APacCHRIE 2025 CONFERENCE
Chiang Mai, Thailand
The 23rd Annual Conference and 16th Youth Conference

TRANSFORMING TO THE FUTURE:
INNOVATION, AI, AND REGENERATIVE
TOURISM AND HOSPITALITY

THE 16TH YOUTH CONFERENCE
27-30 MAY 2025

INTERNATIONAL
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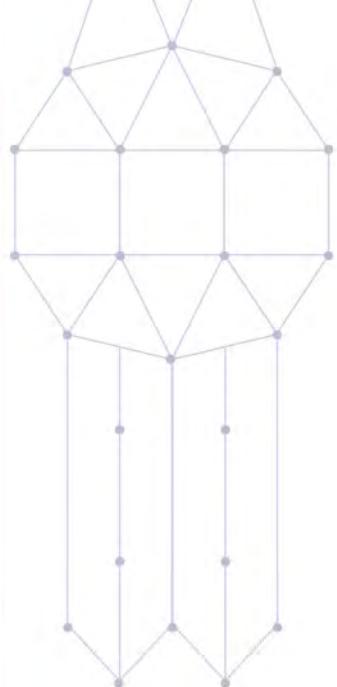
APacCHRIE 2025 CONFERENCE

Chiang Mai, Thailand

Transforming to the Future: Innovation, AI, and Regenerative Tourism and Hospitality

The 16th Youth Conference

CMU CHIANG MAI UNIVERSITY

WELCOME MESSAGE
From the President, Chiang Mai University

Greeting from Chiang Mai University, Thailand

"A Leading University Committed to Social Responsibility for Sustainable Development through Innovation"

It is with great pleasure and honor that I welcome all distinguished delegates, scholars, and professionals in tourism and hospitality to the APacCHRIE 2025 Conference, hosted by Chiang Mai University in the enchanting city of Chiang Mai.

Founded in 1964 as Thailand's first regional university, Chiang Mai University (CMU) has long served as a leading institution in knowledge creation, technology development, and cultural preservation. Rooted in academic freedom and social responsibility, CMU is committed to the sustainable advancement of both the region and the nation. Our university is recognized for impactful research, innovation, and leadership in environmental and social progress. Notably, CMU was ranked No. 1 in Thailand for SDG 4: Quality Education, SDG 5: Gender Equality, and SDG 13: Climate Action in the Times Higher Education Impact Rankings 2023, underscoring our commitment to regenerative development.

Chiang Mai is a city where tradition meets transformation—a UNESCO Creative City of Crafts and Folk Arts, a renowned wellness destination, and a growing hub for digital nomads and startups. It is a fitting backdrop for this year's theme, "Transforming to the Future: Innovation, AI, and Regenerative Tourism and Hospitality."

At CMU, we believe in the power of cross-sector collaboration. Bringing together academia, industry, government, and community partners is vital to driving innovation and resilience in tourism and hospitality. Through emerging technologies, artificial intelligence, and regenerative thinking, we can reshape the industry for long-term sustainability and global relevance.

On behalf of Chiang Mai University, I warmly welcome all participants. We are delighted to share with you the rich cultural heritage and forward-thinking spirit of Chiang Mai, the vibrant capital of the Lanna Kingdom.

We look forward to making APacCHRIE 2025 a transformative, inspiring, and memorable experience for all.

Professor Pongruk SRIBANDITMONGKOL, M.D., Ph.D
President of Chiang Mai University
Honorary Conference Chair

WELCOME MESSAGE
From the Vice President, Chiang Mai University

It is a great privilege to welcome you to the APacCHRIE 2025 Conference hosted by Chiang Mai University in the culturally rich city of Chiang Mai, Thailand.

This year's theme, "Transforming to the Future: Innovation, AI, and Regenerative Tourism and Hospitality," is not only timely but deeply aligned with the values and aspirations of our university. As the world navigates new challenges and opportunities in tourism and hospitality, this conference provides a much-needed platform for exchanging frontier research, innovative practices, and transformative ideas.

At Chiang Mai University, we are committed to advancing interdisciplinary research that bridges science, technology, and the humanities, especially in the context of sustainable tourism and community well-being. As Vice President for Research, I have witnessed the impact of collaborative work across universities, industries, and societies. These partnerships not only generate new knowledge but also drive meaningful changes.

We humbly take pride in our role as a regional leader in tourism research and innovation. Our teams continuously strive to contribute insights and solutions that support policy, empower local communities, and shape the future of tourism in Asia and beyond. However, we also recognize that true progress comes not from working alone, but from building lasting collaborations.

I believe this conference offers a fertile ground for new partnerships, research ideas, and shared vision among scholars, practitioners, and students. I encourage you to actively engage in discussions, initiate dialogues, and explore opportunities for joint research, curriculum development, and innovation.

On behalf of the organizing committee and Chiang Mai University, I extend my deepest appreciation for your presence and participation. May APacCHRIE 2025 be a catalyst for learning, connection, and action that strengthens not only our academic community but the global tourism and hospitality industry as a whole.

We look forward to the collaborations and discoveries that will emerge from this meaningful gathering.

Associate Professor Winita PUNYODOM, Ph.D.
Vice President of Chiang Mai University
Honorary Conference Chair

MESSAGE
From the Founding Chairman

It is my great pleasure to extend a warm welcome to all delegates to the 23rd APacCHRIE Conference and the 16th APacCHRIE Youth Conference, proudly co-hosted by Chiang Mai University and The Hong Kong Polytechnic University. These conferences serve as an excellent platform for fruitful discussions, exchange of innovative research and meaningful collaboration, empowering us to collectively shape the future of our industry.

Under the overarching theme of "Transforming to The Future: Innovation, AI and Regenerative Tourism and Hospitality", we are excited to present a diverse array of research papers with a focus on rapidly evolving industry trends. These concurrent conferences provide a dynamic forum for educators, scholars, researchers, industry professionals and government policy makers from around the globe, fostering insightful dialogue and valuable exchange. Together, we have a unique opportunity to explore topics related to the future transformation of hospitality and tourism.

A successful international conference with published proceedings would not be possible without the generous support of our sponsors, the unwavering dedication of our organising committee and the exceptional hospitality of Chiang Mai University as our main host. I would like to express my heartfelt gratitude to all involved for their invaluable contributions in making these remarkable events possible.

Since its inception in 2002, APacCHRIE has been playing a pivotal role in fostering academic and research exchange within the Asia Pacific region. Today, the APacCHRIE conference stands as one of the major events in our field, both in Asia and globally. As the Founding Chairman and Former President of APacCHRIE, I am eager to see how our organisation continues to contribute to the advancement of hospitality and tourism.

I look forward to your active participation in these conferences.

Professor Kaye CHON, Ph.D
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 APacCHRIE President 2025

Dear Delegates,

It is with great pleasure that we welcome you to the APacCHRIE Conference 2025 which is hosted by Chiang Mai University.

Chiang Mai, a gorgeous city which features a blend of ancient heritage, Thai culture, natural beauty and sincere people, is a sought-after destination for tourists who love to explore and learn through travelling. The uniqueness of Chiang Mai will bring an unforgettable experience to you, our honorable guests. The conference theme, "Transforming to The Future: Innovation, AI and Regenerative Tourism and Hospitality", will present you the contemporary topics which are driving the industry future.

We can't wait to welcome you at Chiang Mai and serve you by offering a unique platform for knowledge exchange, fruitful discussions, and generation of new ideas, for the sake of nurturing the betterment of industry development and education in tourism and hospitality. Against the glamorous backdrop of Chiang Mai, we promise to bring you an enjoyable experience for building friendship and research collaborations.

See you in Chiang Mai!

Professor Lawrence Hoc Nang FONG, Ph.D
APacCHRIE President
University of Macau

MESSAGE
From Conference Chair

Welcome to the APacCHRIE Conference 2025

Dear honored delegates and participants, on behalf of Chiang Mai University, it is with great humility and sincere pleasure that I extend a warm welcome to all participants of the APacCHRIE Conference 2025. We are truly honored to have the opportunity to host this esteemed gathering in Chiang Mai, Thailand—a city known not only for its cultural richness and natural beauty, but also for the genuine warmth and hospitality of its people.

Often referred to as the "Rose of the North," Chiang Mai gracefully blends centuries-old heritage with the vibrancy of modern life. We warmly invite you to experience the unique charm of our city, and we hope it will provide an inspiring backdrop for your time at the conference.

This year's theme, *"Transforming to the Future: Innovation, AI, and Regenerative Tourism and Hospitality,"* reflects our collective commitment to shaping a forward-looking industry that is innovative, inclusive, and sustainable. Throughout the conference, participants will have the opportunity to present their research, take part in interactive workshops, and learn from insightful keynote speeches delivered by distinguished academics and industry leaders. Panel discussions will explore pressing issues and future trends, while networking opportunities will allow attendees to build meaningful professional connections. The program also includes activities that highlight participants' contributions and emerging voices in the field.

We are deeply grateful for your presence and contribution, and our organizing team is committed to supporting a conference experience that is enriching, collegial, and memorable. It is our hope that your time in Chiang Mai will be both professionally rewarding and personally fulfilling.

Thank you once again for joining us at the APacCHRIE Conference 2025. We wish you a productive and enjoyable stay.

Dr Arinya PONGWAT, D.HTM
APacCHRIE 2025 Conference Chair
Chiang Mai University

MESSAGE
From Paper Chairs

APacCHRIE 2025 Conference welcomes you to Chiang Mai, Thailand! The conference will be hosted by Chiang Mai University with the theme: *Transforming to the Future; Innovation, AI and Regenerative Tourism and Hospitality.* As the Paper Chairs of this conference, we sincerely extend our warmest welcome to all conference delegates.

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

This year, we have received a record-high number of papers having diverse topics and research areas.. It is extremely heartening to receive papers by renowned global researchers from all over the world including countries/regions in Europe, America, Oceania, and beyond Asia.

Following a rigorous review process, 149 stand-up presentations, 71 poster presentations, and 16 stand-up presentations for Youth Conference will be delivered. 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, four papers for a Main Conference and three papers for Youth Conference were eventually selected as Best Paper Award recipients. We would like to express our gratitude to the reviewers for their unwavering efforts in the assessment process. Our heartiest congratulations to the Best Paper Award recipients.

We would like to thank the reviewers for devoting their time to reviewing multiple papers. In addition, we would also like to thank three student assistants managing the communications for their commitment and devotion in ensuring a seamless paper review process.

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

All the best in your scholarly pursuits!

Dr Manisa PIUCHAN
Paper Co-Chair
Chiang Mai University

Prof Sam KIM
Paper Chair and Best Paper Selection Committee Chair
The Hong Kong Polytechnic University

Dr Warattaya CHINNAKUM
Youth Conference Paper Chair
Chiang Mai University

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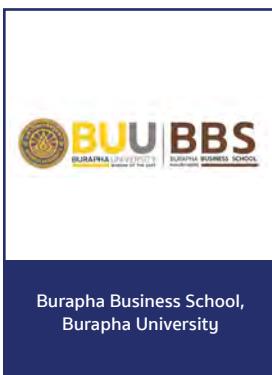
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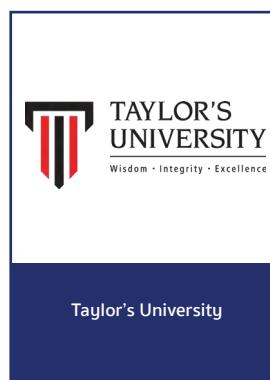
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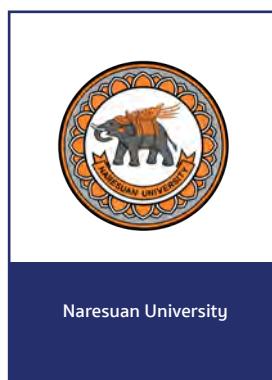
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Conference Schedule

"Transforming to The Future: Innovation, AI, and Regenerative Tourism and Hospitality"

At Chiang Mai Marriott Hotel, Chiang Mai, Thailand on May 27th – May 30th, 2025

May 27th	Pre-Conference Events	Room
18.00-20.00 **(All Participants)**	Welcome Reception	3rd Floor, Pre Function Area
May 28th	**Opening Day**	**Room**
08:30-17:00	Registration Desk Open	4th Floor
9:00 – 10:00	**Opening Ceremony**	4th floor, Suthep Hall
10:00 - 10:30	Refreshment	(Youth) 2nd floor, Foyer
10.30-12.00	**Keynote Speeches and Panel Discussion :** **Transforming to The Future: Innovation, AI and Regenerative Tourism and Hospitality** o **Prof. Bela Stantic** (Griffith University) o **Prof. Haiyan Song** (The Hong Kong Polytechnic University) o **Mr. Noor Ahmad Hamid** (CEO, PATA) o **Prof. Warren Goodsir** as the Moderator	4th floor, Suthep Hall
12:00 – 13.00	Lunch	(Youth) 2nd floor, Ballroom 2
13.00-13.45	**Inspiration Talk by Professor Kaye Chon**	2nd floor, Ballroom 1
13.45-14.45	Youth Presentation session 1	2nd floor, Ballroom 1
14.45-15.15	Refreshment	(Youth) 2nd floor, Foyer
15.15-16.35	Youth Presentation session 2	2nd floor, Ballroom 1
Open evening	Explore Chiang Mai on your own	
May 29th	**Presentation Day and Gala Dinner**	**Room**
8.30-17.00	Registration Desk Open	4thFloor
09:30 – 10:30	Youth Presentation session 3	2nd floor, Ballroom 1
10:30 – 11.00	Refreshment	(Youth) 2nd floor, Foyer
11.00-12.00	Youth Presentation session 4	2nd floor, Ballroom 1
12:00 – 13:00	Lunch	(Youth) 2nd floor, Ballroom 2
13:15 - 14:15	**Panel Discussion: Vision for the Future of the Hotel Industry** o **Khun Suphajee Suthumpun** Group Chief Executive Officer of Dusit Thani Public Company Limited o **Wanda Gispert** Vice President of Global HR Development, MGM Resorts International o **Dr. Soey Lei** as a Moderator	4th floor, Suthep Hall 01
14.15-15.15	Concurrent session 5 (Main Conference)	2nd floor, Ballroom 1
15.15-15.45	Refreshment	

"Transforming to The Future: Innovation, AI, and Regenerative Tourism and Hospitality"

At Chiang Mai Marriott Hotel, Chiang Mai, Thailand on May 27th – May 30th, 2025

May 27th	Pre-Conference Events	Room
15.45-17.05	Concurrent session 6 (Main Conference)	2nd floor, Ballroom 1
Open evening	Free time	
18.30-21.00	**Gala Dinner and Closing Ceremony***	
	(*for delegates registered with Gala Dinner included)	
May 30th	**Post Conference Technical Visit:** **Chiang Mai Exploring day (Optional)****	**Room**
9:00 a.m.	Registration	
9:30 -14.30	Chiang Mai Tour Program 1 - 3	

Noted: *Applicable for delegates registered with Gala Dinner included.

