of the factors why they think UGC is authentic is its visuals and that the use of images helps them find what they are looking for in a destination. It means that the visual of the content is crucial to how travelers will perceive a destination. One reason why UGC is seen as authentic is because of statements that the respondents also agree with, and the UGC helped them gain accurate travel-related information. Most people nowadays rely on the recommendations of other users when purchasing a product which is the same in destination selection. As similar and further stated by Wacker & Groth (2020), potential visitors prefer to learn about travel locations on the internet since UGC is a neutral resource that reflects a tourist's perspective. In addition, it also aligns with Egger et al. (2022) statement that because of its variety, diversity, and authenticity, UGC is becoming a more vital source of knowledge for customers.

Moreover, tourists agree that they perceive the UGC as authentic, and the UGC shows reliable information about a destination. Since UGC is unpaid content by the users, most people believe that the creators state genuine reviews and opinions. It is congruent with the study of J. Wang et al. (2021), tourists are more than twice as likely to believe UGC is legitimate than branded content produced by a company. Shuqair & Cragg (2017) added that UGC is a trustworthy information source that frequently improves consumers' perceptions of tourist destinations. UGC, seen as authentic, is not strongly agreed upon, maybe because the consumer, specifically in the Philippines, is very cautious of the information they consider due to the rampant fake news circulating online.

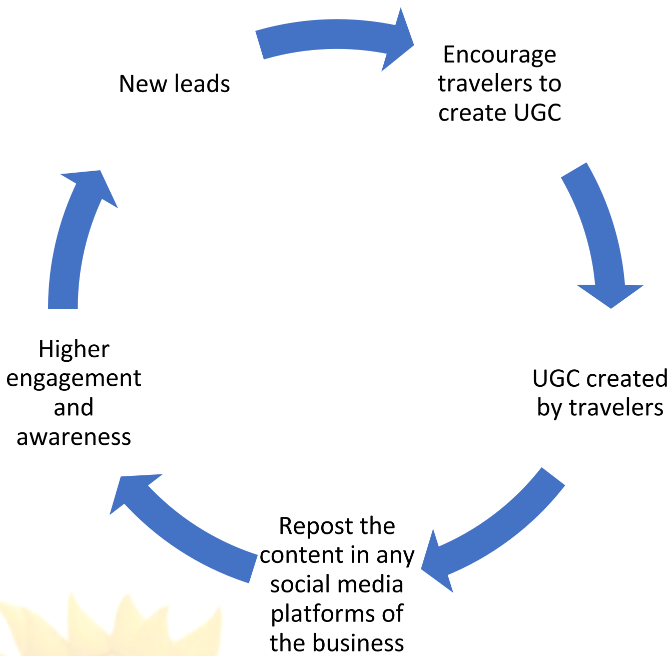
When it comes to the difference between how UGC motivates travelers to choose a destination when grouped according to the respondent's profile, the study reveals that it is not significant. It implies that both millennials and Gen Z are affected by UGC in the same way as females and males. It is aligned with Dash et al. (2021), which indicates that Gen Z and millennials trust online peer group evaluations regarding buying decisions. Moreover, there is also no difference between the provinces as the said provinces are near to each other. There could be a difference if the provinces are far from each other due to cultural differences. This could also be applied if other generations were included in the study since other generations are not tech-savvy compared to the study's respondents.

Regarding the correlation between the influence of UGC and the visual, the results show a strong direct relationship and are significant among the variables. It implies that visuals are directly related to UGC's social, personal, and cultural influence, and this influence occurs when the visuals are regarded as genuine. Based on the study of Zinko et al. (2021), it was proven that people are more likely to accept UGC when they see a great image since, to them, to see is to believe. Moreover, there is a strong direct relationship between the influence of UGC and statements, and they are significant. It signifies that when the statements are perceived as authentic, respondents are likely to be influenced by the UGC. This also depends on who is the content creators since people would likely get persuaded by those they know. As Naeem & Ozuem (2020) further adds, as opposed to individuals with a long history of acquaintance, persons who have not been personally known for a long time would not be trusted to provide suggestions. The study reveals that the variables are significant and have a strong direct relationship regarding the correlation between the influence of UGC and perception. It shows that when UGC influences people, they are likely to perceive the UGC as authentic. More travelers now only consider those they know who will say real experiences of their trip. Thus, consumers have become aware and cautious when purchasing a product or service. That is why authenticity and reliability are crucial. It is in alignment with the study of Yachin (2018) that says consumers seek UGC to supplement their existing knowledge, such as determining the fairness of a product. Moreover, Nyein (2019) study says people are more likely to trust other customers than businesses.

Consumers' behavior constantly changes, and they become cautious of their purchases. A marketing strategy should also be aligned with what the market is seeking, especially the Millennial and Gen Z, which are one of the primary consumers of the industry. The study's findings reveal that the UGC impacts Filipino travelers' decisions about where to travel. It suggests they took the online recommendations seriously, especially from those they trusted who provided real experiences. Thus, this means that UGC has the potential to be an effective marketing strategy to promote local destinations.

5.2. Conclusion

The study reveals that UGC as a marketing strategy in promoting a destination could be influential as the UGC influences the Millennials and Generation Z in their selection of travel. In addition, the study also proves that travelers today are more likely to trust other travelers when getting information about a destination. Therefore, as part of the output of this paper is a proposed marketing strategy for advertising a destination. The proposed marketing strategy objective is to promote the destination by encouraging tourists to create UGC for organic engagement. By this, it will lessen the marketing costs of a destination; also, it will have higher engagements, resulting in higher awareness and potential profit of the destination. The example process is shown below:



5.3. Limitations of this study and suggestions for future studies

Though the findings of this study could serve as excellent content for learning about the influence of UGC, to further improve the results, the researchers recommend that more research be conducted with more variables, including developing a more structured and filtered questionnaire for more critical data. Moreover, developing a more feasible data-gathering timetable to have a broader range of respondents and an improved approach to reaching out to participants through formal emails. Furthermore, this study only scrutinized the general idea of the influence of UGC in the Philippine setting. Therefore, the future researcher can be more specific about what kind of UGC content or social media platforms they will study.

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The Mediating Effect of the Influence of Technology in the Customer Retention and Service Quality of the Philippine Airline Industry during the New Normal

Subia, Jane Carla C.
College of International Tourism and Hospitality Management
Lyceum of the Philippines University-Laguna

Perez, Rehan Coleen C.
College of International Tourism and Hospitality Management
Lyceum of the Philippines University-Laguna

Asignado, Christelle SB
College of International Tourism and Hospitality Management
Lyceum of the Philippines University-Laguna

Ramos, Ma. Kyla L.
College of International Tourism and Hospitality Management
Lyceum of the Philippines University-Laguna

Calinao, Ryan Joseph G.
College of International Tourism and Hospitality Management
Lyceum of the Philippines University-Laguna

Abstract:

The spread of Corona Virus Disease (COVID-19) has irrevocably changed how people use airlines. As a result, technology has become an essential tool to assist travelers in minimizing infectious hazards from intimate encounters when traveling. Therefore, this paper aims to determine the factors influencing airport technology selections during the new normal and how emerging technologies can retain customers by providing service quality and customer satisfaction. The researchers used Predictive Quantitative Causal Design for this study, using the adapted instrument, the researchers utilized an online survey in Microsoft forms to a total of 314 travelers from the top major airlines in the Philippines. For the result, travelers' response that the factors indicated a high influence on influencing technology selections in the airline industry during the new normal. Thus, travelers also agreed that customer retention and airline service quality have an impact on using emerging technology. Using Spearman's Rho, the study found out that there is a significant with strong direct relationship between Customer Retention and Airline Service Quality. Lastly, by using SEM through AMOS, it reveals that the influence of technology mediates the variables, which are Customer Retention and Airline Service Quality. It shows that there is a perfect direct relationship between Customer Retention to the Influence of Technology selections. However, when it mediated to the Airline Service Quality, it resulted in a weak direct relationship.

Keywords: Travelers, Influence of Technology selection, Customer Retention, Customer Satisfaction, Service Quality, Airline Industry

1. Introduction

The COVID-19 pandemic has flattened the global economy. This outbreak has led the economy to the biggest shock just like World War II. Certain industries have been harmed far more than others because of various quarantine restrictions enforced by governments around the world, one of which is the tourism industry. The aviation industry is likely to be one of the hardest hits, as some countries have imposed entry restrictions on international countries. Over ninety-five percent of the tourists that visit the Philippines arrive through airplane, making the aviation industry a major revenue generator. To accommodate both internal and international aircraft, there are currently around 80 airports across the country. The largest airport in the Philippines is the four-terminal Ninoy Aquino International Airport (NAIA), popularly known as the Manila International Airport. The airport is a significant hub for the country's three major commercial airlines (PAL Express, Cebu Pacific, and Philippines AirAsia). Around 11.27 million people used NAIA's terminals in 2020, with most of them taking flights within the country.

Philippine Airlines, Cebu Pacific and Air Asia Philippines are now implementing check-in online this is to minimize the human contact for its safety and efficiency key to making use of technology and the new processes, for the Philippine Airlines, require all the passengers should head to the airport 3 hours before the flight for the domestic and 4 hours for the international flight for some requirements to be checked and fill out a locator form. Using this online check-in leads to ensuring minimal physical contact. As Philippine Airline improve technology using the Oracle footprint that brings accelerated digital key digital innovation in technology that serves modernization that integrates to mobile apps that make passenger easier and acceleration of efficiency and launching into passengers need. The use of Oracle software is to make a quick and easy channel to a technology transformation, to make changes a quickly adapt to the change (Mariano, 2020).

Simultaneously, modernization takes part in society, and innovation and improvement of communication and technological aspects are widely seen around the world. People easily adapt and use technologies as part of their daily lives resulting in changes in the way people live, communicate and work. Emerging technologies globalized the world that sets the standard for countries. It also develops the globe that is transited by evolving manual activities to a more advanced electronic technology (Lamba & Malhotra, 2009). For the ever-changing airline sector, a new technology model is crucial for delivering actual and perceived value through reducing costs, increasing revenue, and enhancing customer service and safety/security (Taneja, 2017). Using service robots has many potential advantages in the travel and healthcare industries. The COVID-19 pandemic highlights the importance of service robots that both minimize the risk of transmission and promote good cleanliness. By providing a more convenient and comfortable vacation than in years past, it helped bring the tourist industry and its patrons closer together through the power of technology.

The airline industry is poised to expand with the world economy, which is expanding at a dizzying rate. Globalization, commerce, tourism, and foreign direct investment all rely heavily on the airline industry. Companies in the hospitality, retail, and transportation industries, to name a few, stand to gain from an increase in airport capacity (Ganiyu, 2017). Quality of service and customer satisfaction are regarded as critical strategic framework determinants for determining any business's long-term performance. Customers have a wide range of needs and expectations, which are critical in today's corporate world. The airline business must adapt to the present global modernization by keeping up with trends and capturing the attention of potential customers.

The researchers produced a study that will mainly focus on the influence of emerging technology in the airline industry (inflight) in times of pandemic. Corona Virus Disease (COVID-19) has permanently altered airline travel habits. As a result, technology becomes an important tool to assist travellers in minimizing infectious hazards from intimate encounters when traveling. To promote the usage of technology-based facilities at airlines, there are numerous factors that influence travellers' decisions. Therefore, this paper aims to figure out the factors influencing airport technology selections and how emerging technologies can retain customers by providing service quality and customer satisfaction.

It is also made to apprehend to contribute a better understanding of people about the significance of technology for the betterment of their safety, and how it will change people's lives, especially when traveling. This research also aims to help future researchers to classify how emerging technology influences travelers in selection of technology in the Airline Industry during the new normal.

2. Literature Review

COVID-19 affects the global economy and service sector. Tourism has been hardest hit by the pandemic as the global sector and industries try to establish and sustain themselves. Xiang, (2021) stated the tourism industry will experience a rapid acceleration of the impact of technology due to rapid advancements in immersive technology and the global response to the COVID-19 pandemic.
Influencing Technology Selections in the Airline Industry

Considering the global pandemic danger, human-digital technology interactions have not been scrutinized. Technology allows people to work, study, shop, and get medical treatment remotely (Evans, 2020). COVID-19 has improved digital technology in many areas, as per MacDonald, (2022). As the aviation industry works to get planes and people back in the air, digital solutions may help promote digital transformation by gathering and using better data to make better decisions.

Price. New technology that benefits passengers is usually welcomed. Kotler, (2018) defined a price as an amount of money or worth customers trade to profit from ownership or charge for a product or service.

Rapidness. Chayapoj Lee-Anant & Monpanthong (2021) stated that time-sensitive commuters use technology quickly. The fastest organization makes passengers feel better.

Convenience. Mei & Boon Aun (2019) found that technology exists for convenience. Customers evaluate a technology's value based on it.