**Applicable for delegates registered with Optional Technical Visit Program.

***The schedule is subject to change as appropriate.

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Artistic Styles and Culinary Presentation: The Impact of Food Plating on Preference and Perception (Paper#Y004)

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Abstract:

The study examines the relationship between plating styles and customer perception of Lemon Tart using four distinct art-inspired plating styles: Cubism, Minimalism, Abstract, and Deconstruction. It analyzes customer perception, preferences, and purchase intentions. The results indicate that consumers prefer the Cubism plating style and exhibit a higher purchase intention for it.

Keywords: Food, Art, Perception, Plating, Preference, Art-Style.

1. Introduction

As dining experiences evolve, food presentation plays a crucial role in appetite and purchasing decisions. Beyond taste and nutrition, the way a dish is presented can evoke emotions, create anticipation, and enhance overall dining satisfaction (Zellner et al., 2011; Spence et al., 2014; Michel et al., 2015; Schwab, Zorjan & Schienle, 2020). In recent years, artistic plating has gained increasing attention, with chefs drawing inspiration from established art style create visually engaging dishes. Despite the growing importance of food aesthetics, there is no universally recognized plating style category that classifies and distinguishes different approaches to dish arrangement. This gap highlights the need for a structured framework that connects culinary presentation with artistic identity.

Over the past decade, research on the aesthetics of cooking and plating has increasingly blurred the boundaries between food presentation and artistic expression. Numerous studies have examined design elements in food presentation, including color, symmetry, placement, and weight distribution (Woods & Spence, 2016; Betina, Agnes & Spence, 2012; Spence et al., 2019; Ittersum & Wansink, 2012). However, these studies often analyze individual visual attributes rather than the overall artistic style of a dish plating. Drawing on theories and classification from the field of art, this study explores the application of various artistic styles and aesthetic principles in culinary plating. It develops a categorical framework tailored to food presentation, examining how plating influences consumer preferences and shapes purchasing decisions. By emphasizing artistic plating, restaurants can refine their design strategies, enhance customer satisfaction, and establish a strong visual brand identity.

2. Literature Review

The British art historian Ernst Hans Gombrich (1909–2001) argued that as long as a style meets the needs of society, it retains the potential for longevity and significance. He identified two primary drivers of stylistic change: technological improvement and social rivalry. (Chen, 2004).

The evolution of artistic movements and culinary plating share many similarities. Both serve as mediums for creators to express ideas or emotions—whether through artwork, paintings, or food presentation. The transformation of culinary movements and the innovation of artistic styles are influenced by technological advancements and social competition.

Healthy competition among artists encourages them to push creative boundaries and refine their techniques. This perspective was already articulated by Giorgio Vasari, often regarded as "the first art historian in the West," in The Lives of Artists. Similarly, at the beginning of the 20th century, classical cuisine remained dominant in most restaurants. However, as societal preferences shifted toward simpler, lighter meals, Nouvelle Cuisine emerged, illustrating how social competition can drive stylistic evolution. (Reyna, 2015).

Technological advancements also play a crucial role in artistic and culinary innovation. For instance, 19th-century scientific discoveries about light and color theory challenged traditional perceptions of inherent colors, ultimately giving rise to Impressionism. (Kuo, 2015; Kaur1, Kapur & Dogra, 2025). Likewise, the development of molecular gastronomy highlights the profound impact of technological innovation on the culinary arts. This continuous process of transformation not only shapes cooking techniques but also influences the way culinary and artistic styles evolve over time. (Cristina et al., 2021).

This study explores plating as an art form, using artistic styles like Cubism, Abstract Art, Minimalism, and Deconstruction to shape food presentation. Plating styles, influenced by art style, enhance aesthetics and visual identities, enriching dining experiences. Since the 19th century, chefs have incorporated art and architecture to refine culinary presentation through structure,

layering, and spatial arrangement (Pinkard, 2010; Eatwell, 2013; Schaechter, 2015; Claudia, 2020). The following provides a brief overview of four art styles—Cubism, Abstract, Minimalist, and Deconstruction—and introduces how each style is expressed in culinary.

(1) Cubism introduced geometric segmentation and depth, breaking traditional visual representations to create abstract compositions (Cai & Chen, 2015; You, 2005). This concept translates into culinary presentation by segmenting dishes into structured, multi-dimensional forms. (Style, 2006).

(2) Abstract Art, seen in Jackson Pollock's expressive techniques, inspires dynamic and unstructured plating, as demonstrated by Alinea's table-painted desserts, which transform plating into an immersive experience (Robert Myron, 1991). By removing strict compositional rules, Abstract plating encourages creativity and spontaneity in dish presentation. (Ophelia et al., 2014).

(3) Minimalism, rooted in Suprematism and Zen philosophy, values simplicity and purity. (Lin, 2012). Yuki Nakamura, head chef of Tokyo's two-Michelin-starred Mingji, exemplifies this by replacing traditional broths with boiling water to preserve ingredient essence (Bruce & Zhang, 2020). Minimalist plating emphasizes negative space, clean lines, and subtle textures, aligning with consumer perceptions of elegance and sophistication.

(4) Deconstructivism, pioneered by architects like Frank Gehry, embraces asymmetry and fragmentation (Chen, T.Y., 1999). In cuisine, molecular gastronomy applies this concept by breaking and recombining ingredients, redefining traditional food presentation and challenging consumer perception (Sorina & Breton, 2020). Chefs such as Ferran Adrià have leveraged this approach to transform classic dishes into modern, artistic compositions that challenge conventional expectations of food structure.

Recent studies indicate that food aesthetics significantly influence consumer behavior, with visual presentation affecting perceived taste, quality, and dining satisfaction (Zellner et al., 2011; Spence et al., 2014; Michel et al., 2015; Schwab, Zorjan & Schienle, 2020). Research highlights the role of symmetry, balance, and color contrast in shaping consumer responses (Woods & Spence, 2016; Betina, Agnes & Spence, 2012). Neuroscientific studies further support this by demonstrating how visually appealing dishes activate brain regions associated with pleasure and anticipation (Plassmann et al., 2008).

This study extends existing research by systematically categorizing plating styles within an artistic framework, bridging the gap between culinary arts and visual design. By integrating insights from art history, consumer psychology, and sensory perception, this study aims to provide a more comprehensive understanding of how food presentation influences consumer preference and purchasing behavior.

3. Methodology

3.1. Measurement

This study employed a Likert scale to assess participants' preferences, perception, and purchase intentions regarding four distinct lemon tart plating styles: Cubism, Minimalism, Abstract, and Deconstruction. Participants were asked to rate the plating styles on a scale from 1 to 7 under standardized conditions. The scale measured key variables, including variables and purchasing intention.

The images used in the survey were carefully controlled for lighting, angle, and background to eliminate extraneous influences. To validate the reliability and validity of the measurement tool, Cronbach's alpha was used to assess internal consistency, while Fleiss' kappa measured inter-rater reliability in expert evaluations.

3.2. Data collection

A pre-test was initially conducted to gather insights from culinary experts. The data collection process followed a two-stage approach. In the first stage, a preliminary survey was administered to refine the questionnaire and ensure validity in the plating style representations. Feedback from culinary experts prompted minor adjustments to image presentations and question wording.

Data collection was conducted via an online survey from December 2024 to January 2025 , yielding 503 valid responses. The survey was distributed through various social media platforms and culinary interest groups to ensure a diverse participant pool. Respondents were required to evaluate images of the lemon tart plating styles and answer questions regarding their preferences and purchase intentions.

This study aims to explore how factors like gender, age, preference, and dessert purchase frequency influence consumers' preferences for display styles and purchasing intentions. Statistical methods such as regression analysis and Pearson correlation analysis were performed using IBM SPSS Statistics 30.0.0 to identify significant relationships between and through the regression and Pearson test, we can understand whether the degree of preference for the appearance of the plating will have an impact on consumers' purchase intention. Additionally, ANOVA was employed to determine variations in preferences across different demographic groups. Through this rigorous data collection and measurement approach, the study aims to provide robust insights into how artistic plating styles influence consumer perception and purchasing behavior.

4. Results

4.1. Profile of the respondents

A total of 503 questionnaires were collected, with approximately 75.7% of respondents being women, aligning with previous studies on women's dessert purchasing frequency (Elena Fotiadou and Maria Babajimopoulos, 2006; Jessica Hallama et al., 2016). The majority of respondents were between the ages of 20 and 30, indicating a predominantly young adult demographic.

The study also collected information on participants' educational background, occupation, dessert purchasing habits, and monthly dining expenses to gain a comprehensive understanding of their consumer behavior.

4.2. Results of Consumer Preference Analysis

The analysis indicates that consumers favor the appearance of Cubism plating, with 56.5% of respondents expressing a preference for this style. In contrast, Abstract plating was the least favored, with only 9.5% of respondents selecting it. Purchase intention statistics align with these preferences, showing that consumers are more likely to purchase a lemon tart presented in the Cubism style and least likely to choose one with an Abstract presentation. Regardless of plating style, most respondents were willing to pay between 51 and 100 NTD (Approximately USD $3).

This study explores consumers' preferences for different styles of lemon tarts and analyzes the influence of gender, age, purchasing behavior, and purchase frequency on their selection behavior. Chi-square test results indicate that gender has a significant impact on plating style preference (X^2=13.703, $p<0.05$). Males tend to prefer minimalist styles (20.5%), while females favor Cubism. However, there is no significant gender difference in purchase intention for Abstract and Deconstruction styles. This suggests that there is a difference in purchasing frequency based on gender, with males showing a higher frequency of purchase for minimalist-style lemon tarts compared to females and this indicate that high-frequency consumers exhibit extremely high acceptance of all dessert styles, indicating that this group is more open to visual styles for desserts, while low-frequency consumers prefer minimalist classic styles.

Table 1. Gender Differences in Consumers' Preferences for Lemon Tart Styles in Restaurants

			Minimalist style	Abstract Style	Cubism style	Deconstruction style	Chi-square value	P-Value
Gender	Male	N	25	10	56	31		
		%	20.5%	8.2%	45.9%	25.4%	13.703	0.003
	Female	N	36	38	228	79		
		%	9.4%	10%	59.8%	20.7%		

Table 2. Effect of Gender Differences on Consumers' Preferences for Lemon Tart Styles in Restaurants
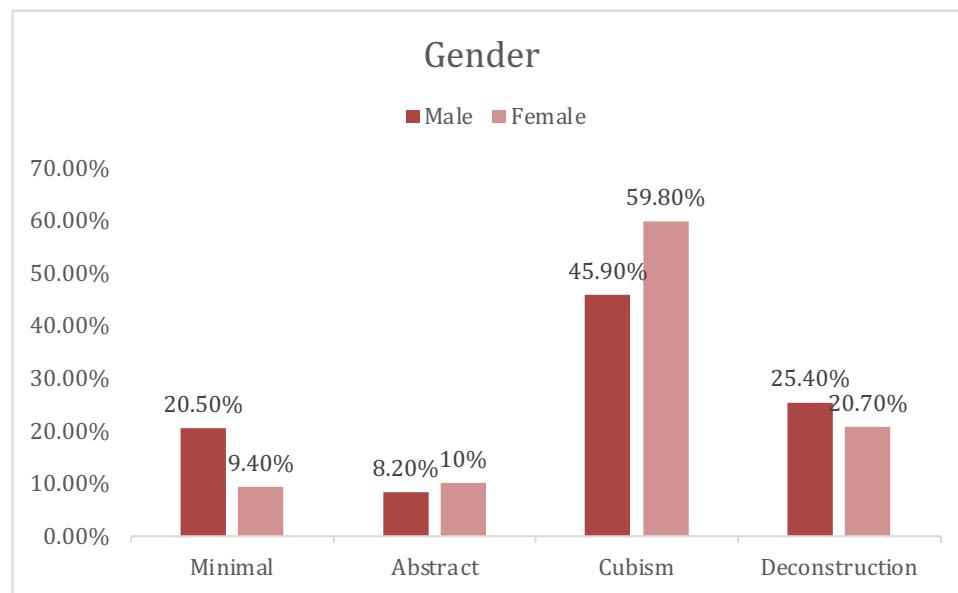
Age analysis reveals that Cubism styles are the most popular across all age groups due to their visual appeal. Minimalist styles are more favored by older consumers (ages 26–66 and above), whereas Deconstruction styles mainly attract younger consumers but struggle to gain popularity among older demographics. Although Abstract styles are not mainstream choices, they still hold potential in the market among consumers under 25.

Table 3. Effect of Dessert Purchase Frequency on Plating Preferences

Style	Average		Df	Sum of Square	Mean Square	F	Significance	Post Hoc Comparison
Minimalist styles	High frequency	3.99	2	14.306	7.153	4.171	0.016	High>Low>Med
	Medium frequency	3.57						
	Low frequency	3.87						
Abstract styles	High frequency	4.05	2	65.687	32.844	11.833	<0.001	High>Med> Low
	Medium frequency	3.06						
	Low frequency	3.03						
Cubism styles	High frequency	5.33	2	16.899	8.449	3.615	0.028	High> Low> Med
	Medium frequency	4.81						
	Low frequency	4.82						
Deconstruction styles	High frequency	4.89	2	64.016	32.008	10.547	<0.001	High>Med> Low
	Medium frequency	4.08						
	Low frequency	3.83						

Table 4. Effect of Dessert Purchasing Frequency on Purchase Intention

Style	Average		Df	Sum of Square	Mean Square	F	Significance	Post Hoc Comparison
Minimalist styles	High frequency	3.79	2	6.530	3.265	1.890	0.152	High>Low>Med
	Medium frequency	3.46						
	Low frequency	3.62						
Abstract styles	High frequency	3.70	2	65.329	32.664	12.741	<0.001	High>Med> Low
	Medium frequency	2.73						
	Low frequency	2.66						
Cubism styles	High frequency	5.07	2	27.622	13.811	5.274	0.005	High>Med> Low
	Medium frequency	4.53						
	Low frequency	4.36						
Deconstruction styles	High frequency	4.47	2	43.710	21.855	6.898	0.001	High>Med> Low
	Medium frequency	3.75						
	Low frequency	3.60						

Table 5. Effect of Dessert Purchasing Frequency on Appearance Preference and Purchase Intention
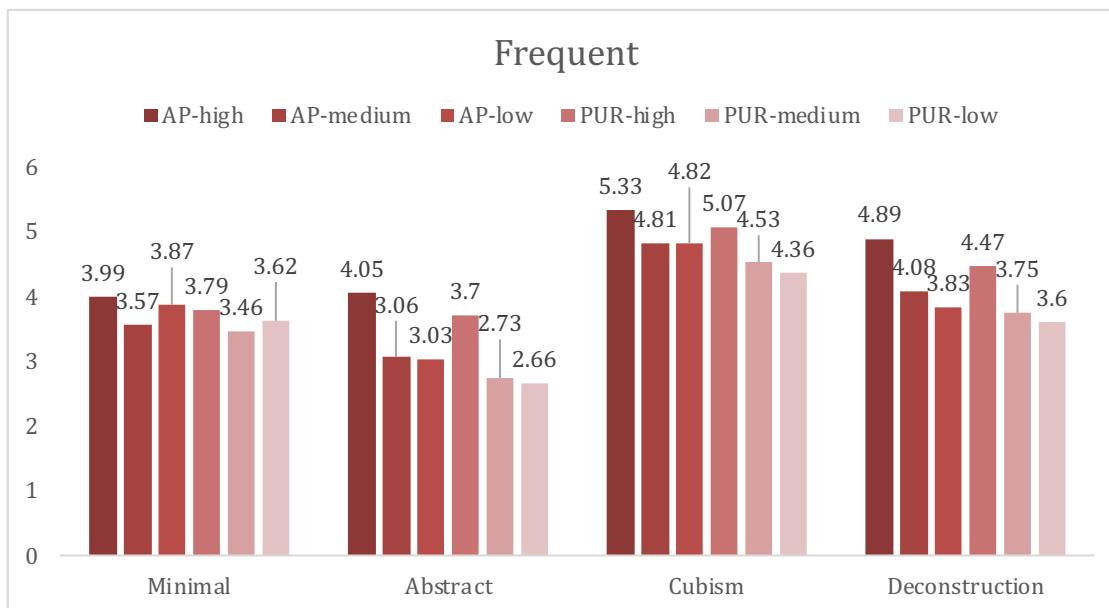
Table 6. The Influence of Consumers' Preference for Plating Aesthetics on Their Purchase Intention

Style	B	Standard Error (SE)	Beta	t	Distinctiveness	Adjusted R-squared
Minimalist Style	0.740	0.030	0.741	24.673	<0.001	0.548
Abstract Style	0.847	0.020	0.880	41.428	<0.001	0.774
Cubism style	0.920	0.024	0.866	38.830	<0.001	0.750
Deconstructivism Style	0.895	0.021	0.882	41.981	<0.001	0.778

The regression analysis shows that for all dessert styles—minimalist, abstract, cubist, or deconstructed—appearance preference has a strong and significant positive effect on purchase intention ($p < 0.001$). The R^2 values reached between 0.5 and 0.7, meaning that dessert appearance explains 50% to over 70% of the variation in purchase intention.

Although factors like price, taste, and brand also affect purchase decisions, the results of this study highlight that dessert appearance plays a major role—especially since desserts rely heavily on visual appeal. Even simple desserts like lemon tarts can become more attractive through thoughtful design, boosting the desire to buy. Therefore, if businesses want to increase their market appeal, improving dessert appearance is a highly effective strategy. Overall, different plating styles significantly influence consumer behavior, and factors such as gender, age, purchasing intention, and purchase frequency all play a relevant role in selection behavior. Businesses can adjust dessert plating styles based on their target consumer characteristics to enhance market appeal and boost purchase intention.

5. Discussion and Implications

5.1. Discussion

This study provides valuable insights into the role of artistic plating in shaping consumer preferences and purchase intentions. By analyzing key demographic factors such as age, gender, and spending behavior, restaurants can strategically design plating styles that align with customer expectations. The findings confirm that plating aesthetics significantly influence consumer perception and willingness to pay, reinforcing the argument that culinary presentation is not merely decorative but a key driver of dining experiences.

The Cubism style is widely accepted and can be adapted to various types of restaurants. Abstract and Deconstruction styles are particularly appealing to younger consumers and frequent dessert buyers. Meanwhile, the minimalist style aligns more closely with the aesthetic preferences of men, older individuals, and high-spending customers due to its classic and refined sense of luxury.

This study extends these findings by systematically classifying plating styles based on artistic movements, offering a new framework for understanding how specific visual compositions shape consumer perception. Furthermore, the results highlight the influence of demographic factors on plating preferences, reinforcing the importance of audience segmentation in culinary design.

5.2. Academic and practical implications

Historically, the culinary field has lacked a theoretical basis for plating aesthetics, while the art discipline has long established methodologies for categorizing visual compositions. This study contributes to bridging this gap by applying art theory to food presentation, developing a classification model that aligns plating styles with artistic movements. The findings reinforce the idea that cooking can be regarded as a form of artistic expression, positioning plating as a legitimate design practice shaped by artistic influences.

This study contributes to education by encouraging students to explore the design concepts, cultural influences, and historical contexts behind various plating styles, deepening their understanding and appreciation of food and beverage aesthetics. This learning model not only cultivates artistic sensibility and creative thinking but also inspires students to incorporate their personal style and innovative ideas into future culinary design, allowing them to express their unique aesthetic vision through plating.

Additionally, this research challenges traditional plating conventions, moving beyond the reliance on chefs' experience to establish a more structured artistic approach. By enhancing the artistic quality of food presentation, it offers a fresh perception on culinary design and represents a significant paradigm shift in the field of culinary arts.

From a business point of view, these findings offer actionable insights for restaurants, chefs, and food marketers in designing visually appealing plating styles. By understanding which artistic elements resonate with consumers, culinary professionals can leverage aesthetic-driven marketing strategies to enhance customer satisfaction and purchase intention.

Furthermore, the study results indicate that consumers' preference for plating appearance positively influences their purchase intention. In an era where Instagrammability shapes dining choices, strategically designed plating styles can be a powerful tool for attracting consumers and strengthening a restaurant's brand identity and This design approach, tailored for specific target consumer groups, focuses on aligning plating styles with the preferences and values of particular demographics to enhance appeal and engagement.

5.3. Limitations of this study and suggestions for future research

While this study provides valuable insights, certain limitations must be acknowledged. The research focuses solely on lemon tarts, which may restrict the generalizability of findings to other desserts or cuisine types. Future research should expand the scope to include a wider variety of dishes to examine how different plating styles influence perception, preference, and purchasing intention across food categories.

As this study primarily relies on an online survey, incorporating qualitative methods such as in-depth interviews, experimental designs, and eye-tracking technology could provide deeper insights into consumer behavior. Future research could combine these approaches to enhance the applicability of findings. Additionally, conducting on-site studies in restaurants or analyzing real purchasing behavior would improve data accuracy and practical relevance.

Lastly, expanding the sample to include participants from diverse cultural backgrounds would provide valuable cross-cultural insights into food aesthetics and consumer preferences. Different cultures may perceive plating styles differently, making it essential to explore how regional dining traditions influence interpretations of artistic plating. A comparative study across various cultural contexts would enhance the global applicability of these findings.

By addressing these gaps, future research can further refine the understanding of artistic plating as a driver of culinary experience and consumer engagement, enhancing the integration of artistic design into the dining industry.

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Wellness Package Tours in the Eyes of Chinese Travelers: Why? What? How? (Paper#Y007)

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Abstract:

With merging popularity of wellness package tours in the Chinese community, this study conducted in-depth interviews with twelves Chinese travelers who have wellness package tour experiences with the ultimate goal of exploring their motivations to join such tours (why), touristic activities they participated in (what) and post-tour influence on them (how).

Keywords: Wellness tourism; Package tour; Motivations; Activities; Chinese travelers.

1. Introduction

In recent years, wellness tourism has emerged as a prevalent mode of traveling among Chinese travelers. Statista's (2022) statistics show that the market sizes of health and wellness tourism in China in 2018 and 2020 reached RMB 69.1 billion and RMB 100 billion, respectively. The growth rate in China aligns with the same figure in global wellness tourism market, which was valued at approximately USD 772.71 billion in 2023 (Global Wellness Institute, 2023).

Defined as pre-organized travel itineraries that include the services of accommodations, transportation and wellness-related activities, wellness package tours become a popular tourism product among modern travelers (Kim et al., 2017; Majeed & Kim, 2022). As China is a major source market for many destinations, adding that wellness package tours grow rapidly in the Chinese community (Heung & Kucukusta, 2013), it is essential to thoroughly understand the motivations driving Chinese travelers' participation in wellness package tours. Also, understanding the touristic activities they participated while joining those tours as well as the impact of those tours on their personal life are other invaluable information that would assist wellness package tour operators in optimizing the design of their future wellness package tours.

In this study, we conducted in-depth interviews with Chinese travelers who recently joined wellness package tours to thoroughly understand how they perceive wellness package tours from their standpoint. Specifically, the threefold objectives of this exploratory study are: (1) To identify factors motivating Chinese travelers to participate in wellness package tours (why they joined wellness package tours); (2) To profile the activities conducted in and out of the package during the wellness tour (what they did when they joined wellness package tours); and (3) To examine the impact of participation in wellness package tours on travelers' mental well-being (whether and how they feel after joining wellness package tours).

Through investigating the motives, content of wellness activities, and impact of participating in the tours from those who had first-hand experience, the results of this study shall provide wellness package tour operators with insights about how to optimize the design and promotion of their wellness package tours. Focusing on Chinese travelers and packaged tours, the results of this study are also expected to extend the literature via developing an integrated framework which overviews why Chinese travelers chose the products, what they have experienced, and how their mental health effects were.

2. Literature Review

This section presents a critical review on past literature pertinent to two areas which are relevant to the core topic of this study - (1) Motivations of wellness tourism and wellness tours; and (2) Impact of wellness tours on mental health.

2.1. Motivations of wellness tourism and wellness tours

Wellness tourism and wellness package tours have gained much attention in recent years as an increasing number of people seek experiences that promote health and well-being (Papp & Lorincz, 2016). Yang et al. (2015) tested and proved that Korean tourists' needs for healing experience has a positive impact on their selection of healing tour products and transformational intention of healing tour behavior.

Recent evidence suggests that tourists' motivation of wellness tourism has been a topic of interest among scholars (e.g., Dean & Suhartanto, 2019; Moscardo, 2011; Ting et al., 2021). Generally speaking, past research mostly focused on identifying key motives and developing motivation models. For example, Kessler et al. (2020) argued that wellness tourists' motivation scale is a statistical tool to measure wellness tourist motivation, emphasizing the importance of understanding factors affecting motivation. Kim et al. (2017) suggested that tourists' primary motivation to travel to wellness tourism destinations are prestige and luxury, novelty and knowledge, self-development, as well as relaxation and escape.

Damijanić (2020) claimed nine motivation factors - including three push motivation and six pull motivation factors - as criteria in the segment process of one market niche, identified by applying the theory of push and pull motivations in wellness tourism. Push factors refer to

internal forces that motivate or create a desire to satisfy a need to travel, while pull factors are recognized as destination attributes (Kozak, 2002). Travel motivation factors can be categorized into distinct dimensions. Push motivation factors are identified as health trends, relaxation and reward, and novelty. Pull motivation factors related to tourist destinations are categorized as cultural and natural heritage, entertainment and recreation, and landscape. By applying travel motivation factors as segmentation criteria, three clusters - namely high wellness, immaterial wellness, and low wellness clusters – emerged which underscores the significance of relaxation, wellness infrastructure, and natural resources as critical elements in the research on wellness tourism.

2.2. Impacts of wellness tours on mental health

Recent research suggests that wellness and rural green tourism can significantly influence tourists' mental health and well-being. Wellness retreats have been shown to lead to substantial improvements in multiple health dimensions, including anthropometric measures, psychological well-being, and cognitive function, with benefits maintained for at least six weeks post-retreat (Cohen et al., 2017). Rural green tourism offers mental health improvement and rehabilitation opportunities by connecting nature and rural traditions (Soloviov et al., 2019). Lopes et al. (2022) proposed that volunteer tourism could be considered a sub-segment of wellness tourism, as both share similar motivations related to well-being and personal development.

Numerous studies indicate that wellness tourism significantly reduces stress levels. Cohen et al. (2017) found that participants in wellness retreats reported lower levels of perceived stress and anxiety after engaging in relaxation activities. The tranquil environments often associated with wellness tours contribute to this effect, providing a respite from daily stressors. Álvarez-Sánchez et al. (2024) stated that wellness tours emphasize mindfulness practices which have been shown to increase self-awareness and emotional regulation. Similarly, Balcioglu (2024) claimed that wellness package tours improve overall mood and emotional health. Activities like yoga and meditation promote positive emotions and a sense of community among participants, which can lead to enhanced emotional well-being. Participating in wellness package tours can foster social connections – which are vital for mental well-being.

This review indicates the value and potential of studying the impact of wellness tourism on mental health through travelers' experiences, with possible motivations. However, much of the research focuses on the impact of a vast field covering all wellness tourism and regions of travelers. Therefore, this study will assume the relationship between mental health and wellness package tours to analyze how wellness package tour activities impact and improve Chinese travelers' mental health in deepening research.

3. Methodology

3.1. Data collection

Considering that the goal of this study is to thoroughly understand wellness package tours in the eyes of Chinese travelers, adding that existing knowledge about this topic is scarce, qualitative techniques are considered as more appropriate to be used in this study than quantitative counterparts. Specifically, this study adopted semi-structured focus group interview to identify factors motivating Chinese travelers to participate in wellness package tours, to profile the activities conducted in and out of the package during the wellness tour, and to examine the post-tour influence on them.