Culture Differences. Technology and society are opposites that influence each other. According to (Burley, 2016), new technology changes a mindset for good or ill. Thus, cultures advance technology.

Self-Image. Chayapoj Lee- Anant & Monpanthong, (2021) stated that when this set of travelers can use technology-based services, they often feel amazed since others evaluate them positively. Those who like social contacts and social media often mirror their self-image. In social media and conversations, their lives mirror their self- images.

Trust. Theses & Miller, (2016) studies found that human trust affects technology trust, which affects cooperation behaviors. Both forms of trust affected future intentions to maintain the interpersonal relationship and use the technology, but interpersonal trust had a greater impact.

Airline Information Provision. Airline information influences technology-based perks. The advantage is that customers often follow up on any airline announcements that they may receive. Several airlines stress kiosk check-in, reducing airport wait times (Chayapoj Lee-Anant & Monpanthong, 2021).

Environmental Negative Impact Revolution. Technology can reduce travelers' environmental impact and provide alternative routes with better results. (Baxter, 2019).

Technology Knowledge. Moeller (2016) found that even though travelers are unfamiliar with technology, they are eager to use it. Tech-savvy passengers may favor airports with tech amenities.

Customer Retention in the Airline Industry
Customer retention is a major goal and competitive factor in today's business climate, and the airline industry is crucial. (Climis, 2016).

Customer Satisfaction. To retain customers, service quality must meet or exceed client expectations. Satisfaction depends on how the public thinks they are cared for. In our globalized world, satisfying consumers is not enough delighting them is essential. (Zangmo et al., 2015).

Customer Loyalty. Loyal customers like a firm, recommend it, and shop there again. In service industries with many choices and unique services, loyalty and competition grow stronger as industry grows. (Joshi & Dowpiset, 2021).

Loyalty Award. Many airlines give individual loyalty awards to boost customer satisfaction and retention in addition to selling fares to and from destinations. (Chun & De Boer, 2021).

Relationship. Building a tower to meet passenger wants is the airline-passenger relationship. Passengers expect quality, happiness, and loyalty. Excellent service builds a connection and makes their flight enjoyable. Service improvement does affect service quality by increasing customer loyalty. (Ganiyu, 2016).

Perceived Safety. Airlines prioritize safety because every trip risk lives. Airlines care about customer safety because they transport them. Safety determines how planes serve passengers. Moreover, Jeeradist, (2016) stated that airline image and service quality impact passenger opinions of safety and airworthiness.

Service Quality
Airlines must directly handle customer and passenger needs to assess service quality. Setiawan, (2020) said that fierce airline rivalry improves pricing and quality. Service quality dimensions (SERVQUAL). Based on Rezaei et al., (2018) The SERVQUAL model's primary dimensions, which are regarded the MCDM problem's main requirements, are explained below.

Reliability. Service, first-time accuracy, checks, and statements are reliability. This support is consistent. The carrier guarantees "first time right" service. Inspections and statements avoid terror and hijacking. Iberahim, (2016) defines reliability indicators as meeting or exceeding customer standards in quality, speed, accuracy, completeness, timeliness, and the company's handling of customer service issues.

Responsiveness. The ability to quickly and effectively resolve issues and a willingness to aid and provide clear direction are mentioned. Reis and Clarke, (2013) stated that responsive partners communicate in a way that shows they fully understand and value each other and work together to achieve each other's most basic personal wants and goals. Being responsive helps maintain and strengthen the link and its people.

Tangibles. Panda, (2021) defined tangibility as a level of service that customers can feel without buying. As per Aliman, (2016) tangible factors as technology, facilities, people, communication materials, and others. Facilities, equipment, and people are tangible. Facility cleanliness, equipment quality, technological advancements, and staff presentation are crucial to ground services.

Assurance. The crew's trustworthiness, responsiveness, and politeness with customers are assurance factors. Passengers query staff and crew after baggage handlers were accused of stealing from checked bags. These traits will make customers loyal to a company. When faced with multiple choices, customers need reassurance to buy. Customers are bombarded with ads from untrustworthy online retailers, so you must stand out and gain their faith (Klokkenga, 2020).

Empathy. Empathy includes personalized attention, best interests, connecting with emotion, feeling, and responding to someone's emotions, and understanding needs. Airlines must serve many cultures, making lower attributes tough. Recognizing that links change together and exit with a nice sense of connections calms customers. Warm, memorable service builds faith.

3. Methodology

Predictive Quantitative Causal Design was used in the study because the researchers utilized a predictive study strategy since having a survey type of questionnaire will help them to understand the future goal of this analyses. The result of the sample size is 314 based on G*Power software. It is used to determine the accurate sample size. The researcher also used different online journals as it helps the study to be more valid and efficient that can be used by future researchers.

The questionnaire that is used to gather the data is an adapted questionnaire from the study of Lee-Anant and Dr. Monpathong (2021) and Tadesse (2019) and this survey questionnaire was constructed into three parts. The sampling technique employed is a snowball, which is a recruitment strategy in which study participants assist the researcher in recruiting additional research subjects to justify the study. In analyzing the data, the researchers used Weighted mean to assess the impact of the Influence of emerging technology, Customer Retention and Airline Service Quality (SERVQUAL), Spearman rho to determine a significant relationship between customer retention and Airline Service Quality and the Mediation Analysis to Facilitate whether factors influencing technology mediate the relationship between customer retention and Airline Service Quality.

4. Results

The succeeding table exhibits how travelers indicate that there is a high influence of the factors influencing technology selections in the airline industry (4.27). It means that technology has a crucial

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role, especially in the airline industry, wherein it influences the travelers' decisions because technology influence helps them to smoothen the journey of the passengers and provide betterment of airline industry during new normal.

Factors Influencing Technology selection in the Airline Industry during the New Normal

Variables	Weighted Mean	Interpretation	Rank
Price	4.20	With High Influence	8
Rapidness	4.25	With High Influence	5.5
Convenience	4.42	With High Influence	1
Culture Differences	4.25	With High Influence	5.5
Self-Image	4.23	With High Influence	7
Trust	4.30	With High Influence	4
Airline Information Provision	4.09	With High Influence	9
Environmental Negative Impact Reduction	4.34	With High Influence	2.5
Technology Knowledge	4.34	With High Influence	2.5
Composite Mean	**4.27**	**With High Influence**	

Legend: 1.00-1.49 With Very Low Influence; 1.50-2.49 With Low Influence; 2.50-3.49 With Moderate Influence; 3.50-4.49 With High Influence; 4.50-5.00 With Very High Influence

It exhibits how travelers indicate that there is a high influence of the factors influencing technology selections in the airline industry (4.27). It means that technology has a crucial role, especially in the airline industry, wherein it influences the travelers' decisions.

The travelers reveal that Airline Information Provision has a high influence in factors influencing technology selections (4.09) which it is ranked as the least among the sub-variables. Although Airline Information Provision has come to lowest, it continues to have a significant impact on technology choices.

Factors Affecting Customer Retention in the Airline Industry

Variables	Weighted Mean	Interpretation	Rank
Customer Satisfaction	4.37	Agree	3
Customer Loyalty	4.33	Agree	5
Loyalty Award	4.34	Agree	4

Relationship	4.39	Agree	2
Perceived Safety	4.46	Agree	1
Composite Mean	**4.38**	**Agree**	

Legend: 1.00- 1.49 Strongly Disagree; 1.50- 2.49 Disagree; 2.50-3.49 Moderately agree; 3.50-4.49 Agree; 4.50- 5.00 Strongly Agree

It is shown from the table above the results from the traveller's responses regarding to airline industry where it is affecting customer retention (4.38). Customer retention has a huge role to shape the importance in retaining customer to purchase service, that includes the customer satisfaction, customer loyalty, loyalty award, relationship and perceived safety are the efforts to keep them attracted and enables relationship with customers.

Travelers agreed when it comes to perceived safety is affecting customer retention in the airline industry (4.46). Perceived safety is now the most priority of every traveller for their own health, safety, and security.

The travellers agreed on customer loyalty is affecting customer retention in the airline industry (4.33). As shown from above customer loyalty has the intention to maintain current consumers who are the travellers in airline industry to continue to fly with the airline companies.

Hence, it is to re-engage the new normal travel to the consumers who are the travellers, the airline industry must increase focus to those who are loyal customer to provide and offer reward and other loyalty program that means they value customer and to impart travellers a new experience.

Determining the Impact of Airline Service Quality using Emerging Technology on Travelers

Variables	Weighted Mean	Interpretation	Rank
Reliability	4.34	Agree	5
Responsiveness	4.45	Agree	1
Tangible	4.44	Agree	2
Assurance	4.35	Agree	4
Empathy	4.37	Agree	3
Composite Mean	**4.39**	**Agree**	

Legend: 1.00- 1.49 Strongly Disagree/Poor Quality; 1.50- 2.49 Disagree/Low Quality; 2.50-3.49 Moderately agree/with Average Quality; 3.50-4.49 Agree/with High Quality; 4.50- 5.00 Strongly Agree/with excellent quality

The table shows that travellers agreed that flight service quality affects emerging technology use (4.39). Customer Retention impacts Airline Service Quality in terms of Reliability, Responsiveness, Tangible, Assurance, and Empathy to maintain value and improve relationships with customers and keep current clients by fostering ties and maintaining customer retention.

The study's findings that the travellers agree on responsiveness having an impact in Airline service quality (4.45). Travelers now prioritize responsiveness for safety and traveller rights. Airlines may gain more patronage by putting the security and welfare of their customers first. For instance, airlines have made public their standards for cabin hygiene.

Travelers approved that Reliability has an impact on Airline service quality (4.34). Reliability is one of the main factors in travellers' happiness due to the quality of operations and the airline's ability to work consistently and meet its promise to provide service on time. Customer-service-oriented airlines meet customers' needs before, during, and after flights. Keeping customers happy is the best way for the crew to grow and improve the tour. Creating a connection with travellers is also essential to providing good service with minimal hassle.

The probability of getting a critical ratio as large as 17.902 in absolute value is less than 0.001. In other words, the regression weight for Customer Retention in the prediction of Factors Influencing Technology is significantly different from zero at the 0.001 level (two-tailed).

The probability of getting a critical ratio as large as 13.172 in absolute value is less than 0.001. In other words, the regression weight for Customer Retention in the prediction of Service Quality is significantly different from zero at the 0.001 level (two-tailed).

The probability of getting a critical ratio as large as 5.391 in absolute value is less than 0.001. In other words, the regression weight for Factors Influencing Technology in the prediction of Service Quality is significantly different from zero at the 0.001 level (two-tailed).

The model exhibits that the factors influencing technology mediate the relationship between Customer Retention and Airline Service Quality.

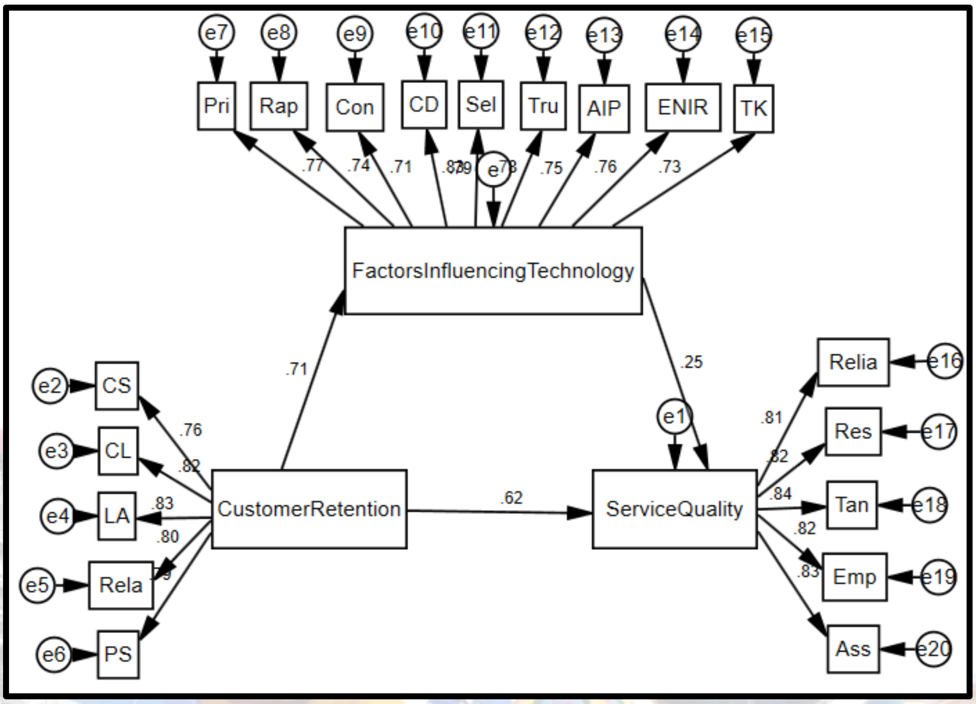

Figure 4. The Mediating Effect of the Influence of Technology in the Customer Retention and Service Quality

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It is revealed in the model that Customer Retention has a strong direct relationship to Airline Service Quality (.62). It means that the quality of service through the emerging technology that an airline provided during this pandemic to their customer make them maintain to be a loyal customer/passenger to their airline which it is considered good (.05) because it shows how airline can still manage to market the services that they can offer/provide with the use of emerging technology during this new normal.