In each interview, there are three sub-sections and each sub-section has certain interview questions designed to achieve each of those three objectives. In the first sub-section, the questions are designed to recall reasons driving participants to join wellness package tours. In the second sub-section, the questions allow participants to share their package tour daily experience and focus on the impressiveness and effectiveness of the activities. To investigate the impact of tours on their mental well-being, in the final sub-section, participants were asked to grade their package tour experiences and share the influences of those tours on them.

3.2. Participants

The target population of this study are Chinese travelers regardless of age, gender, and region. All qualified interviewees must fulfill three criteria: (1) Chinese travelers who have participated in at least one wellness package tour; (2) Can speak, read and write Chinese; (3) Full-paid customers. Interviewees were recruited using convenience sampling method.

Focus group interviews, with four participants in a group, were conducted online using video-conferencing tools. The authors moderated interviews based on open-ended questions. During the interviews, the exact activities, experiences and changes in well-being were measured to indicate travelers' preferences for wellness tours in or out of the package. We stopped recruiting and interviewing extra interviewees when data saturation was attained. In total, twelve Chinese travelers participated and shared the insights with us. Eight are female (66.7%), and seven participants have participated in wellness package tours two times or more (58.3%). In terms of occupations, eight are full-time employees working in office. Three are doing art-related work and one is in education field.

3.3. Data analysis

A combination of narrative and thematic analysis methods was used to analyze the data collected from interviews. Narrative analysis allows us to delve deeply into the personal stories shared by interviewees, capturing the complexity and richness of their individual experiences in the wellness package tours. This method is valuable for exploring the emotional and contextual impacts that shape participants' perspectives, providing a nuanced view of their tour experience and influence. Besides, thematic analysis was applied to identify and examine recurring themes across the interviews. This method distils key insights and patterns that emerge from the interview content, facilitating a broader understanding of shared opinions and experiences among participants. Combining these two analytical methods are expected to provide a comprehensive framework for understanding the unique and collective dimensions of participants' experiences. Lastly, the themes and sub-themes generated from interview data are further explained, modified, and integrated with the literature.

4. Results

4.1. WHY: Motivations of participating in wellness package tours

In examining the motivations of Chinese travelers participating in wellness package tours, several themes and sub-themes have emerged. Comparing the literatures, the modified themes and sub-themes have been shown as Table 1.

As the analyzed sub-themes enrich some of the literature measures, the modified themes of health and well-being outcomes, relaxation, novelty seeking, and quality of environment have been adapted from literature. As basic wellness, extra wellness, intangible wellness, cultural and natural heritage, entertainment and recreation are the different levels of wellness activities or other tour-related activities, those measures are integrated into the theme of wellness-focused tour design, showing the wellness activities in the designed itinerary and the reputation of the package tour related parties.

The results also summarized three motivations as extension measures in push and pull factors. Personal interest is found to be a push factor as the opportunity to learn interesting wellness practices motivates travelers to join wellness tours. The convenience and accessibility play dual roles as pull factors. The proximity of the tour or the ease of travel motivates participation while also avoiding complex travel arrangements. Also, social influences act as significant pull factors, as the wellness package tours offer opportunities for travelers to connect with like-minded individuals and foster relationships.

Table 1. Analysis on motivations

Measures (from literature)	Modified themes	Sub-theme	Evidence from interview data
Health Trend	Health and well-being outcomes	Physical Health Improvement; Emotional and Mental Well-Being	*"Because sometimes my body is somatized, and I have a mild anxiety disorder. I heard online that I can go traveling to relax and relieve the symptoms"* (Participant L, Group 3) *"This immersive experience will allow you to slow down, explore and become aware of your inner self"* (Participant H, Group 2)
Relaxation and Rewards	Relaxation	Relaxation; Pressure relief	*"Because of work, I was a little stressed and anxious"* (Participant I, Group 3) *"To relax and relieve stress"* (Participant E, Group 2) *"Because this kind of travel focuses more on relaxing and relieving stress on the body and mind"* (Participant C, Group 1)
Novelty	Novelty Seeking	Escape from Routine Life; Try New Things	*"I want to step out of my current life circle"* (Participant C, Group 1) *"Because my work is usually quite regular"* (Participant D, Group 1)
Extension 1	Personal Interest		*"Because I have always wanted to learn or practice mindfulness and meditation."* (Participant J, Group 3)
Basic Wellness Extra Wellness Intangible Wellness Cult. and Nat. Heritage Enter. and Recreat.	Wellness-focused Tour Design	Attractive Itinerary; Attractive Wellness Activities; Package Tour Reputation	*"I was very interested in its content because it was about meditation and Zen practice"* (Participant I, Group 3) *"Because I saw some of the mindfulness teachers in their promotions are quite famous"* (Participant K, Group 3)
Landscape	Quality of Environment	Unique Destinations; Connection with Nature	*"I want to experience the culture there and see some scenery"* (Participant F, Group 2) *"I think the environment there is very beautiful"* (Participant K, Group 3)
Extension 2	Convenience and Accessibility		*"Time and place are also very important to me"* (Participant C, Group 1) *"I will consider its products, destination, price comprehensively"* (Participant K, Group 3)
Extension 3	Social Influences	Memorable Experiences; Community Engagement; Friendship Formation	*"I think meeting many new friends from different professions enriches my life"* (Participant D, Group 1) *"I want to know if there are other people in the same situation as me, and how they solved it"* (Participant K, Group 3)

4.2. WHAT: Activities conducted in wellness package tours

Five types of activities are summarized according to the non-exclusive functionality (Table 2). It is found that wellness package tours can be multi-functional focus and involve diverse activities, which enrich the package tour and contribute to participants' overall well-being, even though the effectiveness or impact may differ among participants.

The study initially aimed to investigate the activities that were during the tour but not arranged in the package. However, those out-of-package activities are actually conducted in free time, which are designed as part of the package. To not confuse those activities, the study integrates them into above types according to their major functions.

Table 2. Analysis on activities

Types of Activities	Examples	Functions	Evidence from interview data
Social Interaction	group games, sharing circles, and communal gatherings	Engage in conversations and shared experiences; Reduce feelings of isolation; Enhance interpersonal relationships; Improve emotional well-being and resilience	*"It is fun to hang out with everyone at night"* (Participant B, Group 1) *"I made one or two very like-minded friends"* (Participant A, Group 1) *"In the evening, people will share what happened inside themselves during morning insight session"* (Participant G, Group 2)
Nature Experience	sightseeing, hiking, and climbing	Contribute to physical health; Evoke feelings of awe and tranquility; Relieve stress	*"It was a very healing and comfortable hike up there"* (Participant E, Group 2) *"Watching a sunrise impressed me most"* (Participant D, Group 1) *"We went to the forest and look at some trees"* (Participant K, Group 3)
Wellness Practice	mindfulness, yoga, meditation, and light eating	Focus on inner selves; Foster a sense of calm and clarity; Reduce anxiety; Enhance emotional regulation;	*"There was a 30-minute meditation session in the morning with the guidance of the teacher"* (Participant K, Group 3)
Entertainment	experiential and hands-on activities, watching movies	Promote engagement; Explore new skills and interests; Create a balance between leisure and personal growth	*"We can draw some scenery outdoors or take photos"* (Participant J, Group 3)
Cultural Experience	local traditions	Engage with the cultural richness of their surroundings	*"We visited the local villagers' house and sang and danced on the campfire"* (Participant E, Group 2)

4.3. HOW: Impacts on traveler's mental well-being

The participation of wellness package tour has been found with positive impacts to mental well-being among Chinese travelers, which the impacts can be categorized into several interconnected themes through the model clarified based on past studies (Table 3).

Reduced stress levels are a notable impact, with participants experiencing decreased anxiety and enhanced relaxation during and after the tours. Emotional health also showed marked improvement, as travelers reported increased happiness and positivity, as well as improved emotional regulation through mindfulness practices. These findings align with previous literature, which suggests that wellness activities can lead to substantial psychological benefits and overall mental health enhancement. Social interaction and support are crucial in enhancing mental well-being during wellness tours. Bonding over group activities and receiving emotional support from fellow travelers create a supportive social environment.

Among some participants, the long-term mental well-being impact is sustained with the post-tour behavioral changes, which is labeled as an extension of the post-tour impact. With travelers continuing to practice wellness activities such as yoga and meditation, long-term changes suggest that wellness tours can have enduring positive effects on participants' mental well-being. Lastly, the themes and sub-themes generated from interview data are further explained, modified, and integrated with the literature and conceptual framework. Based on our findings, a framework can be done showing the different factors with motivations in wellness package tour participations, extending to 12 factors with one new push factor (Personal Interest) and two new pull factors (Convenience and Accessibility; Social Influence). Accordingly, there are positive direct relationships regarding the five types of wellness package tour participations of travelers' mental health (Figure 1).

Table 3. Analysis on impacts

Measures (from literature)	Modified themes	Explanations	Evidence from interview data
Reduce Stress Level	Reduce Stress Level	Decreased anxiety levels, enhanced relaxation	"*Reduce my anxiety through meditation*" (Participant F, Group 2) "*Freedom from the stress of repetitive work*" (Participant B, Group 1)
Emotional health	Emotional Health	Increased happiness and positivity, improved emotional regulation through mindfulness practices	"*Feel more energetic to do some yoga practise*" (Participant F, Group 2) "*I calm down to observe the environments around myself*" (Participant J, Group 3)
Social Connections	Social Interaction and Support	Bonding over group activities, gaining emotional support from fellow travelers	"*Being around people with different lifestyles provide me the courage to socialize and start a conversation.*" (Participant C, Group 1) "*With peer companion, not feel embarrassed in meditation in the nature*" (Participant K, Group 3)
Extension	Long-term Mental Well-being Impact	Continued practice of wellness activities post-tour (e.g., yoga, meditation)	"*I practice Pilates for long-term after participating the tour*" (Participant G, Group 2) "*I have been a vegetarian regularly since tried fasting*" (Participant I, Group 3)

Figure 1. Conceptual framework

(Hsu et al. 2020; Álvarez-Sánchez et al., 2021;
Balcioglu 2024; Thakur 2025; Cohen et al., 2017)

Note. (H1) Pull Motivation: Internal forces that creative a desire to satisfy needs in wellness package tour; (H2) Push Motivation: Perceived destination attributes providing differences between immaterial and high wellness segments, and the low wellness segment in wellness tourism.

5. Discussion and Implications

5.1. Discussion

The findings reveal that participants who experienced wellness package tours showed a significant improvement in mental health with five types of activities. The activities match with push and pull motivations to attract Chinese travelers to participate in the wellness package tour. Reviewing the motivation factors in Damijanić's (2020) previous research, the results point out personal interest, convenience and accessibility, and social influences as extra motivations for wellness package tour participation.

The study deepens existing literature while introducing a new dimension regarding the intertwined nature of behavior changes with long-term well-being benefits. The insights gained from this study underscore the significance of a holistic approach to wellness tourism, which encompasses the activities undertaken and the broader psychological and social benefits derived from participation in wellness tours.

5.2. Implications

Defining the wellness package tour enriches the concept of wellness tourism as a product in the market. With four push factors and eight pull factors, the study supports the previous literature regarding motivations of wellness tourism and tours, while extending the motivation items of personal interest, accessibility and social influence. The five types of activities included in their tours enrich tourists' experiences and impact their short-term and long-term mental health. The study presents the path of travelers from choosing a wellness package tour, participating in the tour, and influences after the tour, providing a conceptual framework that can be used for motivation study, wellness tourism study, etc.

The study investigates the motivations and further improves the understanding of what drives Chinese travelers to choose the wellness package tour, which helps tour operator businesses and travel agencies to tailor their marketing strategies and offerings to satisfy travelers' needs better, such as emphasizing the accessibility and convenience for the tour destination, the effectiveness of wellness impacts through specified activities, etc. Studying the impacts on travelers' post-trip wellness status also refines the core concept of the wellness tour, providing evidence of wellness functions and package tour marketing. The feedback on long-term mental well-being impacts implies that wellness activities should be more practical and sustainable, with accessible methods to practice and maintain the effects. The research recommends tour operators, travel agencies, and marketers improve the package tour product based on Chinese consumers' needs, and classify the needs into tour activities, ultimately creating competitiveness and satisfied wellness package tour practices in the Chinese market.

5.3. Limitations and Future Research

Three aspects of our study require concern for future exploration. A limitation of this study is the relatively small sample size (N=12), which may affect the generalizability of findings to a broader population of Chinese travelers. At the same time, since this study relies on group interviews, participant responses may be influenced. Because of social desirability bias, where they provide answers indicate other groupmates' overview rather than their true opinions. Future research could explore themes of motivation and mental health across diverse cultural contexts to enrich the understanding of wellness tourism globally.

Additionally, as a cross-sectional study that analyses the problems only at one specific point, the study result is unlikely to retain the explanatory and predictive ability for wellness package tours in the eyes of Chinese travelers with the rapid development of business updates. The effect estimates in the model are based on interventional and prospective interview studies. Hence, future research should be undertaken to explore more segments of motivated travelers to wellness package tours and study more specific items targeting market situations for wellness tourism businesses to extend real-life strategies.

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The impact of immersive cultural works on local tourism: Taking the influence of Black Myth: Wukong on Shanxi tourism as an example (Paper#Y001)

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Abstract:

Using grounded theory and 23 qualitative interviews with respondents who play the Chinese game Black Myth: Wukong, this study proposes a model to illustrate the transition from virtual cultural experiences to real-world tourism behavior. The findings indicate that immersive games players' understanding and emotional cultural connections improve destination images and cultural identity, which sequentially increase their travel intentions.

Keywords: Immersive games; Black Myth: Wukong; Tourist destination image; Cultural identity; Tourist experience

1. Introduction

In the context of deep cultural and tourism integration, cultural and entertainment works are crucial for reshaping a destination's image. Immersive games, as recent representatives of this genre, not only fulfill players' entertainment needs through unique audio-visual experiences, interactive designs, and narrative logic but also offer new avenues for local culture dissemination and destination marketing. For instance, "Black Myth: Wukong" artistically interprets Chinese traditional culture while recreating virtual scenes that embed Shanxi's natural beauty and historical richness into its plot. This approach sparks players' curiosity and emotional connection to local culture.