And according to the study of Alshamsi et al. (2021) Customer retention and long-term connections are fostered by high-quality service, additionally it is also said in the study of Elgarhy (2022) that a long-term relationship between customers and service providers is said to rely primarily on service quality so as the result the Customer retention will grow if service quality is improved (Nugroho et al., 2020).

Moreover, it is also shown in the model that if the Factors influencing technology mediate to the two variables which are Customer Retention and Airline Service Quality it resulted that Customer Retention has a perfect direct relationship to the factors that influence technology (.71), it is also classified as good (.04) which it means that customer retain to the airlines during this pandemic because of the factors that influence the technology such as; Price, Rapidness, Convenience, Culture Differences, Self-Image, Trust, Airline Information Provision, Environmental Negative Impact Reduction and Technology Knowledge.

However, when the Factors Influencing Technology mediates to the Airline Service Quality it resulted a weak direct relationship (.25) but classified as good that is why the researcher predict that due to the evolving and upgrading of the technologies in the airlines it resulted to the unstable connections between the factors that influence the technology to the quality of the service that they provide which may also affect the customer retention because of the changing in service that they may experience in the airlines.

It is supported by the study of Tadesse (2019) Customers have many options to choose from the technological advancements and the liberalization of the aviation industry, so it is important for the aviation sectors to be able to keep their customers otherwise they would be doomed. However, according to the study of Climis (2016) neglect to the service is the real reason customers leave a company and choose another seller, so the services must be distinctive to prevent this from happening. Along with improving service quality, airline managers can work to improve in-flight security, which will impact customer happiness. If the level of perceived safety is already quite high, the managers should make a greater effort to communicate their strict standards for in-flight safety to the passengers.

Summary of Model Indices

Model Indices	Values	Standard Values	Interpretation
CMIN	.981	< 5	Good fit
Goodness of Fit Index (GFI)	.806	> 0.80	Good fit
Normal Fit Index (NFI)	.893	> 0.90	Good fit
Comparative Fit Index (CFI)	.920	> 0.90	Good fit
RMSEA	.093	< 0.05	Poor Fit

Influencing technology selection, customer retention, and airline service quality were tested in the structural equation modelling above. This structural equation model measures and observes factors inside the box. Mediating arrows point to each variable, showing that Factors Influencing Technology have a strong direct connection. It is determined that Customer Retention has a very strong direct relationship to Influencing Technology Selection (.71) and has a strong direct relationship to Airline Service Quality (.62). Moreover, Influencing Technology Selection has a weak direct relationship to Airline Service Quality (.25).

Technology mediates Customer Retention and Airline Service Quality, based on the model fit index summary. The researchers evaluated the model fit its observed variable well using multiple indices. From the table, CMIN (.981) of the study has a good fit with a deviation of less than 5. Marsh & However, (1985) found that a value <5 indicates a good fit. Any variances higher than these would suggest something other than probability. Other indices yielded Goodness of Fit Index (.806), Normal Fit Index (.893), Comparative Fit Index (.920), and RMSEA of. (.093). A high value of RMSEA resulted in a Poor fit. This happened because the degree of freedom that is used is little. However, when a model accurately matches the data, RMSEA may falsely imply a poor fit (Kenny et al., 2015). Even when models fit the data very well, they often have poor RMSEA due to their few degrees of freedom. This implies that upon testing it corresponded to have an indirect mediation effect since there are mediation arrows heading in the direction of each variable, where it demonstrates that when Influencing Technology take place, a strong direct relationship is established.

Technology also strengthens the connection between customer retention and airline service quality. This shows that Price, Rapidness, Convenience, Culture Differences, Self-Image, Trust, Airline Information Provision, Environmental Negative Impact Reduction, and Technology Influence Knowledge shows how this affects emerging airline technology and their tactics for retaining customers in this new normal. This means a service provider using technology must consider many factors to keep service quality.

Partial Mediation of the Influence of Technology

Total Effect (CR→SQ)	Direct Effect (CR→SQ)	Relationship	Indirect effect	Confidence Interval Lower Bound	Confidence Interval Upper Bound	T	Conclusion
.904 (0.000)	.773 (0.000)	CR→FIT→SQ	.131	.046	.222	19.551	Partial Mediation

Legend: CR- Customer Retention; FIT- Factors Influencing Technology; SQ- Service Quality

Additionally, the influencing technology also affects airline service quality, meaning that since the technology is also one who provides services in this new normal, it must still fulfil its duty to provide quality to ensure customer satisfaction and loyalty to the airlines.

AMOS OUTPUT

			Estimate	S.E.	C.R.	P	Label
FactorsInfluencingTechnology	<---	CustomerRetention	.789	.044	17.902	***	Significant
ServiceQuality	<---	CustomerRetention	.619	.047	13.172	***	Significant
ServiceQuality	<---	FactorsInfluencingTechnology	.228	.042	5.391	***	Significant
Self-Image	<---	FactorsInfluencingTechnology	.906	.040	22.568	***	Significant
Trust	<---	FactorsInfluencingTechnology	.832	.037	22.329	***	Significant
Airport Information Provision	<---	FactorsInfluencingTechnology	.919	.046	20.165	***	Significant

Environmental Negative Impact Revolution	<---	FactorsInfluencingTechnology	.838	.040	20.712	***	Significant
Technology Knowledge	<---	FactorsInfluencingTechnology	.761	.040	19.069	***	Significant
Culture Differences	<---	FactorsInfluencingTechnology	.868	.033	26.118	***	Significant
Convenience	<---	FactorsInfluencingTechnology	.674	.038	17.957	***	Significant
Rapidness	<---	FactorsInfluencingTechnology	.799	.041	19.551	***	Significant
Price	<---	FactorsInfluencingTechnology	.826	.039	21.198	***	Significant
Tangible	<---	ServiceQuality	.863	.031	27.829	***	Significant
Responsiveness	<---	ServiceQuality	.789	.031	25.258	***	Significant
Reliability	<---	ServiceQuality	.861	.035	24.261	***	Significant
Empathy	<---	ServiceQuality	.889	.035	25.435	***	Significant
Assurance	<---	ServiceQuality	.876	.033	26.691	***	Significant
Loyalty Award	<---	CustomerRetention	.912	.035	26.371	***	Significant
Customer Loyalty	<---	CustomerRetention	.886	.035	25.496	***	Significant
Customer Satisfaction	<---	CustomerRetention	.737	.036	20.651	***	Significant
Relationship	<---	CustomerRetention	.833	.036	23.238	***	Significant
Perceived Safety	<---	CustomerRetention	.788	.034	23.084	***	Significant

Regression Weights: (Airline Technology - Default model)

5. Discussion and Conclusion

5.1. Discussion and implications

When Factors Influencing Technology mediates to the Airline Service Quality it resulted a weak direct relationship but it is still classified as good which it is predict that due to the evolving and upgrading of the technologies in the airlines it resulted to the unstable connections between the factors that influence the technology to the quality of the service that they provide which may also affect the customer retention because of the changing in service that they may experience in the airlines. It is supported by the study of Tadesse (2019) Customers have many options to choose from the technological advancements and the liberalization of the aviation industry, so it is important for the aviation sectors to be able to keep their customers otherwise they would be doomed. However, according to the study of Climis (2016) neglect to the service is the real reason customers leave a company and choose another seller, so the services must be distinctive in order to prevent this from happening.

5.2. Conclusion

The main purpose of the study is to examine the mediating effect of the influence of technology in the customer retention and service quality of the Philippine airline industry. It was therefore concluded that in assessing the technology-based facility costs passengers none or less, that has nine factors which are the price, rapidness, convenience, culture differences, self- image, trust, airline information provision, environmental negative impact reduction and technology knowledge. During the new normal, the technology-based facility allows passengers to arrive at the airport earlier, while also reducing the passenger's airport procedures, both of which are related to the speed component. The primary consideration in selecting airport technology is convenience. A technology-based facility in the new normal serves people from various cultural backgrounds. The technology knowledge component demonstrated that in the new normal, technology-based facilities assist people with high levels of Technology expertise.

In determining the results of the respondents' travelers are satisfied receiving airline services from the three top major airlines with the use of technology-based facility during the new normal. Travelers are assessing that they feel safe and comfortable during the rest of the flight, it indicates that they received positive airline service. The result comes up of airline competitiveness wherein boosts connection with travelers they also determined the quality of airline service, with that they tend to give recommendation and feedback to continue choosing to fly, the relationship between the passenger and airline is reasonable to identify on what airline can offer to the travelers the quality of airline service and interest while on board with best efforts and intention.

In presenting the results of the respondents, they concurred that the use of emerging technology to improve airline service quality has an impact on passengers during the new normal. When it comes to dependability, they exhibit consistency in service delivery and respectful dedication to keep their word to clients. The qualities that fall under the empathy services are, individualized care, having your client's best interests at heart, connecting with emotion and experience, and communicating in a way that demonstrates their mutual understanding, appreciation, and support of one another's needs and goal to deliver the right services toward passengers who entrust there to airline staff. The findings of the investigation into how adopting developing technology affects airline service quality for passengers are satisfactory.

In the assessment it analyzed results have been agreed upon by the respondents as having an impact on the airline service quality to customer retention. It is clear from the results that the airline is committed to maintaining the airline service quality consciousness to remain enhanced and accomplished during the new normal. The findings show that the relationship that mediates consumer satisfaction from airlines might influence customer behavior. Customer happiness and trust flow with the result link between customer retention and airline service quality.

In determining the result, it is revealed that the evolving and upgrading of technologies in the airlines has resulted an unstable connection between the factors that influence the technology to the quality of service that they provide, which may also affect customer retention due to changes in service that they may experience in the airlines.

5.3. Limitations of this study and suggestions for future studies

For the *Airline Stakeholders*, the study may be strongly recommended by the researchers as a source of information for newly travelers and newly hired Cabin Crew who have no prior Airline knowledge when it-comes to technology during new normal. This can be accomplished by accessing and visiting open access online publication sites in order to gain a deeper and more up-to-date understanding of the technological conditions that currently exist in the airline industry, the factors that must be measured in order to increase employee brand awareness, and the ongoing improvement of their health and knowledge.

For the *Airports*, the researcher recommended the improvement of traveler's experience in the use of technology- based facility in the airport during the new normal, it can lead to airport benefits in improving efficiency and increase capacity where to adopt the new normal technologies that address the traveler smoother experience and process in the airport. Ensuring that technology anticipates and maintaining high service standards.

For the *Educational Institutions*, Researchers may recommend using the Structural Equation Model output from this study as a valid and reliable illustration in their multicultural diversity subjects to discuss the relationship among the variables influencing Technology in the Airline Industry during new normal in the workplace onboard culture and the level of commitment and well-being of Cabin crews. This will help the Airline Industry operation students to be equipped with sufficient knowledge in the field.

For the *Future Tourism student*, are advised by the researchers to use this study as a source of knowledge to identify and understand the role that technology has played in the airline business under the new normal. This also applies to the tourism students who will soon be worked onboard and given the opportunity to acquire the skills necessary to operate in a variety of positions within the expanding airline business. The model created in this study will therefore fully explain how to assess the various onboard environments as well as the factors affecting the level of Technology.

For the *Future Researcher*, that will conduct the same study, the researchers may recommend further exploring using a qualitative approach such as documentary analysis, interview, observation, and other methods in investigating this area of study. Moreover, they may utilize the same variables to investigate other. They can also use different variables such as utilizing the demographic profile, Influencing Technology Selection in the Airline industry, Customer Retention and Airline Service Quality and other Sub- variables that may be related to find different results or outcomes. They can strive for different methods or parameters to present or discover new information that can add to the body of knowledge.

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Exploring the Effects of Travel Vloggers to Visit Intention: The Role of Experiential Quality

Santiago, Chalane
College of International Tourism and Hospitality Management, Lyceum of the Philippines University – Laguna

Henzon, Ayen Jill
College of International Tourism and Hospitality Management, Lyceum of the Philippines University – Laguna

Reyes, Cay Marie
College of International Tourism and Hospitality Management, Lyceum of the Philippines University – Laguna

Vispo, Patricia Joy
College of International Tourism and Hospitality Management, Lyceum of the Philippines University – Laguna

Gamoso, Ryan A.
College of International Tourism and Hospitality Management, Lyceum of the Philippines University – Laguna

Abstract:

The global pandemic that happened in the early 2020s has impacted the tourism industry. Many tourist attractions are closed because of travel restrictions and bans worldwide. As a result, it became popular for travel vloggers to showcase various travel destinations and contents on social media platforms. This leads to our research gap that tourists who watch travel vloggers to their destinations may have unrealistic expectations based on the cinematography they see and how they connect with the vloggers through the contents and what are the factors that influence their decisions.

This study is designed as causal-comparative quantitative to identify the relationship of the independent variable to dependent variables. The researchers used random sampling techniques in determining the respondents. A total of three-hundred fourteen (314) college students from the province of Laguna participated in this study and the following findings are sought: It showed that there's a role of experiential quality between the relationship of the travel vloggers and tourist visit intention. It used weighted mean, spearman rho, mediation analysis, and PLS-SEM for the analysis. Findings suggest that Attitude Homophily, Physical Attractiveness, and Social Attractiveness positively influence customers' decision in intention to visit the destination in terms of Accessibility, Expectations, and Convenience. The study revealed that travel vloggers and the role of experiential quality mainly influences the tourists' visit intention. The study utilized the Stimulus Organism Response Theory by Mehrabian and Russel, 1974.

Keywords: Travel Vloggers, Visit Intention, Experiential Quality

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1. Introduction

Many people have benefited from the Internet's rapid development, new social media platforms and have introduced new ways of travel sharing. There are numerous travel vloggers that have great content that inspires others to explore, travel and learn about everyday life in the world beyond what we call home. Several travel channels show the location and cool intricacies of the cities they visit that giving the viewers knowledge and ideas as they give their perspectives and cultural exploration beyond the sensational parts of travelling along with their personal insight and genuine reactions to what they will learn while traveling. Moreover, travel vloggers make videos about things that they love, their passion and enthusiasm. As a result, this will capture viewers to explore other cultures and engage with locals at these destinations naturally.

Travel vlogs can easily attract people, especially those people who like to travel because those are the ones who have an interest in trying and exploring new adventures. Travel vlogs also show what to expect in a specific destination, what to do when travelers visit the place and give background information about the place based on the travel vloggers video content uploaded online. Travel vlogs meet tourists' expectations as they provide information on real-life experiences (Khan, 2017). Trip vlogs have influenced tourists' daily life and may influence their travel decisions. When people see something on the video that catches their attention, they are willing to travel just to experience that and share it with other people too. That is why travel vlogs can be an immense help to tourist attractions and destinations by filming and capturing the whole experience in the destination and posting it through social media platforms that can be seen by a lot of their viewers, followers, and new travelers. When the desire is starting to build up because of the travel vlogs shared through online platforms, that is where it catches the people's attention that can lead to affect their visit intention.

The main research objectives are outlined in this study. First, the elements that influence travelers' travel decisions. Second, the research examines the impact of travel vloggers on tourist visit intention decisions. Third, the significance of experiential quality of the vlogs to the viewers. To examine the role of experiential quality between the relationship of travel vloggers and the tourist visit intention. To determine the relationship between factors influencing the tourist visit intention and travel vloggers.

This study explored the audience's resonance experience when viewing trip vlogs, as well as its impact on their visit intentions in the view of the fact that this type of visual communication has revolutionized.

2. Literature Review

2.1. Visit Intention

According to Chaulagain et al (2019), The intention to visit a destination, or the decision to travel to a destination, is referred to as visit intention. Formed because of a prolonged procedure from the viewpoint of the destination Influencing visit intention is a fundamental strategic goal for marketers. It has been studied academically in many situations because of its destination image.

Most of the non-visitors are perceived by the destination image to travel to a specific destination. In addition, one of the main elements of the destination image are the people such as public figures – this includes celebrities, social media influencers, etc. The information shared by these people serves as an awareness and draws attention to the potential tourist. (Davari and Jang, 2021).

2.2. Travel Vloggers
Travel vloggers assume the role of a good example for the viewers who directly follow his on her journeys. The Vlogger who generates content views upon his audience to make an impression by inducing concentrated beliefs and results over a large digital space is known as a Vlogger who generates content. Credibility is the defining factor in how a Vlogger becomes successful and distinguishes himself or herself from the other competitors (Mironova, 2016). When it comes to marketing, 93 percent of those working in the marketing business employed Vlogging as a marketing tool in 2013. Many YouTube videos focus on travel destinations, famous destinations, and tourist attractions as the most popular travel searches, and then offer vacation recommendations for viewers. When it comes to destination planning, YouTube is more efficient than Google when it comes to travel research.

According to Birch-Jensen, Johan (2020) travel vloggers are a new trend that began to emerge in late-2016. The travel vlogger captures their adventures in a video, which is particularly popular on YouTube. The study focuses on scrutinizing the purpose of travel vloggers as a tourist research method. If the vloggers are being used before the flight it controls the tourists' perception and what they want to see when they visit.

2.3 Experiential Quality
In consumer behavior research, the experiential quality of a customer has been a significant notion (Chen and Chen, 2010;). The concept of experiential quality encompasses the visitor's affective response to the psychological benefit they seek from a visiting experience. (Bintarti and Kurniawan, 2017)

The quality of an experience in the context of tourism is referred to as experiential quality performance at the attribute level, with experience quality referring to the psychiatric outcomes resulting from visitor participation in tourism activity (Bintarti and Kurniawan, 2017). The image of a tourism destination is influenced by the quality of the experience (Bintarti and Kurniawan 2017). Furthermore, experiential quality and experiential satisfaction also affects the revisit intention. According to Realino et al., (2021), Tourist experience quality, positive attitude, and perceived value all had a substantial impact on revisit intention. The perceived value also plays a role in moderating the effect of customer experiential quality on the intention to revisit. Therefore, the intention of the tourist to return to a destination is based on the good quality of the experience they had.

3. Methodology

3.1. Measurement
This study is designed as causal-comparative quantitative research design, it is used to identify correlations between independent and dependent variables. The purpose of using causal-comparative design is to examine the effects of travel vloggers to visit intention of potential tourists and how it affects the tourist's experiential quality. The data was acquired from college students from the different universities around Laguna who are potential tourists and more active in different social media platforms. The instrument used in this study is an adapted questionnaire, a survey questionnaire was made by adapting construct measures that have been used before and have been proven to be accurate. The questionnaires were distributed to 314 college students around the Province of Laguna to ensure that the items were clear and easy to understand, and then the responses were run through the Cronbach analysis to determine their validity. The data collected were tallied and calculated using a variety of

statistical methods and measurements. A causal data analysis was used to encode and summarize the information, which was done using tables. The following statistical methods were used to examine the data in the appropriate manner: The researchers wanted the results to be able to be used and applied in the best possible way. In addition to this, making sure that the deductions and conclusions are made from the data is useful. **Weighted Mean**. was used to explore the factors influencing the visit intention of the tourists in terms of accessibility, expectations, and convenience; **Spearman Rho** was used by the researchers to analyze the significant relationship between the travel vloggers and the tourists' visit intention. **Mediation Analysis** was conducted to look into how a third variable known as a mediator or intervening variable affects a dependent variable (outcome) via one or more independent variables (predictor). This is to see the effect of the experiential quality to the visit intention of the tourists; finally, **PLS-SEM – Partial Least Squares** – Structural Equation Modelling was used to find out about and predict the causal relationships and effects between variables that are suggested by theoretical models. Structural models are estimated to maximized the strength of the relationship between the independent variables which are the travel vloggers, experiential quality, and the dependent variable which is the visit intention and to assess how far a hypothesized model is a perfect model or goodness fit, the researcher used chi-square test.

4. Results

Table 1 shows the factors influencing the visit intention of the tourists by accessibility. It demonstrates the outcome of (4.51) indicating that the respondents who are college students from different universities who are potential travelers, strongly agree with the factors. Accessibility is a further crucial element of the tourism industry. It is a way for tourists to get to the location where services are provided. The immovability of the product is a unique characteristic of the tourism sector. (Merofuture, 2022).

Table 1
The factors influencing the visit intention of the tourists by accessibility.

Accessibility	Weighted Mean	Interpretation	Rank
I look at travel videos to see how easy the destination is to get to.	4.53	Strongly Agree	2
I watch travel vlogs to see if the destination is accessible to visitors.	4.58	Strongly Agree	1
I watch vlogs to know the available modes of transportation.	4.44	Agree	3
Composite Mean	**4.51**	**Strongly Agree**	

Legend: 1.00-1.49: Strongly Disagree (SD); 1.50-2.49: Disagree (D); 2.50-3.49: Moderately Agree (MA); 3.50-4.49: Agree (A); 4.50-5.00: Strongly Agree (SA)

Table 2
The factors influencing the visit intention of the tourist by expectations

Expectations	Weighted Mean	Interpretation	Rank
I got travel-related information that interested me from the travel vlog.	4.46	Agree	3
This content of the travel vlog helps me to plan my trip.	4.50	Strongly Agree	2

From the travel vlog, I found out something new about this travel destination that I did not know before.	4.58	Strongly Agree	1
Composite Mean	**4.51**	**Strongly Agree**	

Legend: 1.00-1.49: Strongly Disagree (SD); 1.50-2.49: Disagree (D); 2.50-3.49: Moderately Agree (MA); 3.50-4.49: Agree (A); 4.50-5.00: Strongly Agree (SA)

Table 2 represents the Expectations in exploring the factors influencing the visit intention of the tourist (4.51). It implies that tourists agree that travel contents they find new and interesting influence their intention to visit. Tourist expectations are no longer just based on traditional word of mouth from friends and relatives, or on advertising from travel companies or tourist destinations (Narangajavana et al, 2017). Also, the expectation of visiting the outbound destination has a direct influence on attitude toward visiting the destination. It also enables the tourist to be knowledgeable about the destination through travel content that can help the tourist to organize their trip.

Table 3
The factors influencing the visit intention of the tourists by Convenience

Convenience	Weighted Mean	Interpretation	Rank
I watch vlogs to know the available facilities around the area.	4.53	Strongly Agree	1
I always check options from different vloggers where I can save up my time and money.	4.41	Agree	3
It gave me a better idea of making traveling more convenient.	4.50	Strongly Agree	2
Composite Mean	**4.47**	**Agree**	

Legend: 1.00-1.49: Strongly Disagree (SD); 1.50-2.49: Disagree (D); 2.50-3.49: Moderately Agree (MA); 3.50-4.49: Agree (A); 4.50-5.00: Strongly Agree (SA)

Table 3 is the data shown for the variables impacting tourists' intention to visit by Convenience, and it results in a (4.47) which shows that the respondents agreed. It clearly shows that tourists agree that they are influenced when they see that the place shown by the vlogger is convenient to visit. The world has changed dramatically because of technological advancements (Padilla 2019), technological innovations assist us in our daily lives by making things easier and more convenient, and even allowing everyone to plan for future travels. The data also indicates how travel vloggers effectively influenced tourists to explore the destination by displaying or giving details about how convenient the travel was. Visitors can use the internet site as a source for brief tourist information that gives a description of the destination (D. Xu et al., 2021).

Table 4
The impacts of travel vloggers on the decision of the tourist's visit intention
in terms of Attitude homophily

Attitude homophily	Weighted Mean	Interpretation	Rank
The Travel Vlogger and I have a lot in common	3.84	Agree	2
The Travel Vlogger and I are a lot alike.	3.79	Agree	3

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The Travel Vlogger has the same mindset as I do.	3.94	Agree	1
Composite Mean	**3.84**	**Agree**	

Legend: 1.00-1.49: Strongly Disagree (SD); 1.50-2.49: Disagree (D); 2.50-3.49: Moderately Agree (MA); 3.50-4.49: Agree (A); 4.50-5.00: Strongly Agree (SA)

Table 4 represents the impacts of travel vloggers on the decision of the tourist's visit intention in terms of attitude homophily. It illustrates the result of (3.84). This indicates that respondents agreed. It demonstrates clearly that tourists are in agree with the decision to travel in terms of Attitude homophily. According to (Hanks et al., 2017), individuals can recognize people who share a similar self-image. A connection between the vlogger and the viewer allows for more effective interaction and influence.

Table 5
The impacts of travel vloggers on the decision of the tourist's visit intention
in terms of Physical Attractiveness

Physical Attractiveness	Weighted Mean	Interpretation	Rank
I think the Travel Vlogger is handsome/pretty.	3.80	Agree	2
The Travel Vlogger is somewhat attractive.	3.87	Agree	1
I find the Travel Vlogger incredibly attractive physically.	3.78	Agree	3
Composite Mean	**3.79**	**Agree**	

Legend: 1.00-1.49: Strongly Disagree (SD); 1.50-2.49: Disagree (D); 2.50-3.49: Moderately Agree (MA); 3.50-4.49: Agree (A); 4.50-5.00: Strongly Agree (SA)

Table 5 represents the impacts of travel vloggers on the decision of the tourist's visit intention in terms of Physical Attractiveness. It demonstrates the outcome of (3.79). It implies that the respondents agreed. In relation to Ozanne et al., (2019) Physical attractiveness indicators in profile images were found to influence online reviewers' perceived degree of competence, leading to strong brand ratings. Good ratings can attract more viewers and potential customers.