Since its launch, "Black Myth: Wukong" has garnered significant attention due to its stunning visuals, rich cultural background, and distinctive artistic style. The game cleverly incorporates elements from the classic Chinese myth "Journey to the West" enhancing interest in traditional culture through captivating storytelling. Statistics reveal that it features 27 shooting locations across Shanxi Province, including Xiaoxitian in Xi County and Qingliansi in Jincheng among other cultural sites. This strong link between the game and Shanxi's regional culture injects fresh vitality into the province's tourism development.

The study reveals that immersive game cultural experiences significantly influence tourism destinations through three key connections. First, the game's audio-visual and interactive elements create a rich cultural perception, allowing players to engage with local culture via symbolic scene design and immersive participation. Second, the narrative content and scene

design enhance players' understanding of local culture and reinforce their sense of identity through prototype stories, visual associations, and artistic details. Finally, character identification strengthens emotional ties to cultural values by fostering resonance with characters and facilitating experiential engagement.

These immersive experiences enhance travel intentions and destination image by renewing perceptions of natural scenery and cultural history, while also fostering cultural identity through the integration of virtual and real-world cultures. Ultimately, players reinforce their impressions of the destination through actual tourism activities, leading to a re-evaluation of its image.

This paper aims to explore how immersive games transition players from virtual experiences to real tourism via cultural communication and cognitive transformation. It seeks to reveal the mechanisms by which cultural and entertainment works contribute to local tourism development, providing practical insights for integrating culture with tourism and building local brands.

2. Literature Review

2.1 Cultural identity and game culture

From a researcher's perspective, Cultural identification refers to the affirmation of the common culture among people or between an individual and a group. (Cui, 2008) This process is systemic and dynamic, deeply involving cultural products, information flow, values, acceptance, and internalization. Dutch philosopher Johan Huizinga highlights in his book "Homo Ludens"(1998) that games hold significant meaning and value in social-cultural phenomena. With advancements in game technology, video games have evolved from mere entertainment to new mediums for cultural communication. According to Don Eid's theory of cultural hermeneutics, games serve as tools for enhancing cultural identity by providing immersive experiences. The game's "discipline" and "induction" mechanisms instill strong cultural connotations within players. Notably, the game's representation of real-world cultural landmarks influences players' perceptions and understanding of these cultures.

Thus, it is evident that games play a crucial role in constructing cultural identity; they are not only innovative means of communication but also effective carriers for deepening cultural understanding and recognition.

2.2 Character attachment and game experience

There are many elements in online games, but characters are the core (Wei et, 2012; Chuang, 2006). Players conduct in-game activities through characters, sometimes investing years in building them. In the game, the player character emotions with encounter ups and downs, and the role of interactions is similar to close contacts in emotional engagement (Ganesh, etc, 2011). Long-term interactive form role attachment (Lewis, 2008). Although there is insufficient evidence to directly link role attachment with game loyalty, studies have shown that role identification

affects players' fun experience and addiction (Smahel et al., 2008; Trepte and Reinecke, 2010), and role-playing experience is associated with addiction (Hsu et al., 2007).Wei et al.(2012) found a significant positive correlation between role attachment and addiction. In conclusion, the relationship between players and roles of the game and reality had important effect on psychology and behavior, role perception and attachment is a key link in the process of game experience.

2.3 Game experience and tourism destination image perception

Zhang and Lei (2015) pointed out that the electronic game experience is the player in the game scene factors interact with the game under the cognitive and emotional responses, including satisfaction, enjoyment, empathy and immersive. It is important to immersive, can let the players get close to reality of tourist destination. Video games enable players to participate more deeply in the design of virtual tourism destinations, enhancing their purchase desire, game experience and impression. Rainoldi think "Immersive" effects such as access intents. Kim and Richardson (2003) and Politopoulos (2019) research has shown that video games and virtual reality to provide tourist destination substantive information, upgrade image awareness, enhance engagement through lively virtual tourism and interesting history and interaction, and promote tourism experience and intention. Sharma (2023) found that visitors tend to visit the virtual world experience real destination, game content and emotions affect behavior shaping. Poels (2007) put forward electronic games such as migration concept, emphasize game experience or the experience after the influence on players, might prompt players in real life to access real destination in the virtual world.

2.4 "The holy land tour" perception and tourist destination

With the development of secondary yuan culture, tour into 90 young people love the holy land tourism way, its core lies in the "reduction" and "witness" virtual scene in the world. Such as the 2016 Japanese anime "Your Name", and so did the holy land tour, create huge economic benefits. Research focuses on tourist behavior characteristics and the tourist motives, finding "hyperreality" experience, social sense of belonging and self development is the main motivation, high participation of tourists for anime culture especially attaches great importance to the reality and fantasy. In addition, the study also discusses the determinants of tourism intention and destination loyalty, such as the location of the cartoon fans confirmed participation desire and works, etc. Holy land tour not only expand the cognition and culture, the more the sanctity of destination similar religious meaning, is the player spontaneous memorial once or into the role of the region, have immersive related extension of nature.

3. Methodology

3.1 Sampling method

This study adopted the purposive sampling approach to select individuals closely associated with the research topic as the research objects. Specifically, based on an in-depth comprehension of the research questions, the researcher chose familiar friends or classmates as interviewees. This sampling strategy is conducive to obtaining rich and profound first-hand materials, guaranteeing the relevance and information density of the data. Participants were selected based on their:1) relevance to the research topic 2)ability to provide diverse perspectives 3)willingness to share in-depth insights, ensuring data quality, theoretical development, and saturation.

3.2 Sample description

Since the release of Black Myth: Wu Kong in August 2024, researchers have been constantly paying attention to its influence on tourism in Shanxi. The sample data for this study included 23 interviewees,primarily selected two groups of individuals, namely players of "Black Myth: Wukong"(Code P) and tourists who had visited Shanxi(Code V), for interviews. There are 16 interviewees who are both players of the game "Black Myth: Wukong" and have had travel experiences in Shanxi(Code B). The researchers carried out interviews with the players of "Black Myth: Wukong" during the period from October to December 2024, and conducted offline interviews with the tourists who had the experience of traveling to Shanxi from January to February 2025. Respondents came from various occupational backgrounds, including students, company employees, and freelancers, primarily aged between 18 and 30 years old.

Table 1. Basic information of part of interviewees

Interviewees	Age	Residence	Occupation
B01	25	Shanghai	Company staff
B02	19	Chongqing	Student
B03	27	Jinan, Shandong	Freelancer
B04	21	Wuhan, Hubei	Student
P01	26	Guangzhou,Guangdong	Company staff
P02	21	Changzhi,Shanxi	Student
V01	23	Taiyuan,Shanxi	Civil servants
V02	24	Guangzhou,Guangdong	Company staff

Note: "B" denotes individuals who are both game players and have had travel experiences in Shanxi, "V" denotes those who have had travel experiences in Shanxi, and "P" denotes game players.

3.3 Code analysis

Based on the method of grounded theory, this study conducted hierarchical coding analysis on 23 interview texts, gradually refined the core concepts and constructed the theoretical model. Interview questions mainly revolves around the following three core issues:

Q1: Are you a player of Black Myth: Wukong? What is your overall perception of the game Black Myth: Wukong?

Q2: When you play Black Mythology Wukong, how do you feel about the game scene, game experience and character immersion?

Q3: What are you play before, during and after the "black mythology: the wu is empty" of shanxi whole text brigade perception are respectively?

In the process of encoding, the research team in strict accordance with the openness of grounded theory and systematic principle, divided into the following steps:

3.3.1 Open coding

In the open coding phase, we analyzed the interview text sentence by sentence to capture participants' conceptualizations. For instance, "Realizing that Shanxi is a place of cultural treasures with rich historical and cultural heritage and unique natural scenery" was summarized as "Understanding Shanxi's cultural and natural scenery." This open coding phase resulted in 367 initial codes, laying a foundation for further theme summarization.

3.3.2 Axial coding

The author classifies preliminary codes, identifies connections between first-level codes, and aggregates related concepts into higher-level themes. For instance, "Shanxi cultural deposits" and "Shanxi tourism resources impression" are combined into "Shanxi cultural and tourism impression perception," resulting in three core themes: perception of cultural and tourism impressions, experience during the game process, and identification of cultural perception.

3.3.3 Selective coding

In the selective coding phase, researchers refined the core theme: "the impact of games on tourist destination image perception." The model illustrates how each aspect of the game influences tourism destination image perception and highlights mechanisms for enhancing cultural identity and stimulating tourism interest.

3.4 Saturation test

This study ensured theoretical sufficiency through saturation testing. After identifying core categories, theoretical sampling was used to conduct five additional interviews for theory verification and expansion. Subsequent analyses showed that the new data did not introduce new categories or attributes, and existing category relationships remained stable, confirming

the theory's internal consistency. Multiple rounds of iterative analysis established that saturation had been reached, with further data yielding no new insights for theory construction. The research detailed its analytical process and acknowledged potential biases. Results strongly supported the theory, ensuring reliable conclusions.

4. Results

This study conducted in-depth interviews with players of Black Myth: Wukong and tourists in Shanxi Province, collecting 23 interview materials. Through qualitative analysis, the paper clarified how immersive game cultural experiences influence destination image perception and cultural identity, which subsequently affect tourists' intentions and experiences. This process enhances tourists' impressions of the destination and facilitates its reconstruction.

4.1 Connotation of immersive game cultural experience

The immersive game experience is shaped by the interplay of game mechanics, cultural perception, and role identification. Through audio-visual engagement and interaction design, players initially grasp cultural symbols. This understanding deepens with narrative content and character substitution. Additionally, game culture perception strengthens players' ties to local culture by recreating iconic stories, visuals, and artistic elements. Character identification—through manipulation and emotional resonance—enables players to connect deeply with local culture from Sun Wukong's perspective. In summary, the immersive game experience transitions from sensory engagement to emotional involvement, significantly influencing players' cultural cognition and behavior.

4.1.1 The game experience of Black Myth: Wukong includes audio-visual experience and interactive experience

The audio-visual experience is fundamental to immersive game design. Through careful visual and sound design, cultural symbols, historical imagery, and natural landscapes are integrated into the virtual world, offering players a rich multi-sensory cultural immersion. Visually, elements like color schemes and intricate details reflect local culture; acoustically, environmental sounds and relevant music enhance authenticity. This aligns with symbol communication theory by conveying cultural information through auditory and visual means while helping players understand the destination's culture.

Moreover, interactive experiences strengthen the bond between players and virtual environments. By using engaging mechanisms that promote active participation in narrative-driven contexts, players can develop a sense of cultural identity and belonging. The combination of interactivity with audio-visual experiences deepens perception of cultural symbols while enhancing both immersion and cultural memory.

4.1.2 The cultural perception of Black Mythology: Wukong includes the perception of prototype stories, the association of scene and picture, and the discovery of artistic components

Game culture perception is essential for an immersive gaming experience. Through the design of virtual environments and narratives, players can develop an understanding of cultural connotations within their experiences. By reinterpreting "Journey to the West," Black Myth: Wukong offers players new insights into traditional values and philosophical meanings.

The detailed design of scenes—such as Huaguo Mountain and Water Curtain Cave—encourages players to associate these elements with local cultural symbols during gameplay. Additionally, the game's incorporation of artistic elements, including traditional architectural styles and intricate sculptures, enhances its aesthetic appeal while deepening players' appreciation of local culture and art.

This process begins with symbolic input that guides players in constructing a framework for interpreting local cultural significance.

4.1.3 Character identification in Black Mythology: Wukong includes character manipulation experience and character emotional resonance

Role identification enhances the connection between players and cultural narratives, allowing them to engage in cultural content creation through role manipulation and emotional resonance. In Black Mythology: Wukong, players explore and battle as the Monkey King, experiencing his fate, growth, and struggles that resonate with their emotions tied to cultural values. For instance, Sun Wukong's traits of resisting authority and pursuing freedom symbolize resistance and self-realization in Chinese culture while enabling players to feel local cultural tensions through character narration. As a personalized cultural experience mechanism, character identification shifts virtual culture transmission from passive acceptance to active participation, fostering deeper emotional connections between virtual scenes and real culture.

4.2 The transmission process of immersive game cultural experience to tourism

4.2.1 Immersive game cultural experience has a positive impact on destination image improvement

Immersive games utilize audio-visual experiences and interaction design to transform natural scenery and cultural history into virtual scenes, allowing players to develop new cognitive images of destinations. The multi-sensory stimulation engages players, enabling them to intuitively grasp the cultural characteristics of a place. Additionally, through narrative and context design, players can understand both the physical form and the deeper cultural significance of locations. This perception reshapes their understanding of destinations, elevating them from mere "tourist attractions" to culturally rich places. Thus, by designing virtual scenes and disseminating cultural symbols, immersive games significantly influence players' perceptions of real-world destinations.

4.2.2 Immersive game cultural experience has a positive impact on cultural identity

Through cultural perception and role identification, immersive games enhance players' sense of belonging to local culture. By presenting local symbols, artistic elements, and archetypal stories, these games help players grasp the deeper meanings of their culture. Character identification fosters a personal emotional connection with local culture through narrative and emotional resonance. In Black Mythology: Wukong, players embark on adventures as Sun Wukong, reflecting the spirit of struggle and freedom inherent in the local culture. Thus, immersive games strengthen players' ties to local culture through symbolic communication and emotional engagement, laying a psychological foundation for future tourism behaviors.

4.2.3 Destination image improvement has a positive impact on tourism intention and tourism experience

The enhancement of destination image directly influences players' tourism intentions by reshaping their perceptions. Artistically rendered local symbols in games spark interest in real-life archetypes. For instance, scenes from Black Myth: Wukong evoke associations with scenic spots in Shanxi. This transformation encompasses not only natural landscapes but also local activities, encouraging players to engage in immersive cultural experiences. Moreover, improved imagery boosts the attractiveness and uniqueness of destinations, which is crucial for stimulating tourism intentions. Players develop new expectations for the game-reimagined destination; if these are met or exceeded, satisfaction and immersion significantly increase. Additionally, image modification fosters emotional resonance—especially when tourists encounter iconic buildings or landscapes that reflect the game—enriching their cultural experience through the connection between virtual and real. Thus, enhancing destination images establishes a cognitive foundation for tourism experiences while strengthening tourists' perceptions through emotional identification and cultural symbolism.