Table 6
The impacts of travel vloggers on the decision of the tourist's visit intention
in terms of Social Attractiveness.

Social Attractiveness	Weighted Mean	Interpretation	Rank
I think the Travel Vlogger could be my friend.	3.86	Agree	2
I want to have a friendly chat with the Travel Vlogger	3.90	Agree	1
We could be able to establish a personal friendship with each other.	3.85	Agree	3
Composite Mean	**3.84**	**Agree**	

Legend: 1.00-1.49: Strongly Disagree (SD); 1.50-2.49: Disagree (D); 2.50-3.49: Moderately Agree (MA); 3.50-4.49: Agree (A); 4.50-5.00: Strongly Agree (SA)

Table 6 illustrates that social attractiveness in determining the impacts of travel vloggers on the decision on tourist's visit intention (3.84). It indicates that the tourists agree that when the travel vlogger is friendly it affects their decision in visit intention. According to Le, L.H., and Hancer, M. (2021), The association between the qualities of vloggers and the behavioral intentions of viewers was partially mediated by wishful identification.

Table 7
The impacts of the vlogs on the experiential quality in terms of Content Quality

Content Quality	Weighted Mean	Interpretation	Rank
The travel vlogs gave me an overview of the places.	4.55	Strongly Agree	1
The travel vlogs provided relevant information about the places for my travel plans.	4.47	Agree	2
The travel vlogs were helpful for me in planning my trip.	4.47	Agree	2
Composite Mean	**4.48**	**Agree**	

Legend: 1.00-1.49: Strongly Disagree (SD); 1.50-2.49: Disagree (D); 2.50-3.49: Moderately Agree (MA); 3.50-4.49: Agree (A); 4.50-5.00: Strongly Agree (SA)

Table 7 represented the data for Determine the effects of vlogs on the viewers' experience quality in terms of content quality (4.48). The data demonstrates that the respondents agreed that the potential tourists' experiential quality has been favorably benefited by the content quality. According to Ashley & Tuten (2015), K. Hur et al., (2017) people that watch travel vlogs on YouTube satisfy their wants depending on their motivations, such as looking for information and entertainment in video content. One of the most essential aspects is the vlogs' content quality since viewers may acquire knowledge that can be very helpful while they are making travel plans.

Table 8
The impacts of the vlogs on the experiential quality of the viewers in terms of System Quality

System Quality	Weighted Mean	Interpretation	Rank
The travel vlog was interactive.	4.18	Agree	3
The travel vlog was easy to understand.	4.39	Agree	2
The travel vlog is exciting and can engage viewers.	4.40	Agree	1
Composite Mean	**4.32**	**Agree**	

Legend: 1.00-1.49: Strongly Disagree (SD); 1.50-2.49: Disagree (D); 2.50-3.49: Moderately Agree (MA); 3.50-4.49: Agree (A); 4.50-5.00: Strongly Agree (SA)

Table 8 shows the impacts of the vlogs on the experiential quality of the viewers in terms of the system quality (4.32). It implies that the college students who are potential tourists that responded to our survey agreed. System quality is defined as "a system in which the desired characteristics of both mobile devices and online surfing services are assumed to exist." (Chen, 2013, 27). A quality video shows the audience that you can produce information that persuades them, and we all know that people enjoy that. It also improves customer experiences, allowing them to feel more satisfied. Kim and Hyun,

(2016) They identified system quality, information quality, and service quality as significant predictors of customers' views of utility or telepresence employing smartphone- based augmented reality.

Table 9
The impacts of the vlogs on the experiential quality of the viewers in terms of Vividness

Vividness	Weighted Mean	Interpretation	Rank
The imagery of the travel vlogs was clear.	4.38	Agree	1
The imagery of the travel vlogs was weak/strong.	3.96	Agree	3
The imagery of the travel vlogs was poorly defined/well-defined.	4.06	Agree	2
Composite Mean	**4.13**	**Agree**	

Legend: 1.00-1.49: Strongly Disagree (SD); 1.50-2.49: Disagree (D); 2.50-3.49: Moderately Agree (MA); 3.50-4.49: Agree (A); 4.50-5.00: Strongly Agree (SA)

Table 9 exhibits the Vividness in determining the impacts of the vlogs on the experiential quality of the viewers (4.13). The results show that potential tourists agree that the quality of the travel videos affects their experiential quality. The image of a tourism destination is influenced by the quality of the experience (Bintarti and Kurniawan 2017).

Being the highest indicator, the results show that the imagery of the travel vlogs was clear (4.38). It signifies that potential tourists consider the production value of video itself as it can affect their experience. According to Peralta (2019) sharing experiences and sharing photographs, travel vloggers help to vividly develop the destination impressions that are so important and basic to place marketing efforts. This explains that the potential tourist can sense a destination through good graphics produced by the travel vloggers.

Table 10
Relationship between the Travel vlogger and Accessibility

Accessibility vs	Rho-value	p-value	Interpretation
Attitude Homophily	.329	.000	Significant
Physical Attractiveness	.296	.000	Significant
Social Attractiveness	.296	.000	Significant

Note: If the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

Table 10 shows that there is a significant relationship between accessibility and the factors of a travel vlogger that influence the tourist's visit intention. All the sub variables have (p-value .000) which is interpreted as significant. It means that the respondents are likely to look at the travel vloggers attitude, physical attributes, and attractiveness when watching vlogs and it has an impact on the decision of the viewers visit intention and it has correlation with accessibility which is one of the sub variables of visit intention.

The first row represents the Attitude Homophily. It illustrates that it has a significant relationship with accessibility, it refers to the crucial element of tourism industry (Liu and Jia, 2018) meaning that if the tourist believe they have the necessary conditions and ability to participate will they be motivated to act and the travel vloggers who are socially connected in some way to display certain affinities, such as similarities in demographic background, attitudes, and values has an impact on a viewer's encouragement in accessibility of a certain destination.

Physical Attractiveness is also significant with accessibility meaning that a travel vlogger's physical attributes can contribute to the tourist's intention to visit. When the viewers were attracted to the physical attributes of the vlogger, they tend to be interested in watching their vlogs and in addition to that, it adds to the interest of the tourists.

Social Attractiveness in relation to the travel vlogger, the result illustrates that they were significant. It contributes a lot to travel vloggers' factors, having a friendly vibe in their contents makes the viewers more fascinated to watch their vlogs and be attracted to go to the place that they are showing. The travel vlogger factors which are the attitude homophily, physical attractiveness, and social attractiveness has a significant or strong relationship with the visit intention factor accessibility. This further elucidates that a travel vlogger attitude may help with engaging the viewers in visiting a certain destination.

Table 11
Relationship between the Travel vlogger and Expectation

Expectations vs	**Rho-value**	**p-value**	**Interpretation**
Attitude Homophily	.316	.000	Significant
Physical Attractiveness	.284	.000	Significant
Social Attractiveness	.311	.000	Significant

Note: If the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

Table 11 shows that there is a significant relationship between Expectations and the sub variables listed under Travel Vlogger. The first row presents the Attitude Homophily result, which has a (rho-value .316) and (p-value of .000). While the result for Physical Attractiveness is shown in the second row with a (rho-value of.284) and a (p-value .000). Lastly, the result for Social Attractiveness is shown in the third row with a (rho-value .311) and a (p-value .000). The result indicated that each factor in table 11 is significant.

The data above illustrates that the three factors' results are significant, which indicates that they have an impact on visitors' expectations and intent to visit. The first factor is attitude homophily, the degree of similarity in attitudes is defined as the attitude component of homophily (thinking, behavior) (Bu et al., 2022). People could also be encouraged if they can relate to the travel vlogger in some way, such as attitude or way of thinking and the ability to connect with people allows for greater involvement and impact. Even when someone communicates to you on screen, there is something beneficial about seeing them, and if the viewer has a connection with the travel vlogger, it may elevate their expectations.

It is more likely that individuals or college students will be more enthused and have higher expectations about the destination when there is an attitude homophily since it is positively associated with reliability. Being connected with a travel vlogger may have an impact on both the expectations of viewers and the decisions made by those who are seeing the vlogger's video. If the respondents notice that they share the travel vlogger's preferences, perspective, or behavior, this might be a reason why viewers are more eager and anticipating more from the destination since they share the travel vlogger's qualities.

The second factor that has a significant influence is physical attractiveness. Le and Hancer (2021) discovered that audience desired connection was strongly influenced by the physical attributes, social attractiveness, and authenticity of travel vloggers using the social leaning hypothesis. When watching travel vlogs, the respondents' responses clearly indicate that they were also considering the physical attributes of the travel vlogger, which may have an impact on their expectations for the place the vlogger is displaying. It has a favorable effect if the viewers think the travel vlogger is attractive because it encourages them to travel to the destination the vlogger is showcasing because they admire the vlogger and feel like they want to experience what the vlogger is doing. And if they realize that the travel vlogger is delighted with the place, it may encourage the audience as well.

The third factor in the table, social attractiveness, also significantly contributes to the results. The term "social attractiveness" relates to how the audience feels about the communicator in terms of how well-liked and respected they are, according to Lee and Watkins (2016). Viewers and travel vloggers may connect differently, which may lead them to make decisions based on their interest in the travel vlogger.

Table 12
Relationship between the Travel vlogger and Convenience

Convenience vs	**Rho-value**	**p-value**	**Interpretation**
Attitude Homophily	.247	.000	Significant
Physical Attractiveness	.274	.000	Significant
Social Attractiveness	.340	.000	Significant

Note: If the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

Table 12 shows that there is a significant relationship on the impacts on the decision of tourist's intention to visit in terms of convenience. The sub variables attitude homophily, physical attractiveness, and social attractiveness which has .000 p value. The first sub variable has .316 rho value. For the second sub variable, it has a rho value of .274. For the last sub variable is with .340 rho value. The results showed that all three sub variables are significant.

It illustrates that attitude homophily, social attractiveness, and physical attractiveness have a significant relationship with Convenience. When respondents see that a place is convenient, they are more inclined to be convinced by travel vloggers. Travel vloggers who they follow provide content about methods to save money and time while traveling is one of the factors that determines the visitor's intention to visit.

The attitude homophily is most likely to influence the tourist visit intention by convenience. Social media influencers that are perceived as being similar to their followers may be more effective due to attitude homophily (Sokolova and Kefi, 2020). It showed in the result that the convenience that is shared by the travel vloggers greatly impacts the tourist's intention to the visit. Watching travel vlogs

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showcasing the comfort and easy ways of travelling, may attract the tourists to experience it by themselves.

The second factor, which is physical attractiveness, is significant. Online reviewers' perceptions of a brand's level of competence were found to be influenced by physical attractiveness indicators in profile photographs, producing positive brand ratings. More viewers and potential customers can be attracted by high ratings (Ozanne et al., 2019). The physical appearance of travel vloggers also plays a crucial role in engaging with the tourist. Tourists who find the travel tips and suggestions offered by travel vloggers that they think are charming are likely to be drawn to them and take their advice into consideration while planning their trip.

Finally, the last factor that has a significant impact is social attractiveness. Wishful identification served as a potential mediating factor in the relationship between vlogger characteristics and viewer behavioral intentions (Le, L.H., and Hancer, M. 2021). When travel vloggers connect with their viewers and make time-saving and convenient travel relatable, it gives tourists the idea to give it a try to make their trip more comfortable.