4.2.4 Cultural identity has a positive impact on tourism intention and tourism experience

Cultural identity enhances tourism intention by fostering emotional belonging and psychological connection to local culture. The model shows a significant path from cultural identity to tourism intention. Immersive games like Black Mythology: Wukong evoke players' emotional resonance with local culture, creating a sense of belonging through character engagement and cultural narratives, which translates into interest in real places. Cultural identity not only emotionally drives tourism intention but also transforms cognition and behavior through symbolic connections, making it crucial for stimulating tourism. Additionally, it is central to enriching the depth and quality of the tourism experience. The identity formed in games facilitates an emotional bond with real culture, enhancing tourist satisfaction and immersion. Confronted with unique local cultures, cultural identity increases tourists' acceptance and appreciation, further deepening their immersive experiences. Thus, cultural identity is vital for stimulating tourism intention and enhancing overall tourism experience.

4.2.5 The influence of tourism experience on the deepening and reconstruction of destination impression

Tourism experience, as shaped by players' perceptions of destination culture, significantly influences the deepening and reconstruction of destination impressions. The expectation of game culture enhances these impressions, while the cultural atmosphere during visits strengthens cultural memory. Multi-sensory stimulation and immersion convert physical images into emotional memory symbols, integrating the destination into one's cultural experience. Beyond merely fulfilling desired experiences in gaming destinations, tourism can actively reshape impressions by transforming virtual prototypes into unique cultural and emotional complexes. This experience meets cultural expectations, deepens recognition of destinations, and opens new avenues for brand development.

Figure 1. The transmission process of immersive game cultural experience on tourism
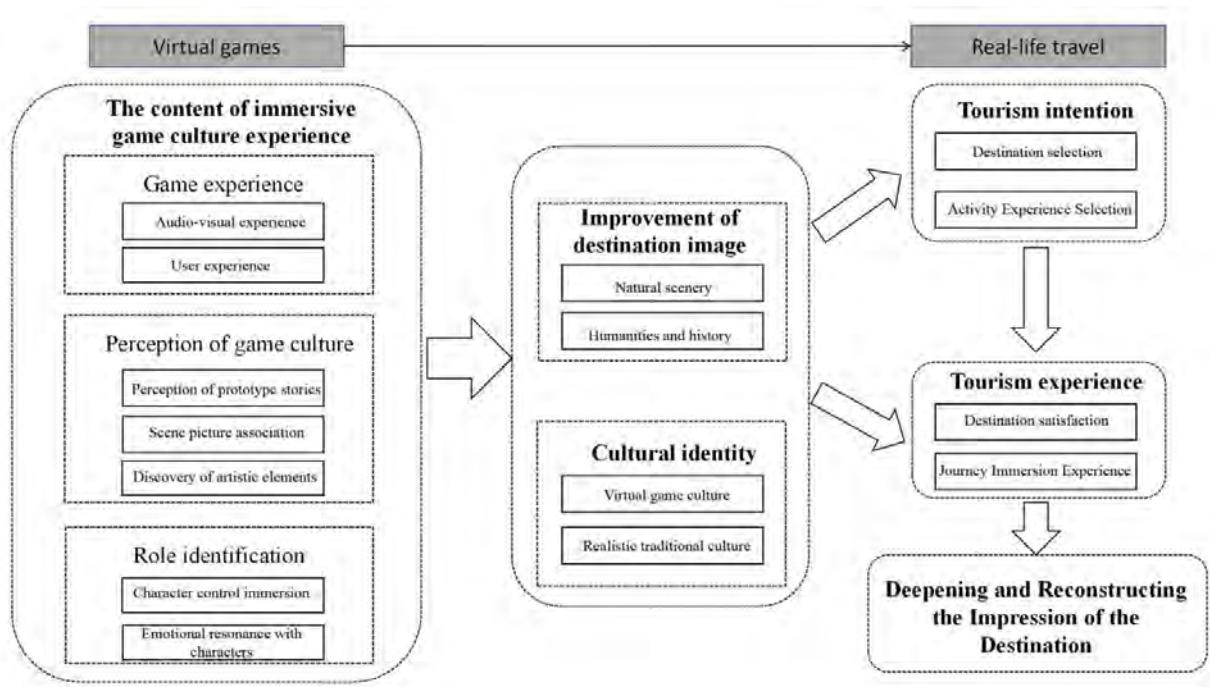
5. Discussion and Implications

5.1 Summary

Through a systematic analysis of how immersive game cultural experiences influence tourism behavior, this study outlines the transformation from virtual culture transmission to real tourism actions. The model indicates that immersive games shape players' initial perceptions of local culture through audio-visual experiences and interaction design. This understanding is deepened via game culture perception and role identification, fostering emotional connections. This cognitive and emotional foundation leads players to develop new images of the destination's natural

scenery and cultural history, enhancing both destination image and cultural identity. Improved destination image stimulates players' tourism intentions by highlighting the attraction and symbolic value of places, while a strong sense of cultural identity boosts satisfaction and immersion in actual travel experiences. Ultimately, real travel behavior reinforces players' perceptions of local culture. Through these genuine encounters, they reconstruct their understanding of the destination's image, completing a closed loop in which virtual reality influences tourism behavior and cultural dissemination.

5.2 Theoretical contribution

At the theoretical level, this study significantly contributes to interdisciplinary research on cultural transmission and tourism behavior. Firstly, it highlights the potential of immersive games as a medium for cultural communication, expanding the application of cultural communication theory in digital contexts. Secondly, it examines how system differences in destination image and cultural identity shape virtual cultural experiences and influence travel behavior, offering new insights into travel psychology and decision-making theories. Finally, this study emphasizes the crucial role of cultural identity in transforming virtual experiences into tourism behaviors, enhancing our understanding of the link between perceived cultural values and behavioral motivations.

5.3 Practical Significance

In terms of practical significance, this research offers new ideas and models for the integration of the entertainment industry, tourism sector, and local economic development. Local governments and cultural enterprises can collaborate with immersive game developers to incorporate local culture into gaming experiences, attracting global players to become real tourists. Additionally, games that artistically represent local cultural symbols can enhance brand image and engage tourists through cultural activities like themed exhibitions. Moreover, optimizing realistic tourism scenes in line with immersive game characteristics can significantly boost tourist satisfaction. With a strong demand for international communication, immersive games can serve as an effective tool for promoting global culture.

5.4 Limitations and Deficiencies

Although this study presents important findings from both theoretical and practical perspectives, it has some limitations. First, the focus on Black Myth: Wukong primarily highlights the Chinese cultural context. Future research could explore how immersive games in various cultural settings influence tourism behavior to enhance the universality of these conclusions. Second, this study does not fully account for the diversity among player groups regarding age, interests, and regions; future work should refine understanding of cultural cognition and behavioral differences across these demographics. Additionally, while this research examines the initial transformation of travel behavior, there is insufficient analysis of long-term travel loyalty and revisit intentions. Finally, with rapid advancements in virtual reality (VR), augmented reality (AR), and other

technologies, immersive experiences will continue to evolve. Future studies should integrate new technologies to investigate their significant effects on cultural transmission and tourism behavior.

In summary, immersive gaming culture experiences—through symbols, emotional connections, and cognitive models—enable a shift from virtual experiences to real-world behaviors. Theoretically, this study enhances the understanding of virtual cultural communication and tourism behavior. Practically, it provides valuable insights for innovations in cultural-tourism integration, local brand development, and global cultural exchange. Future research can further investigate multicultural contexts, technological advancements, and long-term behavioral changes to broaden opportunities for academic exploration and practical applications in virtual cultural communication.

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The Interactive Influence of Visual Perspective and Visual Content on Restaurant Diners' Processing and Response to User-Generated Videos (Paper#Y009)

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Abstract:

This study investigates the interactive effects of visual perspective (first-person vs. third-person perspective) and visual content (objective information vs. subjective opinion) in user-generated videos (UGVs) on restaurant diners' information processing and behavioral responses. An online experiment was conducted with 320 participants recruited from Credamo. The findings suggest that the combination of first-person perspective and description-based content is more effective in triggering readers' immersion. The same combination can further enhance readers' narrative transportation, interest, desire and likeliness to visit the mentioned restaurant.

Keywords: user-generated video (UGV), visual perspective, visual content, immersion, narrative transportation, AIDA model.

1. Introduction

Service products in general and hospitality products (e.g., hotel accommodation, restaurant dining, spa service) in particular are known as intangible and variable by nature. Since consumers can hardly assess the quality of service products prior to the purchase, the intangible nature of service products are likely to elicit higher customer expectations and perceived risk (Bebko, 2000). Additionally, the variability of the service process result in disparate perceptions towards service products by customers (Bowen & Ford, 2004). But thanks to the emergence of different social media platforms (e.g., TripAdvisor, Red), consumers are now able to utilize user-generated content (UGC) to assess product quality, thereby circumventing the risks of making wrong decisions.

Undeniably, UGC satisfies the information needs of consumers because the first-hand experience and impartial opinions shared by past customers are reliable and helpful references for consumers to judge the quality of reviewed products/services (Li et al., 2023; Park et al., 2021). Many industry literature (e.g., Travelboom, 2025) also report the significant role played by UGC on consumers' hospitality product selection. Among the numerous types of UGC, user-generated videos (UGVs) are emerging as a dominant force in influencing consumer behavior. TikTok, for instance, has become one of the most downloaded mobile applications with over 2 billion users since its inception (Fong et al., 2024). UGVs on TikTok are now being utilized as a valuable marketing tool for enhancing viewers' brand awareness and alluring them to visit the mentioned destinations/shops/restaurants (Kumsawat et al., 2024).

Although UGVs have been widely used in the restaurant context, there is a paucity of academic inquiry about that. This is particularly evident in the absence of rigorous investigation into the impact of the distinctive attributes of UGVs on consumer decision-making process. To fill this knowledge gap, this study chooses two attributes of UGVs – visual perspective (first-person vs. third-person perspective) and visual content (objective information vs. subjective opinion) – and examine how they interactively influence restaurant diners' information processing and post-watching responses. Based upon the analysis on data collected from an online experiment with Chinese restaurant diners, the current results are expected to provide restauranteurs with useful insights for better leveraging UGVs in promotion and marketing.

2. Literature Review

2.1. User-generated content and user-generated videos

Any type of text, information, or activity created by online users, published and shared by the same user, and having an expressive or communicative impact on an individual or in combination with other contributions from the same or other sources is considered UGC (Santos, 2021). In a business context, UGC can be seen as the totality of all ways in which people use social media (Kaplan & Haenlein, 2010). The term encompasses a wide range of media content, including ratings, reviews, articles, blogs, photographs, podcasts and videos originated from users rather than commercial entities (Hautz et al., 2014). UGV, the audiovisual format of UGCs, is an emerging trend in content creation and dissemination. Brands utilizing UGV as a tool can achieve various business objectives such as facilitating user sharing, increasing traffic to eCommerce websites, and extending brand presence across the web (Polat et al., 2023). The emergence of TikTok, an application that facilitates the dissemination of influencer-generated short-form videos, has resulted in the amassing of a substantial following. By the end of 2024, it is projected that the application's global active user population will reach approximately 1.8 billion, showcasing the vital role that UGV is taken in digital marketing (Yang et al., 2025).

2.2. Visual perspective, visual content and immersion

In this study, a two-variable approach is used, with the primary variable encompassing the analysis of video perspectives from both the first-person and third-person viewpoints. In the field of literary studies, narrative perspective is essential to storytelling, significantly impacting readers' engagement and capacity for empathy (Nikolajeva, 2014). The first-person perspective is defined by the narrator being an active participant, usually the protagonist, and employing pronouns such as "I" or "we". Conversely, the third-person perspective is narrated by an external voice using pronouns like "he", "she", or "they" – which can be either omniscient, encompassing all characters' thoughts and broader context, or limited, concentrating on a single character's viewpoint (O'Connell, 2011).

Immersion is defined as a state of deep engagement or absorption in an experience, during which individuals may lose awareness of time and their environment (Agrewal, Simon, Bech, Bærentsen, & Forchhammer, 2020). Different perspectives on narration have the capacity to influence the degree of immersion experienced by an individual across multiple levels. Zhang, Perkis, and Arndt (2017) further categorizes immersion into emotional immersion (triggered by emotional arousal and absorption in the narrative content of the story) and spatial immersion (activated by the spatial qualities of environment).

As stated by Green, Brock, and Kaufman (2006), third-person viewpoint can lead to spatial immersion by offering a more expansive perspective on the narrative realm. Van Lissa et al. (2016) echoed and supplemented that trust is affected by narrative views and third-person narratives can enhance trust to a greater extent than first-person narratives can do. Although third-person viewpoint can trigger a higher level of spatial immersion, Green et al. (2006) suggest that first-person viewpoint may enhance emotional immersion through the process of achieving synchrony between the reader's perspective and that of the protagonist. Since readers of UGVs often search and watch those videos with the goals of seeking social assurance or credible first-hand experience, UGVs taken from first-person viewpoint are expected to induce a greater impact on their immersion. Following this notion, this study hypothesizes that: [H1] - *Visual perspective has a significant impact on readers' immersion, while first-person perspective can induce a greater impact on readers' immersion than third-person perspective.*

Besides hypothesizing that visual perspective has a significant impact on readers' immersion, this study also hypothesizes that the content of the video (i.e., subjective content vs. objective description) may provoke some indirect impact on that relationship because content and style (i.e., perspective in this study) are inherently inseparable. Hence, this study also hypothesizes that: *[H2] - The impact of visual perspective on readers' immersion is moderated by visual content.*

2.3. Immersion and narrative transportation

Narrative transportation is defined as the degree to which an individual becomes transported in the narrative world of a video, indicates the degree to which individuals are receptive to the concepts presented in the video. Green and Brock's (2000) seminal study demonstrated that individuals who are profoundly absorbed in a narrative are more susceptible to altering their perspectives and embracing the ideations articulated within the narration. This finding suggests that individuals' acceptance and arousal by video content are influenced by the extent of their immersion with the video content. Following this notion, the following hypothesis is proposed: [H3] – Readers' immersion has a positive impact on their narrative transportation.

2.4. Narrative transportation and behavioral responses

According to Escalas (2004), people's intention to pursue certain behavioral action is influenced by whether and how the stimuli (e.g., advertisements, word-of-mouth) can effectively induce their interest and desire towards the objects/actions mentioned in the stimuli. In other words, the way in which people process a stimuli/message would provoke a sequential impact on their interest, desire and action (Hassan et al., 2015). Following this notion, the last hypothesis of this study is presented as follow and Figure 1 shows the conceptual framework proposes in this study: [H4] – Readers' narrative transportation has a positive impact on their interest, desire and likeliness to visit the mentioned place/object.