Role of experiential Quality between the relationship of travel vloggers and visit intention

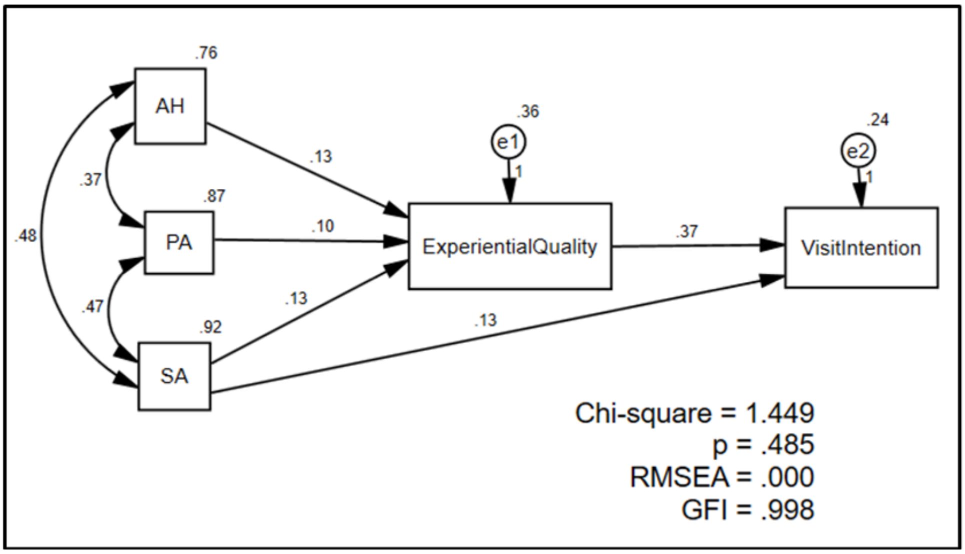

Figure 3. Role of experiential Quality between the relationship of travel vloggers and visit intention

AMOS OUTPUT

Regression Weights: (Group number 1 - Default model

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
ExperientialQuality	<---	AH	.177
ExperientialQuality	<---	PA	.136
ExperientialQuality	<---	SA	.187
VisitIntention	<---	SA	.222
VisitIntention	<---	ExperientialQuality	.416

Covariances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
PA <--> SA	.468	.057	8.219	***	
AH <--> PA	.367	.050	7.297	***	
AH <--> SA	.481	.054	8.850	***	

Correlations: (Group number 1 - Default model)

	Estimate
PA <--> SA	.525
AH <--> PA	.453
AH <--> SA	.578

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
AH	.756	.060	12.510	***	
PA	.869	.069	12.510	***	
SA	.915	.073	12.510	***	
e1	.358	.029	12.510	***	
e2	.236	.019	12.510	***	

Figure 3 shows the structural modeling for the role of experiential quality between the relationship of travel vloggers and visit intention shows that the three factors - physical attractiveness, attitude homophily, and social attractiveness, can influence and persuade potential visitors to visit the area, which can lead to an engaging experience. A person's visit intention is a behavior that can be used to predict whether they would travel to a particular destination. Experiential quality performance, which refers to the psychological results from visitor participation in tourism activity, is the term used to describe the quality of an experience in terms of tourism (Bintarti and Kurniawan, 2017). In this model, it is revealed that the best predictor is the experiential quality with the highest regression weight .37 among the other predictors.

This model was tested using Chi-square, RMSEA, P-value, and GFI. For the Chi-square test it resulted in 1.499 meaning the model is not a good fit. In RMSEA test or root mean square error of approximation, it resulted .000 that means it was not also a good fit. For the p-value it has .485 meaning the model is an acceptable fit. For the previous tests, the model resulted that it is not a good fit but for the GFI or the goodness of fit index it has .998 meaning this model was acceptable and a good fit and can be used for the interpretation of the role of the experiential quality between the relationship of travel vloggers and visit intention.

As per the results, the probability of getting a critical ratio as large as 2.744 in absolute value is .006. In other words, the regression weight for Attitude Homophily in the prediction of Experiential Quality is significantly different from zero at the 0.01 level (two-tailed). With the critical ratio, it is shown that the Attitude Homophily and Experiential Quality has a two-sided effect with each other. Second, the probability of getting a critical ratio as large as 2.203 in absolute value is .028. In other words, the regression weight for Physical Attractiveness in the prediction of Experiential Quality is significantly different from zero at the 0.05 level (two-tailed). The critical ratio is greater than 1.96 indicating that it has two-sided significance between Physical Attractiveness and Experiential Quality. Next, the probability of getting a critical ratio as large as 2.768 in absolute value is .006. In other words, the regression weight for Social Attractiveness in the prediction of Experiential Quality is significantly different from zero at the 0.01 level (two-tailed). The critical ratio in Social Attractiveness and Experiential Quality is greater than 1.96 meaning that it has two-sided implications. Next, the probability of getting a critical ratio as large as 4.342 in absolute value is less than 0.001. In other words, the regression weight for Social Attractiveness in the prediction of Visit Intention is significantly different from zero at the 0.001 level (two-tailed). With its critical ratio, it implies that there is a two-sided significance between Social Attractiveness and Visit Intention.

Finally, the probability of getting a critical ratio as large as 8.14 in absolute value is less than 0.001. In other words, the regression weight for Experiential Quality in the prediction of Visit Intention is significantly different from zero at the 0.001 level (two-tailed). The critical ratio is greater than 1.96 which means that Experiential Quality and Visit Intention has two-sided significance.

This model implies that the experiential quality has a mediating effect on the relationship between the travel vloggers and visit intention. It has an indirect mediating effect because of the social attractiveness having a different arrow connecting towards the visit intention. The numbers between each number represent the regression weight of each predictor on how strong or weak it is.

5. Discussion and Conclusion

5.1. Discussion

The findings of this study indicate that the respondents felt encouraged when they discovered that the travel vloggers' videos provided convenience and might boost their expectations to visit the destinations. Diverse college students from some of the universities around the Laguna area participated in this study. The study's findings led to the conclusion that all the factors stated under the travel vlogger can affect or encourage viewers and potential visitors, and this was agreed upon by all respondents. Based on the findings of our research, it is evident that travelers may benefit from the info of travel vloggers when making decisions, particularly if they provide interesting content and helpful information. Students from different universities in Laguna agreed that the travel vloggers may catch their attention if they find that if the vloggers had a positive experience at the destination, it might enable them to feel more encouraged. Findings from the study produce a really good result and the data from all the variables that we considered in this study clearly demonstrates that the viewers and potential travelers will find them all to be beneficial and effective.

5.2. Conclusion

The study concludes that the travel vloggers should publish high-quality information since their videos may serve to entice or inspire future travelers, which may also influence their decision-making. The study discovered that prospective travelers also consider the travel vlogger's physical characteristics in addition to the travel vlog's content. Therefore, in addition to the substance of the film, it is recommended that travel vloggers should allocate in their personal features. The researcher recommends travel vloggers to pay attention to the amenities and activities in the area as well as share their personal experiences. because watching travel vlogs before visiting the places is more convenient for viewers and potential visitors. For Future researchers may focus when it comes to marketing in the tourism industry, particularly when it comes to partnering with travel vlogger with its contents. This research is important from the perspective of the industry's professionals as well as the perspective of tourists regarding their visit intention. The positive result of the study is important/essential for the travel vloggers in engaging with their viewers. The travel vloggers should maintain a content that consists of all the useful and practical information provided in a specific destination or attraction.

5.3. Limitations of this study

The study only aimed to explore the effects of travel vloggers on the tourist's visit intention with the role of experiential quality. Furthermore, it determined the factors that are influencing the tourists' visit intention in terms of Accessibility, Expectations, and Convenience. It also determined the impact of travel vloggers in terms of Physical attractiveness, Attitude homophily, and social attractiveness in the decision of the tourists. Moreover, it also aimed to determine the impacts of the vlogs on the experiential quality of the viewers. This paper also examined the role of experiential quality between the relationship of travel vloggers and the tourist visit intention and lastly, it determined the relationship between factors influencing the tourist visit intention and travel vloggers. Study was conducted only in the province of Laguna and could also be a topic by future researchers in other parts of the world.

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What makes a restaurant cool in the eyes of consumers? Conceptualizing restaurant coolness and exploring its business implications

Yu, Beatrice
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Leung, Daniel
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Abstract:

The two-fold objective of this study are: (1) to identify key dimensions which contribute to the perceived coolness of a restaurant from consumers' standpoint; and (2) to investigate how consumers' perceived restaurant coolness affects their behavioral intention. Primary data was collected through in-depth interviews with 20 interviewees using snowball and convenience sampling methods. This qualitative study suggested that the key dimensions of restaurant coolness include quality, particularity, aestheticity, coherence, delicacy and authenticity. Several behavioral outcomes were also found to be affected by restaurant coolness, including intention to visit/ revisit, recommend, spend more and post on social media.

Keywords: Restaurant Coolness; Perceived Coolness; Particularity; Quality; Behavioral Intention.

1. Introduction

Being recognized as a gourmet paradise, the restaurant industry in Hong Kong has thrived throughout the years. According to the Food and Environmental Hygiene Department (2022), over 16,000 general and light refreshment restaurants were operating in 2022. Undoubtedly, from consumers' perspective, the high volume and diversity of restaurants is certainly a good news, indicating that they will have more dining options. Yet, the upwards trend of licensed restaurants in the market intensifies the competition among restaurants. Operators may find it more challenging to gain consumers' attention and interest. To sustain one's business, it is vital to identify ways to differentiate themselves from competitors and gain sustainable competitive advantages.

As underlined by Ha (2020), modern consumers nowadays tend to seek unusual or unfamiliar dining experiences instead of sticking to their familiar choices. A vast array of cool restaurants ranging from authentic dim sum restaurants, high-ended omakase restaurants to instagrammable rooftop restaurants are offered in Hong Kong. And these cool restaurants are what modern consumers are currently seeking. Once considered a cool restaurant, consumers' gratification towards a restaurant would create a positive impact on restaurants' brand image through consumers' endorsement on social media and positive word-of-mouth. Given these trends and benefits, there is a need for the industry to understand what leads consumers to consider a restaurant cool.

Although coolness has been extensively researched and different dimensions affecting coolness have already been identified (e.g., coolness of technological products in Sundar, Tamul, & Wu, 2014;

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coolness of cities in Kock, 2021), coolness has been rarely investigated in the restaurant context. Since restaurants are different from previously studied products/contexts by nature, adding that restaurants comprise different key dimensions like store atmospherics, food quality and staff service, the key dimensions of restaurant coolness are expected to be varied from those derived from other contexts. To thoroughly understand *"what makes a restaurant cool in the eyes of consumers"*, the core objectives of this exploratory study are: (1) To identify key dimensions which contribute to the perceived coolness of a restaurant from consumers' standpoint; and (2) To investigate how consumers' perceived restaurant coolness affects their behavioral intention.

2. Literature Review

Consumers and business owners often seek coolness (Kerner, Pressman, & Essex, 2007). Not only does it bring excitement to consumers, but also adds value to the product/ service which consequently drives sales as well (Leland, 2004). With coolness being a catalyst for the success of one's business, a lot of researches on coolness have been conducted by scholars and practitioners over the past few years.

2.1 Coolness: Definition

Researchers have not mutually agreed on the definition of coolness because of its subjective nature (Kerner et al., 2007; Tiwari, Chakraborty, & Maity, 2021). Yet, Warren and Campbell (2014) proposed four defining properties of coolness. Firstly, coolness is socially contracted (Belk, Tian, & Paavola, 2010). Just like popularity and status, coolness has become a socially contracted trait (Sundar et al., 2014). Secondly, coolness is considered a positive quality (Gerber & Geiman, 2012). It is shown that consumers would use 'cool' to express their positive attitude and liking towards something (Belk et al., 2010). Warren, Batra and Loureiro (2019) suggested that consumers often link generally 'desired attributes', such as aesthetically appealing, extraordinary and high status, with coolness. Being categorized as cool could help accentuate the positive quality of the product as well (Bird & Tapp, 2008). Thirdly, coolness is dynamic (Warren & Campbell, 2014). Leland (2014) pointed out that people with similar interest and background tend to compromise on what is considered cool and what is not. Apart from one's culture, time is also a determinant that changes people's view of coolness and it constantly changes over time (Wooten & Mourey, 2013). Lastly, coolness is associated with autonomy (Warren & Campbell, 2014). Coolness does not merely refer to a consumer's liking, it is actually a positive attribute to cultural objects, such as people, trends, products and brands, when appropriate autonomy is present.

2.2 Coolness in Different Contexts

Previous researchers have been studying coolness in different contexts such as brands, museums, destinations, technological products, and luxury hotel brands. The study conducted by Loureiro, Jimenez-Barreto and Romero (2020) shows that cool brands are perceived to be extraordinary, aesthetically high-status, subcultural, authentic, appealing, energetic, rebellious, original iconic, and popular. Cooler brands are more likely to generate more passionate desire among consumers (Loureiro et al., 2020). Tiwari et al.'s (2021) study on technological products also reports that cool technological products have six general dimensions, namely rebelliousness, desirability, reliability, attractiveness, innovativeness, and usability. Tiwari et al.'s (2021) study also shows that brand coolness has a positive impact on consumers' brand love. In the travel and tourism context, Kock's (2021) study shows that a cool city is perceived as rebellious, authentic, vibrant and original. A city's coolness would also drive tourists' intention to visit and recommend the city to others.

2.3 Research Gaps

Although studies exploring consumers' perceptions of coolness have expanded over the years and have added new knowledge to the growing stream of research, two research gaps have not been addressed. First, none of the existing literature has discussed restaurant coolness. Past studies on coolness merely focused on brands, luxury hotel brands, museums, destinations and technological products. None of the prior studies select restaurant as the study context. Second, given all the benefits of being cool, consumers' behavioral intention driven by restaurant coolness have received limited attention. Practitioners and restaurant owners have a hard time understanding the advantages of being a cool restaurant. This study aims to address these two knowledge gaps and identify all key dimensions which contribute to the perceived coolness of a restaurant.

3. Methodology

To achieve the research objective, this qualitative research collected and analyzed primary data through a series of in-depth interviews with those who had dined out in the past 12 months. In January 2023, 20 interviewees ranging from 19 to 68 years old were invited to take part in the interview session using convenience and snowball sampling. Questions asked in the interview were about a restaurant that the interviewee considered cool regardless of whether they have been to the restaurant or not. Specifically, the following questions were asked: *(1) Please name a cool restaurant*; (2) *Did you visit this restaurant mentioned in (1)?* (3) *What makes you consider this restaurant cool?* (4) *Any follow-up actions after acknowledging/your patronage?* All interviews were moderated by the author and each interview lasted for 10 to 25 minutes. All content discussed in the interviews were recorded and transcribed afterwards. The transcripts were analyzed by the author and her advisor independently using thematic analysis, aiming to identify key dimensions of restaurant coolness. The analyzed results were then cross-compared and synthesized until a consensus was reached.

4. Results

4.1 Key dimensions and key areas contributing restaurant coolness

After drawing on the analysis of the discourse provided by interviewees, results have shown that in the eyes of consumers, cool restaurants consist of six key dimensions and two key areas for which they are the most relevant elements to form the restaurant coolness. Table 1 summarizes the frequencies of all identified elements.

Table 1. Key Dimensions and Key Areas

		Key Areas					***Sub-total***
		Food	Environment	Service	Concept	Theme	
Key dimensions	Quality	11	5	2			***18***
	Particularity	5	5	1	5	1	***17***
	Aesthetics	6	9				***15***
	Coherence	4	3	1		3	***11***
	Delicacy	1	3	6			***10***
	Authenticity	2	1			1	***4***
	Sub-total	***28***	***26***	***10***	***5***	***5***	

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4.1.1 Quality

The most mentioned key dimension was 'Quality' (n=18). Results reflected that a restaurant would still need to perform well in delivering quality food, quality service and creating a decent dining environment in order to be perceived as cool. Out of all the results, 'Quality of food' has the highest number of mentions (n=11). Interviewee 19 indicated that *'food has to be good'* while interviewees 12 and 13 mentioned about the premium quality of the food ingredients from their cool restaurant.

4.1.2 Particularity

'Particularity' is the second most mentioned dimension, and it was mentioned 17 times. Restaurants need to have features or the ability to create a unique and particular experience which diners would remember that is special about the restaurant. According to the interviewees who mentioned this aspect, cool restaurants often have special/unique food, dining environment, service, concept and theme.

4.1.3 Aestheticity

'Aestheticity' (n=15) refers to the visual elements presented in the restaurant. Interviewees reflected that they would look for visually appealing food presentations (e.g., food, plate design), interior design (e.g., decorations, furniture) and pleasant views (e.g., sea view, city view) in a cool restaurant. Follow-up actions of the interviewees include photo taking and posting on social media.

4.1.4 Coherence

'Coherence' (n=11) which refers to how the restaurant manages to link its food, dining environment, service and theme together into a consistent overall experience. Interviewee 14 highlighted that she thinks a cool restaurant is about the overall dining experience. And Interviewee 13 recalled that the cool restaurant she mentioned has interior design, furniture, utensils and dishes names which all resonate with the nostalgic Chinese theme that the restaurant was going for.

4.1.5 Delicacy

'Delicacy' (n=10) is about how meticulous a restaurant is. Cool restaurants should be highly attentive to detail in one's food, dining environment, and service. Interviewees 2, 4 and 11 shared how they were impressed by receiving hyper-personalized services such as birthday surprises and special arrangements for dietary constraints at cool restaurants.

4.1.6 Authenticity

Last but not least, 'Authenticity' (n= 4) reflects how well a restaurant is able to portray one's cuisine in a genuine and original way through food, dining environment and theme. Interviewee 16 illustrated a hotpot restaurant that serves authentic Chongqing flavor soup base that tasted exactly the same as in Chongqing, whereas Interviewee 18 also mentioned how a restaurant with a nostalgic 1960-1970s design made her feel like going back to the old days.

4.2 How consumers' perceived restaurant coolness affects their behavioral intention

Among all the possible behavioral intentions ignited by restaurant coolness, interviewees' intention to recommend the cool restaurants ranked in the first place (n=17). The spread of positive word-of-mouth of the cool restaurants allows the restaurants to expand their current pool of consumers, increasing the number of potential consumers. Eighty percent of the interviewees (n=16) have the intention to visit/revisit the cool restaurant after acknowledging its coolness. In addition, half (n= 10) of the interviewees are willing to spend more than the average amount, bringing up the average guest check of the restaurant while nine of them would post pictures about the cool restaurant on social media, creating consumer-generated content which acts as a free promotion for the perceived cool restaurant. Figure 2 graphically summarizes the research findings.

5. Discussions and Conclusions

5.1. Discussion

This restaurant coolness study found that four of the identified key dimensions were in line with those presented in past literatures whilst two new dimensions are identified. ‘Quality’, being the most mentioned key dimension of restaurant coolness, was also mentioned to be one of the key characteristics of brand coolness and technological product coolness Warren et al. (2019) suggested that cool brands differentiate themselves by offering superior functional value through offering high-quality products. Sundar et al. (2014) also noted that cool technological products are considered to have a high quality to help users achieve their intended goals more innovatively. ‘Aestheticity’ has also appeared to be critical in formulating brand coolness, technological product coolness and museum coolness (Loureior & Blanco, 2021; Tiwari et al. 2021). All of them emphasize having an attractive and visually appealing appearance which matches the context for restaurant coolness. Additionally, ‘Authenticity’ which refers to behaving in a way that is true to its roots is also one of the key dimensions for coolness in brands, museums and destinations (Kock, 2021). Moreover, having a similar meaning with uniqueness and originality, ‘Particularity’ was also a key characteristic of coolness as a whole (Warren & Campbell, 2014).

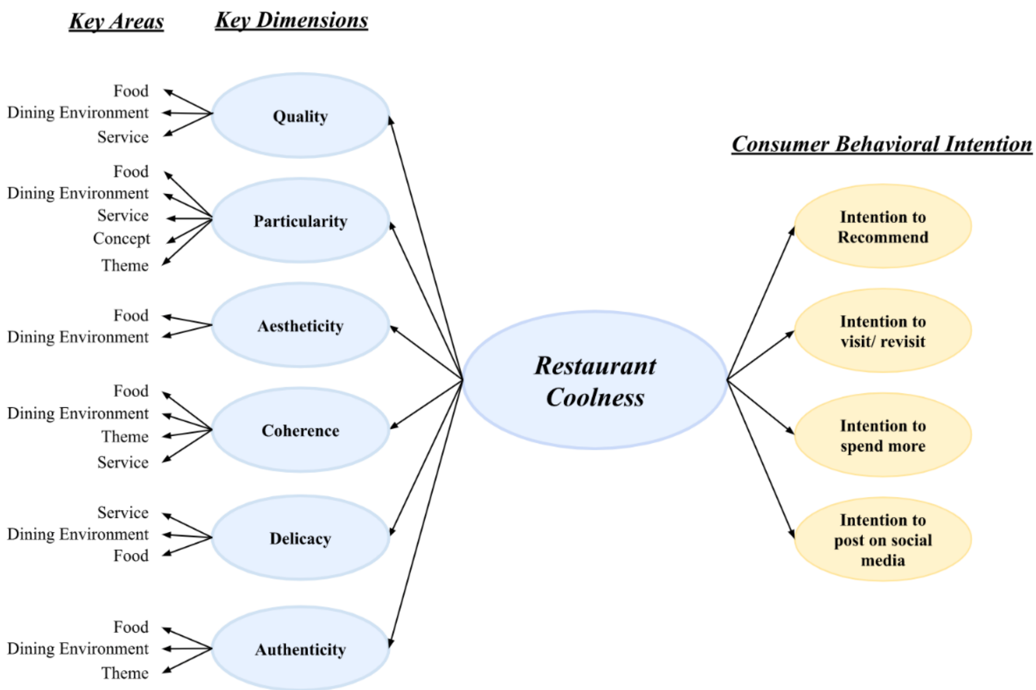

Figure 2. Graphical summary of research findings

On the contrary, ‘Coherence’ and ‘Delicacy’ have never been found in any existing literature on coolness. This implies that the overall consistency of a restaurant and the attention to detail in one's service, environment and food are key dimensions that differentiate restaurant coolness from coolness

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in other contexts. This findings again prove that the dimensionalities of coolness vary across different contexts.

As an outcome of restaurant coolness, this study has put forward that the intention to recommend, visit/revisit, spend more and post on social media will be generated. Three of the above behavioral intentions have been mentioned in past literature. Kock (2021) suggested that the intention to recommend by spreading positive word-of-mouth and the willingness to pay a price premium will be generated from perceived cool brands and perceived cool destinations. Besides, cool museums and cool destinations would also encourage consumers' intention to visit/revisit (Kock, 2021; Loureiro & Blanco, 2021). Current literature has not discussed the willingness to post on social media driven by coolness yet. This could also be one of the behavioral intentions to be studied in future research.

5.2. Conclusions, Implications & Limitations

The current research findings contribute new knowledge to the stream of coolness literature. It is suggested that restaurants are perceived cool in the eyes of consumers based on six key dimensions, namely quality, particularity, aestheticity, delicacy, coherence, and authenticity. As an outcome of restaurant coolness, it is verified that restaurant coolness is the key driver of four types of consumer behavior including the intention to visit/revisit, to recommend, to spend more and to post on social media. The research gaps regarding the lack of existing literature on restaurant coolness and behavioral intentions driven by restaurant coolness have been filled.

For academic researchers, this study provides a foundation for future researchers to develop a scale for measuring restaurant coolness. The significance of the study highlighted the importance of 'coherence' and 'delicacy' in forming restaurant coolness, which is a rather new realm within the current pool of research on coolness. Such findings provide academic researchers with a better understanding of the key dimensions that forms restaurant coolness. For food and beverage practitioners and restaurant owners, this study provides them with many referencing materials. For instance, this study provides directions for practitioners to convert their restaurants into a cool one so as to help them achieve desirable consumer behavioral intentions. The analytic results are expected to provide insightful information and guidance for restaurant owners to further optimize their revenue by achieving restaurant coolness.

In spite of the notable contributions that have been discussed in this paper, the current study has some limitations, yet these could be regarded as potential suggestions for future research. Considering the relatively small sample size and the predominance of Asian interviewees, the sample may not represent all consumer’s standpoints and researchers should thus generalize the findings with caution. Future researchers could consider replicating the study by recruiting a bigger set of research subjects with diverse cultural background to enhance the generalizability of the research findings.

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The Upswing of Adventure Tourism in Cavite: Tourists experiencing leisure during alert level 3 Covid-19 Pandemic

Causaren, Marycelle Joy
Lyceum of the Philippines University- Cavite

Dialogo, Marielle M.
Lyceum of the Philippines University- Cavite

Pablo, Christine Joy G.
Lyceum of the Philippines University- Cavite

Toledo, Josielyn M., PhD
Lyceum of the Philippines University- Cavite

Abstract:

The purpose of this research was to determine and analyze the lived experiences of local tourists from Cavite and tourists from its neighboring metro, Manila, in bringing adventure tourism into their lives by exploring adventure sites in Cavite during the modified general community quarantine time of COVID-19 in the Philippines. The researchers aimed to promote adventure tourism in Cavite, as they observed that it is not well-developed and known by many people in the said area. The researchers utilized a qualitative study through a phenomenological research design and used a purposive sampling technique gathering a total of 15 participants who visited the selected adventure sites included in the study. The findings revealed that the most emerging theme was engaging in adventure activities due to the mental distress that was caused by the pandemic, and how this behavior had a huge contribution to the upswing of adventure tourism in the Cavite province. The gathered data concluded that tourists' experiences have a great contribution to promoting a tourist destination. Overall, the research study came up with different recommendations that will help adventure sites to obtain their quality and be more favorable to tourists.