Figure 1.　Conceptual framework
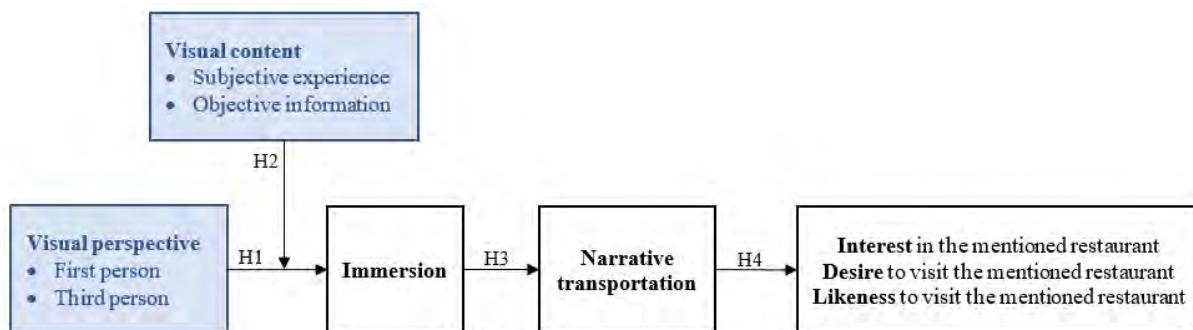
3. Methodology

3.1. Research Design

To achieve the research objective presented earlier, an online experiment was conducted with Chinese mainland participants who declared that they have watched at least one restaurant-related UGV before. The online experiment was conducted using Credamo, and restaurant has been chosen as the study context because many UGVs are related to restaurant visitations and food tasting.

3.2. Experimental design

To be specific, a 2 (visual perspective: first-person perspective vs. third-person perspective) x 2 (visual content: objective information vs. subjective experience) between-subject experiment was conducted to examine the impact of intervention on experimenters (Wolery et al., 2014). Each participant has been randomly assigned to join only one condition (i.e., watching one out of four videos). After watching the assigned video, they were asked to complete an online questionnaire, and comparisons were made across all conditions rather than within the same individuals. This method is expected to help prevent issues such as order effects, carryover effects, and direct comparisons between conditions by participants, which could potentially distort the results (Erlebacher, 1977).

We implemented several precautionary strategies to mitigate response biases including promoting honest responses by ensuring participant anonymity, carefully constructing scale items to maintain clarity and specificity in questions, and steering clear of ambiguous concepts (Podsakoff et al., 2003). Furthermore, participants were randomly assigned to watch one of four video produced by us during the experiment, thereby ensuring that group differences arose from the videos rather than pre-existing participant variables, which enhances the causal validity of the study (Kuehl, 2000; Podsakoff et al., 2003).

3.3. Stimulus materials

The stimulus materials for this study are a set of short videos (length: 1 minute) about patronizing a popular restaurant locating in Hong Kong. According to OpenRice (n.d.) - Hong Kong's preeminent dining guide, the city boasts an astonishing 28,000 restaurants, with 300 to 500 new establishments emerging each month. In such a high-intensity competitive environment, restaurant owners are compelled to adopt distinctive strategies to distinguish their enterprises from their competitors, where UGVs are particularly influential (Hong Kong Local SEO Strategy For Restaurants, 2023).

For those videos taken from first-person perspective, the actor/actress held the camera and self-produced a video blog of restaurant visitation. For those videos taken from third-person perspective, an additional person held the camera and captured all actions performed by the actor/actress. Figure 2 shows the screenshot of two videos used in this study. For those videos with objective information, the actor/actress only presented factual information such as the variety of dishes presented in the menu. For those videos with subjective experience, the actor/actress added personal opinion on the food and service.

3.4. Measures

The post-reading survey encompasses questions pertinent to viewers' processing (in terms of "immersion" and "narrative transportation") and responses (in terms of "interest", "desire" and "actions" towards the mentioning restaurant) to the assigned UGV. All included questions were adapted from well-validated measures presented in prior studies. For example, the three-item

measure about immersion was adapted from Huang et al. (2023). Narrative transportation was measured by utilizing the three-item scale developed by Kleemans et al. (2014). Questions for measuring readers' interest, desire and likeliness to visit the mentioned restaurant were adapted from Kang (2022), which states that AIDA is a recognized advertising model outlining the sequential behavioral process consumers follow before making a purchase, questions about AIDA were asked to viewers to assess their interest, desire, and actions after watching. All survey questions were assessed using the 5-point Likert Scale, where responses range from 1 (representing strongly disagree) to 7 (representing strongly agree). Table 1 presents the list of all items used in this study.

Figure 2. Screenshots of two videos

A video taken from third-person perspective	A video taken from first-person perspective
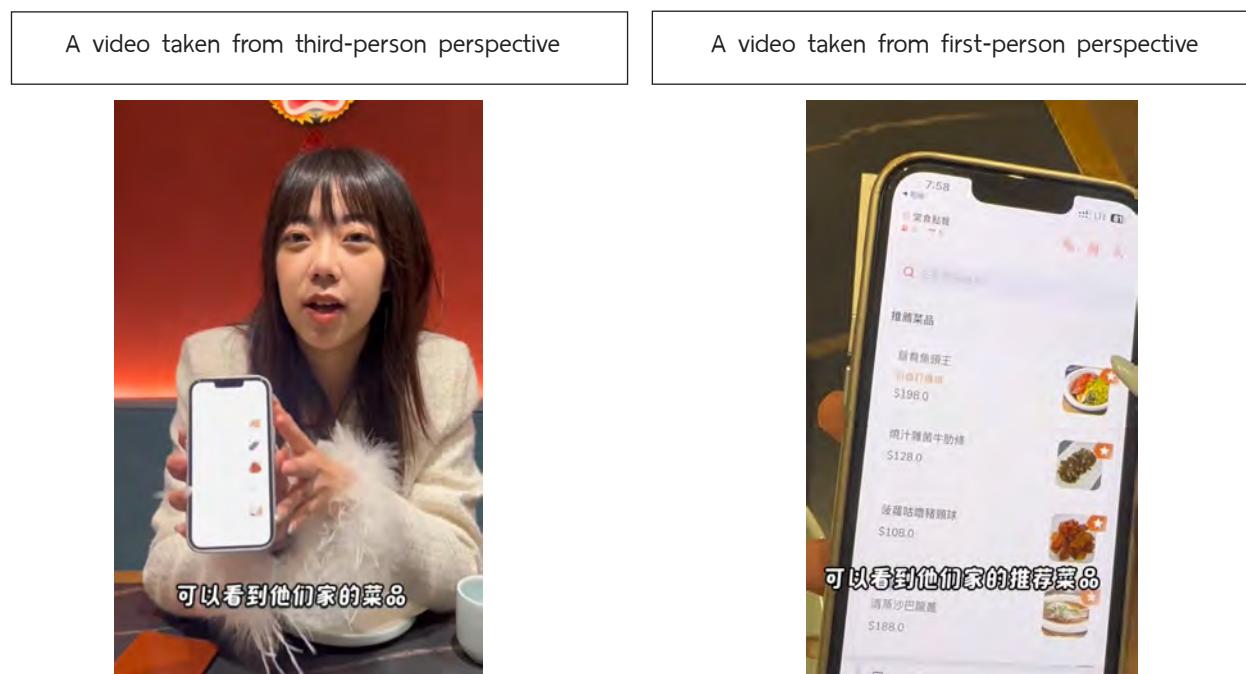
Table 1. List of variables and measurement items

Variables / Measurement items
Immersion
I lost track of time while watching the restaurant video.
I felt mentally immersed in the restaurant's environment during the video.
I became unaware of my physical surroundings while watching the video.
Narrative transportation
I could easily picture myself in the scene of the restaurant described in the narrative.
I found it challenging to dismiss the narrative of the video, which affected me emotionally.
I can imagine the scene easily while watching the video.
Interest
I am positive when I think of the restaurant mentioned in the short video.
I like the video promotion of the restaurant mentioned.
I am interested in the restaurant mentioned in the short video.

Variables / Measurement items
Desire
I want to go to the restaurant mentioned in the near future.
I desire to go to the restaurant mentioned in the near future.
I wish to go to the restaurant mentioned in the near future.
Action
I intend to visit the restaurant mentioned in the near future.
I will consider visiting the restaurant mentioned in the near future.
I am willing to visit the restaurant mentioned in the near future.

3.5. Participants

A total of 320 valid responses were solicited from Credamo. All participants had watched at least one UGV about restaurant visitation over the past 12 months. The mean age of all recruited participants is 29 year old. Seventy of whom were female and earned RMB 8,000 per month 82.5% of the recruited had a 4-year college degree or above.

4. Results

4.1. Impact of visual perspective on immersion

An independent sample test was firstly conducted in order to test H1 (i.e., The visual perspective has a significant and direct impact on readers' immersion; first-person perspective can induce a greater impact on readers' immersion than third-person perspective). According to the comparison test result, visual perspective has a significant and direct impact on readers' immersion ($t = 1.771$, $p < 0.1$). The average rating on immersion given by first-person perspective group is higher than that by third-person perspective group (M First = 5.31; M Third = 5.13, $p = 0.07$). In other words, H1 is supported – which denotes that videos taken from first-person perspective can induce a greater impact on readers' immersion than those taken from third-person perspective.

4.2. Impact of visual perspective and visual content on immersion

Another two-way ANOVA test was conducted in order to test H2, and the comparison test results show the impact of visual perspective on readers' immersion is moderated by visual content – suggesting that H2 is supported ($F = 13.784$, $p < 0.01$; partial eta squared = 0.08).

Among those who watched videos taken from third-person perspective, participants' ratings on immersion do not differ from each other when description- and opinion-based content are presented (M Third + Description = 5.05; M Third + Opinion = 5.21; $p = 0.138$). Nevertheless, among those who watched videos taken from first-person perspective, participants' rating on immersion is higher when description-based content is presented (M First + Description = 5.67). Conversely, participants' rating on immersion is lower when opinion-based content is presented (M First + Opinion = 4.96). These results suggest that the combination of first-person perspective and description-based content is more effective in triggering readers' immersion.

4.3. Testing of conceptual framework

The regression analysis using MACRO Process model 85 was conducted to test the conceptual framework and the interrelationship among all included variables. The results demonstrated that the proposed relationship (i.e., visual perspective → immersion → narrative transportation → interest → desire → likeliness) is a significant one even when differences between conditional indirect effects were considered (Index = 0.1272; BootSE = 0.0487; 95% CI [0.0521, 0.2423]).

When opinion-based content was presented, the proposed relationship is insignificant (Effect = 0.0373; BootSE = 0.0230; 95% CI [-0.0015, 0.0885]). However, when description-based content was presented, the proposed relationship becomes a significant one (Effect = -0.0899, BootSE = 0.0361; 95% CI [-0.1742, -0.0353]). These results suggest that the combination of first-person perspective and description-based content will firstly enhance readers' immersion, and followed by elevating readers' narrative transportation, interest, desire and likeliness to visit the mentioned restaurant.

5. Discussion, conclusions and future research

5.1. Discussion

This study investigated the interactive effects of visual perspective (first person vs. third person) and visual content (objective description vs. subjective evaluation) on restaurant consumers' information processing and behavioral responses in user-generated videos (UGVs). It was found that first-person perspective combined with descriptive content significantly enhanced viewers' immersion and further stimulated interest, desire, and willingness to visit through narrative transmission. This result is consistent with existing theories: first-person perspective strengthens emotional immersion through perspective synchronization (Green et al., 2006; Zhang et al., 2017), whereas descriptive content reduces cognitive load due to its informational objectivity, which makes it easier for viewers to integrate into the video-constructed scene.

However, it is noteworthy that the adoption of a first-person perspective, in conjunction with subjective evaluative content, can diminish immersion. This phenomenon may be attributed to consumers' innate hesitancy towards "subjective recommendations", particularly in UGV scenarios, where users are more inclined to place their trust in objective information to mitigate perceived risks (Bebko, 2000). Furthermore, no substantial disparities in immersion were observed in the third-person perspective, irrespective of content type, suggesting that the third-person 'spectator perspective' inherently curtails emotional engagement, thereby corroborating the findings of Van Lissa et al. (2016) on the relationship between narrative perspective and trust.

5.2. Conclusions

The central finding of this study is the revelation of a synergistic effect of visual perspective and content, which is identified as a pivotal strategy for optimizing the effectiveness of UGV marketing. The integration of first-person perspective with descriptive content has been shown to effectively drive consumer conversion from perception to behavior by enhancing immersion and narrative transmission (AIDA model). It is recommended that hospitality businesses priorities the encouragement of users to create videos that record objective information, such as the environment of the venue and details of the service and cuisine, from a first-person perspective, rather than relying solely on subjective evaluation-type content.

5.3. Future Research

The present study focuses on mainland Chinese consumers, and in future research, the differences in the impact of perspective and content can be compared across different cultural contexts (e.g. Western individualistic culture). Furthermore, the current experiment utilizes a 1-minute video, and in future research, the effects of other audio-visual elements, such as video duration, editing tempo, and background music, on the sense of immersion can be explored. In addition, multimodal interaction research can be considered a potential research direction for the future, combining eye-tracking or electroencephalography to quantitatively analyze the mechanisms of consumers' attention allocation and emotional arousal under different perspectives.

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Post-Pandemic Rebound of Pattaya's Luxury Hotels: An Empirical Study of Occupancy, ADR, and RevPAR Trends from 2018 to 2024 (Paper#Y012)

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Abstract:

This study aims to analyze the impact of the COVID-19 pandemic on luxury hotels in Pattaya, Thailand, and track their recovery trends post-crisis, using monthly data from Smith Travel Research (STR) from 2018 to 2024. The analysis is based on three key performance indicators of hotels: occupancy rate, average daily rate (ADR), and revenue per available room (RevPAR). The data is divided into three time periods: pre-pandemic (2018-2019), during the pandemic (2020-2022), and post-pandemic (2023-2024). The results show that while post-pandemic occupancy rates have returned to near pre-pandemic levels, both ADR and RevPAR have increased significantly, suggesting that the recovery trend of luxury hotels in Pattaya is driven by pricing strategies rather than occupancy. The study shows the recovery performance of luxury hotels in key tourist cities and provides recommendations for hotel managers and stakeholders to plan for future crises.