Keywords: *Upswing of Adventure Tourism, Adventure Tourism in Cavite, Experiencing Leisure during the Pandemic*

The Influence of Ecotourism Performance on Quality Tourism Experience and Sustainable Consciousness

Bulac, Cristian Joseph A.
College of Hospitality Education
University of Mindanao, Davao City, Philippines

Genovia, Ram Michael M.
College of Hospitality Education
University of Mindanao, Davao City, Philippines

Sarip, Nissare Dianne, M.
College of Hospitality Education
University of Mindanao, Davao City, Philippines

Abstract:

This study aimed to investigate the influence of ecotourism performance on quality tourism experience and sustainable consciousness of tourist in Davao City. In determining the level of quality tourism experiences of the tourist in Davao City concerning conservation, environmental preservation, and promoting cultural heritage was found to be very much observed. The level of sustainable consciousness of the tourism industry with regards sustainable behaviour, sustainable attitudes and sustainable knowingness was described as the sustainable tourism consciousness is much observed. Also, the results revealed that the sequel of Ecotourism performance, from environmental education, community involvement, controlling, economic development and infrastructure, revenue creation, ecotourism performance, conservation, up to service was found to be more strongly agreed. Therefore, all the indicators in the level of tourism performance in Davao city are very much observed by the tourists. The correlation of quality tourism experience, sustainable consciousness and ecotourism performance has a weak positive relationship whilst ecotourism performance correlated, and sustainable consciousness have a very positive relationship. Thus, all associated variables exhibit a substantial and positive association. Lastly, it is found that a full mediation result generated by Med Graph tells us that the indirect effect between quality tourism experience and sustainable consciousness via ecotourism performance is statistically significant.

Keywords: *Ecotourism Performance, Quality Tourism Experience, Sustainable Consciousness*

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Malayo Man, Malapit Din: The Relationship Between the Psychological Distance and the Sustainable Behavior of Rural Staycation Tourists in Zambales, Philippines

Dee, Jalen Mikaela P.
National University Manila

Ligutan, Hannah Joyce M.
National University Manila

Pangan, Angelou D.
National University Manila

Pintucan, April Joy Q.
National University Manila

San Buenaventura, Jeanne M.
National University Manila

Abstract:

One may find peace in the middle of nowhere. Integrating vacation and dwelling in the comfort of relaxation has evolved, yet it is still abstract. Rural staycation was advocated to be a catalyst for sustainable tourism as it promotes equitable development through rural tourism. Understanding how tourists behave regarding sustainable behaviors once they engage in rural staycation activities is crucial to support this emerging concept. Thus, the primary purpose of this research study is to determine the relationship between the perceived importance of psychological distance and the sustainable behavior of rural staycation tourists in Zambales. Through in-depth classification of the profiles of the respondents, it was determined that tourists must have visited the province for at least five days and four nights for leisure, wellness, and other personal reasons. The result showed that temporal distance affirmed the highest importance, while social distance indicated moderate importance. For perceived sustainable behavior, on the other hand, most respondents strongly agreed that an attitude toward sustainable behavior was evident among rural staycation tourists. Furthermore, psychological distance showed a positive monotonic relationship with the sustainable behavior of rural staycation tourists.

Keywords: *Rural Staycation, Psychological Distance, Sustainable Behavior*

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The Mediating Effect of Satisfaction on the Relationship between Destination Image and Behavioural Intention of Sun and Beach Tourism in the Island Garden City of Samal

Barlas, Brieza Joy
College of Hospitality Education
University of Mindanao

Quitain, Racell John
College of Hospitality Education
University of Mindanao

Vergara, Anna Marie
College of Hospitality Education
University of Mindanao

Abstract:

Sun and beach tourism has been rapidly growing, increasing competition in this industry sector. Tourism stakeholders attempt to understand tourists' behavioural intentions and destination's perceived image through assessing satisfaction. This is evident in Samal Island wherein sun and beach tourism is considered as the city's key economic pillar. The study aims to determine the mediating effect of satisfaction on the relationship between destination image and behavioral intention of sun and beach tourism in Samal Island. Survey among 303 guets revealed that destination image has a direct influence on satisfaction, and satisfaction has a direct effect on future behavioural intention. The indirect effect between destination image and behavioural intention via satisfaction is statistically significant.

Keywords: *Satisfaction, Destination Image, Behavioral Intention, Samal Island*

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Experience and Satisfaction among Travelers Staying in Pension Houses

Dayang, Angelica Marie
College of Hospitality Management and Tourism
Laguna State Polytechnic University

Javier, Caren Joy
College of Hospitality Management and Tourism
Laguna State Polytechnic University

Moreno, Ansheryn
College of Hospitality Management and Tourism
Laguna State Polytechnic University

Abstract:

This research was conducted to find out how satisfied and how their experiences were when they stayed in Los Baños, Laguna's pension houses. This study intends to determine the experiences and satisfaction of travelers while they are staying at a particular pension house in Los Baños, Laguna. The purpose of this study is to improve pension houses in order to enhance and improve the quality of their products and services as well as to gauge traveler satisfaction and experience in order to identify the correlations between the variables.

Keywords: *Pension Houses, Tourism Experience, Tourism Satisfaction*

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From Siopao to Something Else: Understanding Consumer Behavior Toward Exotic Chinese Cuisine in Binondo, Manila

Bardos, Erika
College of International Tourism and Hospitality Management
Lyceum of the Philippines University Manila

Bayaua, Leigh Anne
College of International Tourism and Hospitality Management
Lyceum of the Philippines University Manila

De Ocampo, Emilou
College of International Tourism and Hospitality Management
Lyceum of the Philippines University Manila

Lim, Justine Miles
College of International Tourism and Hospitality Management
Lyceum of the Philippines University Manila

Rodriguez, May Rose
College of International Tourism and Hospitality Management
Lyceum of the Philippines University Manila

Olalia, Rosan
College of International Tourism and Hospitality Management
Lyceum of the Philippines University Manila

Abstract:

The aim of this paper is to determine the factors that motivates the patronage of exotic Chines Cuisine in Binondo and understand the consumer decision making process towards exotic Chinese cuisine. The research was conducted among 385 respondents who have firsthand experience of the consumption of exotic foods in Binondo, Manila. This research used descriptive and inferential statistics such as One Way ANOVA to determine significant difference on the motivations and perceived impacts on buying decision making process and Pearson R Correlation to establish significant relationships among these variables.

Keywords: *consumer behavior, exotic food, Chinese cuisine, consumer decision making*

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Camanava's Senior Citizens' Travel Decisions: Motivations and Other Related Factors

Rosalejos, Marry Ann N.
College of Arts and Sciences
University of the East – Caloocan

Jackson, Micah A.
College of Arts and Sciences
University of the East – Caloocan

Del Rosario, Cshaira Angela R.
College of Arts and Sciences
University of the East – Caloocan

Inocellas, Stephanie C.
College of Arts and Sciences
University of the East – Caloocan

Mabolo, Gezel M.
College of Arts and Sciences
University of the East – Caloocan

Matbatan, Clikenn V.
College of Arts and Sciences
University of the East – Caloocan

Santos, Daniella Marie A.
College of Arts and Sciences
University of the East – Caloocan

Abstract:

The study examined the socio-demographic profile of seniors in CAMANAVA (Caloocan, Malabon, Navotas, and Valenzuela), push and pull motivational factors, and the significant association between the socio-demographic profile and their travel motivations in relation to their travel decisions, using non-probability sampling and a questionnaire as the main instrument for data collection. Health status was the only factor that had a significant indirect effect on travel motivation, meaning seniors with excellent health will likely decide to travel in the next six months.

Keywords: *Senior Citizen, Travel Decisions, Travel Motivations, Push-Pull Motivational Theory, Continuity Theory*

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Agritourism Entrepreneurship as an Emerging Industry in Ancestral Domains: The Case of an IP Community in Davao Del Norte

Gallano, Gerry Louis O.
Institute of Leadership, Entrepreneurship, and Good Governance
Davao del Norte State College

Joena Marie Agod
Institute of Leadership, Entrepreneurship, and Good Governance
Davao del Norte State College

Arcelyn Basilisco
Institute of Leadership, Entrepreneurship, and Good Governance
Davao del Norte State College

James Jadraque
Institute of Leadership, Entrepreneurship, and Good Governance
Davao del Norte State College

Rolando Bansag, Jr.
Institute of Leadership, Entrepreneurship, and Good Governance
Davao del Norte State College

Abstract:

Several booming agritourism spots can be visited in the Municipality of Talaingod, Davao del Norte, where 70% of the inhabitants are IPs, specifically the Ata Manobo Tribe. The proponents of this study aimed to fill the information gap regarding the involvement of indigenous people in agritourism as an emerging industry in Talaingod. The participants in this study are the indigenous people in Talaingod and the owners of the agritourism spots. The involvement of indigenous people in the agritourism businesses in Talaingod is evident based on the research findings. Business owners hire natives residing in the highlands near their establishments for significant reasons: location of their residences, knowledge of the lands, to provide livelihoods, and to help promote their culture. However, due to some IP's lack of education and social knowledge, some are conscious and shy about interacting with the guests. Also, some IPs have to quit their jobs, especially females, because of arranged marriage, while others prefer to go back to farming. Despite these issues, these people are part of the local identity of the municipality and play an important role in the development of the local tourism sector. Therefore, agritourism establishments should provide training for their IP employees to enhance their skills as employees in the service-oriented industry of tourism and improve human resource management practices to decrease indigenous employee turnover.

Keywords: *tourism, agritourism, indigenous people, culture*

Food as Destination: Cultural Delicacies as Motivating Factor for Tourists to Travel

Agao, Kenneth M.
College of International Tourism and Hospitality Management,
Lyceum of the Philippines University, Manila

Canoy, Precil Nicole G.
College of International Tourism and Hospitality Management,
Lyceum of the Philippines University, Manila

Lopez, Marinel Pearl A.
College of International Tourism and Hospitality Management,
Lyceum of the Philippines University, Manila

Sumang, Samantha Mae C.
College of International Tourism and Hospitality Management,
Lyceum of the Philippines University, Manila

Valino, Roseanne A.
College of International Tourism and Hospitality Management,
Lyceum of the Philippines University, Manila

Dellova, Rovena I.
College of International Tourism and Hospitality Management,
Lyceum of the Philippines University, Manila

Abstract:

The study aimed to identify the role of delicacies as a motivating factor for tourists to travel. The assessment of the significant difference between the factors affecting the tourists' motivation to travel for cultural delicacies and their profile variables" using Analysis of Variance (ANOVA). Thus, the study shows that there are certain characteristics that tourists are looking for in cultural delicacies, specifically taste, freshness of ingredients, and visual appearance and the importance of making the attraction popular motivating tourist. It is indicated that cultural delicacies are very important factor in motivating tourist to travel as it adds to the tourist whole travel experience.

Keywords: *Cultural delicacies, Food, Destination, Travel Motivation, Travel Experience.*

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Care for the Seafarers: Factors Affecting Filipino Seafarer's Well-Being

Edoria, Aaron Paul S.
College of International Tourism and Hospitality Management
Lyceum of the Philippines University-Manila

Guinto, Nicole Kaye P.
College of International Tourism and Hospitality Management
Lyceum of the Philippines University-Manila

Laxamana, Zia Beatrix P.
College of International Tourism and Hospitality Management
Lyceum of the Philippines University-Manila

Legaspi, Amjellycka Noreen B.
College of International Tourism and Hospitality Management
Lyceum of the Philippines University-Manila

Loristo, Kjeisha Mae B.
College of International Tourism and Hospitality Management
Lyceum of the Philippines University-Manila

Magbanlac, Jamela M.
College of International Tourism and Hospitality Management
Lyceum of the Philippines University-Manila

Pablo, Charlene Gay B.
College of International Tourism and Hospitality Management
Lyceum of the Philippines University-Manila

Abstract:

This study aimed to know the significant relationship between the demographic profile of the respondents and the factors affecting their well-being. The researchers utilized a descriptive quantitative approach. The findings indicated that emotional factor, spiritual factor, intellectual factor, environmental factor, and financial factor have a significant factor in the well-being of Filipino seafarers. On the other hand, physical factor and social factor resulted in no significant, meaning that seafarers can cope up and handle the longing and needs of the physical body and can socialize with other people without harming their feelings.

Keywords: *Filipino seafarers, Well-being, Coping strategies, Resiliency*

San Miguel Bulacan Destination Marketing Plan for the year 2023-2025

Dela Cruz, Alyssa Marie
Department of Tourism Management
National University – Bulacan

Maniaul, Reesha Gennly L.
Department of Tourism Management
National University – Bulacan

Cabanding, Mary Nicole V.
Department of Tourism Management
National University – Bulacan

Leaño, Shane Abegail
Department of Tourism Management
National University – Bulacan

Duarte, Steven S.
Department of Tourism Management
National University – Bulacan

Domingo, Cris S.
Department of Tourism Management
National University – Bulacan

Abstract:

The San Miguel Destination Marketing Plan 2023-2025 is designed to cater a particular goal for the municipality in enhancing the sustainable tourism development of its natural resources, cultural assets, adequate governance, service, and product offerings that will contribute to the tourism destination sector.

In general, the strategies formulated in the plan will provide solutions for the weaknesses, mitigation, and formulation of immediate responses for the threats, increase of tourism opportunities by the creation of attainable and feasible plans, and boosting San Miguel's strengths through innovation of tourism products and partnerships with neighboring municipalities for inclusive growth of tourist arrivals and tourism revenue.

Keywords: *Destination Marketing, San Miguel, Bulacan, Sustainable Tourism*

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