Keywords: Luxury hotels, Pattaya, COVID-19, Occupancy, ADR, RevPAR

1. Introduction

The COVID-19 pandemic caused a major disruption in the global tourism industry. According to the United Nations World Tourism Organization (UNWTO, 2020), the number of worldwide international tourist arrivals dropped by 74 percent in 2020, pushing global travel back to levels not seen in several decades. This sharp decline led to an estimated income loss of around 1.3 trillion US dollars and had a widespread effect on many countries that depend on tourism for employment and economic development. Hotels, airlines, restaurants, and other tourism-related businesses were forced to close or reduce operations, especially during the height of travel restrictions and lockdowns.

Thailand was among the countries heavily affected by this crisis, as tourism is a major part of the national economy. In 2019, the tourism sector contributed about 18 percent to Thailand's GDP (Bank of Thailand, 2023), with most income coming from international visitors. Pattaya, a popular beach destination on the eastern coast of Thailand, was especially vulnerable. The

city's economy relies largely on foreign tourists, and when international borders were closed, the performance of its hotels declined sharply. Many luxury and upper-upscale hotels experienced dramatic drops in both room revenues and occupancy rates.

As global travel began to recover in 2022 and beyond, it became important to understand how the hotel industry, particularly in tourism-dependent cities like Pattaya, responded to the crisis and adapted over time. This study aims to examine the recovery of luxury hotels in Pattaya by analyzing performance data over a seven-year period, from 2018 to 2024. Using monthly data from Smith Travel Research (STR), the research focuses on three main performance indicators: occupancy rate, average daily rate (ADR), and revenue per available room (RevPAR).

These indicators are commonly used in both academic research and industry reports to assess hotel performance and financial trends (Pnevmatikoudi & Stavrinoudis, 2016; Widz et al., 2022). By comparing performance across the pre-pandemic, during-pandemic, and post-pandemic periods, this study provides insights into how the luxury hotel sector in Pattaya has been affected and how it has managed to recover.

While several studies have investigated the impact of COVID-19 on the global hotel industry, limited research has focused specifically on luxury hotels in secondary tourism cities like Pattaya. Most existing research emphasizes major capital cities or international hubs, leaving a gap in understanding how non-capital tourist destinations have recovered post-pandemic. This study addresses this gap by offering empirical evidence on the recovery trajectory of Pattaya's luxury hotel across distinct pandemic phases to provides recommendations for hotel managers in secondary tourism cities worldwide.

2. Literature Review

2.1. The Global Impact of COVID-19 on the Hospitality Industry

The COVID-19 pandemic caused an unprecedented disruption in the global tourism and hospitality industry. According to the UNWTO (2020), international tourist arrivals fell by 74 percent in 2020, resulting in an estimated global tourism revenue loss of USD 1.3 trillion. Such a large-scale crisis has exposed the vulnerability of hospitality businesses, particularly those heavily reliant on international travelers. For example, Widz et al. (2022) reported that in Poland, city hotels experienced an occupancy rate as low as 2.8% and a 95% drop in RevPAR during the peak of the pandemic.

Luxury hotels were especially hard-hit due to their dependence on high-spending foreign tourists and limited ability to pivot toward domestic markets. While many studies report these performance declines across major cities in Europe and Asia, there remains limited discussion about the impact on secondary tourist cities, particularly in Southeast Asia. This highlights

a critical gap in literature. This literature aims to analyze the pre-pandemic and post-pandemic changes in Occupancy Rate (OCC), Average Daily Rate (ADR), and Revenue Per Available Room (RevPAR) in Pattaya to study the rebound of the secondary tourist cities to present descriptive summaries.

2.2. Key Performance Indicators (KPIs) in Hotel Industry Analysis

Occupancy Rate (OCC), Average Daily Rate (ADR), and Revenue Per Available Room (RevPAR) are the most widely adopted Key Performance Indicators (KPIs) in hotel performance research. These metrics provide a standardized framework for assessing hotel operations and financial outcomes (Pnevmatikoudi & Stavrinoudis, 2016; Mauri, 2013). OCC measures the proportion of rooms sold relative to availability, ADR captures the average price paid per room, and RevPAR synthesizes these two metrics to reflect revenue efficiency.

Several studies have validated these KPIs as reliable indicators of hotel performance during crises. For example, Mauri (2013) emphasized that RevPAR is particularly sensitive to external shocks, while Pnevmatikoudi and Stavrinoudis (2016) recommended using multiple KPIs to obtain a comprehensive view. However, existing research tends to focus on the descriptive use of these KPIs rather than evaluating how they change across distinct crisis periods. This literature studies report KPI trends and also compare their statistical significance across different time frames (e.g., pre-pandemic vs. post-pandemic). To better understand the changes in the KPI metrics in localized contexts.

2.3. Recovery and Performance Trends in Luxury Hotels Post-COVID

Recent research has started to document the recovery paths of hotels in the aftermath of the COVID-19 pandemic. Widz et al. (2022) observed that cities with strong leisure tourism appeal recovered faster than those dependent on business travel. Their study showed that while occupancy remained below pre-pandemic levels, ADR and RevPAR in certain leisure destinations began to improve steadily by 2022, driven by strategic pricing and targeted marketing.

This pattern aligns with broader global trends, where luxury hotels have shifted their recovery strategies from increasing guest volume to enhancing profitability through premium pricing and personalized services. In the context of Thailand, where tourism accounted for approximately 18% of the national GDP prior to the pandemic (Bank of Thailand, 2023), such adaptive strategies are crucial.

However, there is limited empirical research on the recovery of luxury hotels in regional cities such as Pattaya. As a destination that is highly tourism-dependent but not categorized as a capital or business hub, Pattaya presents a unique case. Most existing studies focus primarily on metropolitan areas, which creates a geographic and contextual gap in understanding how recovery efforts unfold in second-tier tourism cities. This study aims to address this gap by conducting a time-based comparative analysis of KPI trends in Pattaya across three critical periods: pre-pandemic, during-pandemic, and post-pandemic.

3. Methodology

3.1. Research Design

This study uses quantitative research design based on secondary data analysis. The aim is to explore how the performance of luxury hotels in Pattaya changed pre-pandemic, during-pandemic, and post-pandemic of COVID-19. The study focuses on three main performance indicators: occupancy rate (OCC), average daily rate (ADR), and revenue per available room (RevPAR).

3.2. Data Collection

The data used in this study were obtained from Smith Travel Research (STR), a leading provider of hotel performance data. Monthly data from January 2018 to December 2024 were collected for luxury and upper-upscale hotels in the Pattaya area. The dataset includes monthly values for OCC, ADR, and RevPAR.

To analyse performance trends over time, the data were divided into three main periods. The pre-pandemic period covers January 2018 to December 2019, representing hotel performance pre COVID-19 pandemic. The during-pandemic period spans from January 2020 to December 2022, which reflects the time when travel restrictions and public health measures were in place. Finally, the post-pandemic period refers to January 2023 to December 2024, representing the recovery phase after international travel began to resume.

3.3. Variables Used in the Study

This study focuses on three key variables that are widely used to assess hotel performance: occupancy rate (OCC), average daily rate (ADR), and revenue per available room (RevPAR). Occupancy rate refers to the percentage of available rooms that were sold during a specific time period, which helps indicate how well the hotel is attracting guests.

Average daily rate reflects the average income a hotel earns for each room sold, showing the pricing strength of the property. RevPAR combines both occupancy and rate to measure how much revenue is generated for each available room, offering a more complete picture of overall performance. These variables are standard in the hospitality industry and are useful for comparing hotel performance over time, especially when analyzing trends pre-pandemic, during-pandemic, and post-pandemic of COVID-19.

3.4. Data Analysis

The data were analyzed using descriptive statistics and comparative analysis to examine changes across the three time periods. The mean and standard deviation of each KPI were calculated for each phase. To test for significant differences in performance between the pre-pandemic and post-pandemic periods, independent samples t-tests were conducted. All analyses and visualizations were carried out using R software. Monthly trends were also displayed using bar charts, with color-coded segments to highlight each pandemic phase. This allowed for clear visualization of recovery patterns in the hotel sector.

4. Results

This section presents the findings from the analysis of luxury hotel performance in Pattaya from 2018 to 2024. The study focused on three key performance indicators: occupancy rate, average daily rate (ADR), and revenue per available room (RevPAR), which are widely used to evaluate hotel operations and financial outcomes. To capture the changes pre-pandemic (2018-2019), during-pandemic (2020-2022), and post-pandemic (2023-2024). The analysis includes both descriptive summaries and statistical tests to compare performance across these periods and to better understand how luxury hotels have recovered post-crisis.

4.1. Descriptive Analysis of Hotel Performance

This section presents a descriptive analysis of the monthly performance of luxury hotels in Pattaya between 2018 and 2024. The performance was assessed using three widely accepted key performance indicators (KPIs): Occupancy Rate (%), Average Daily Rate (ADR), and Revenue per Available Room (RevPAR). These KPIs help explain trends in guest volume, pricing strategy, and revenue efficiency pre-pandemic, during-pandemic, and post-pandemic of COVID-19.

Table 1. Summary of Hotel Performance Indicators by Period

Period	Occupancy (%)		ADR (THB)		RevPAR (THB)	
	Mean	SD	Mean	SD	Mean	SD
Pre-Pandemic	70.25	6.86	3,566.87	356.25	2,523.16	471.00
During-Pandemic	36.81	20.20	3,655.55	561.41	1,438.34	958.91
Post-Pandemic	68.56	6.35	5,119.85	552.86	3,523.05	585.78

As shown in Table 1, occupancy rates fell dramatically during the pandemic but rebounded close to pre-pandemic levels in the post-pandemic period. Interestingly, ADR and RevPAR were substantially higher in the post-pandemic years, suggesting that hotels focused on increasing room rates and revenue per available room rather than simply regaining high guest volumes.

Figure 1. Monthly Occupancy Rate (%) by Period (2018-2024)


Monthly Occupancy Rate (%) by Period
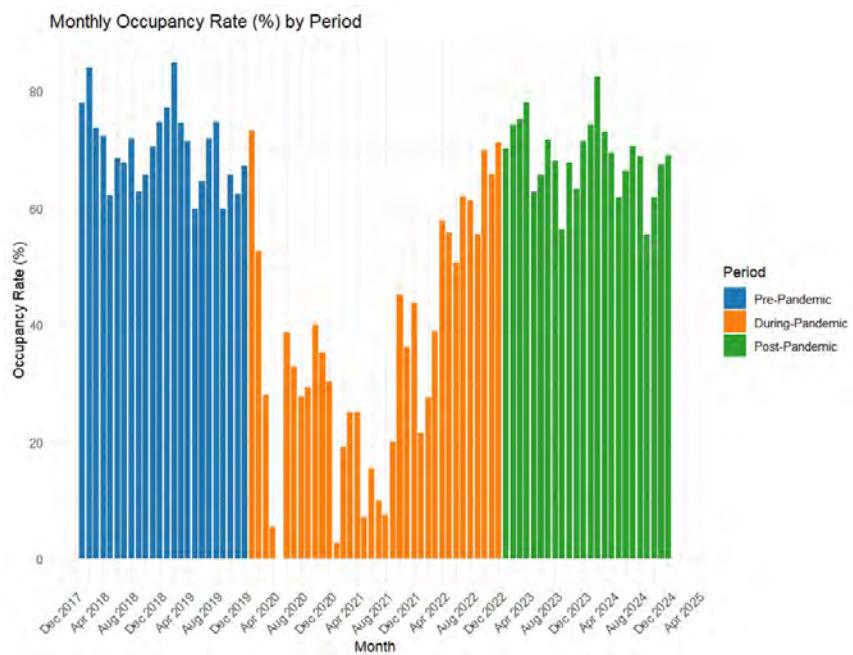
Figure 1 shows the monthly trend of occupancy rates. During the pandemic (2020-2022), rates dropped to historically low levels, especially in early 2021. However, post-pandemic recovery is evident from 2023 onward.

Figure 2. Monthly ADR (THB) by Period (2018-2024)


Monthly ADR (THB) by Period
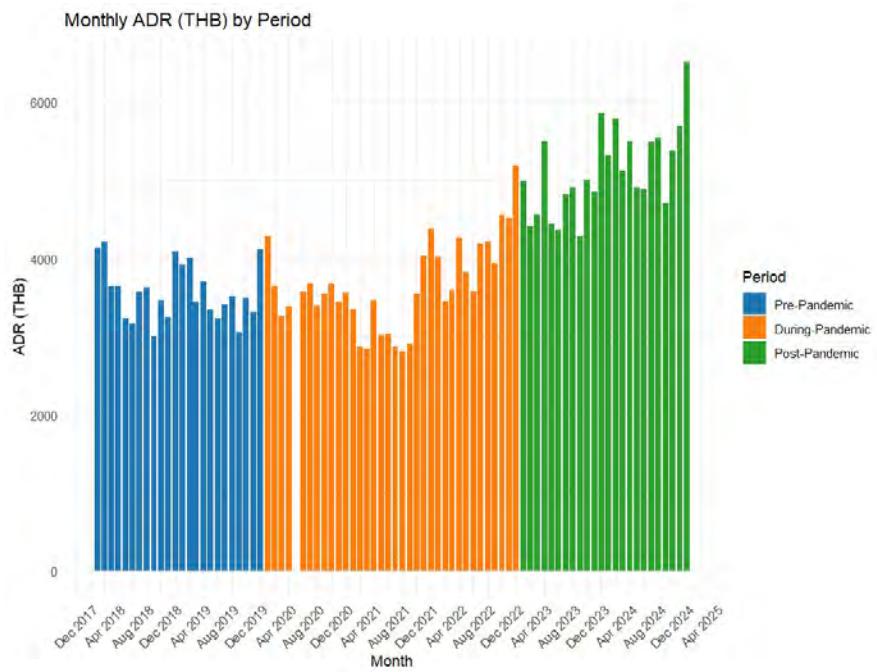
Figure 2 illustrates the steady increase in ADR over time. Despite reduced demand during the pandemic, ADR remained relatively stable and then grew significantly in the post-pandemic period, indicating strategic pricing measures.

Figure 3. Monthly RevPAR (THB) by Period (2018-2024)
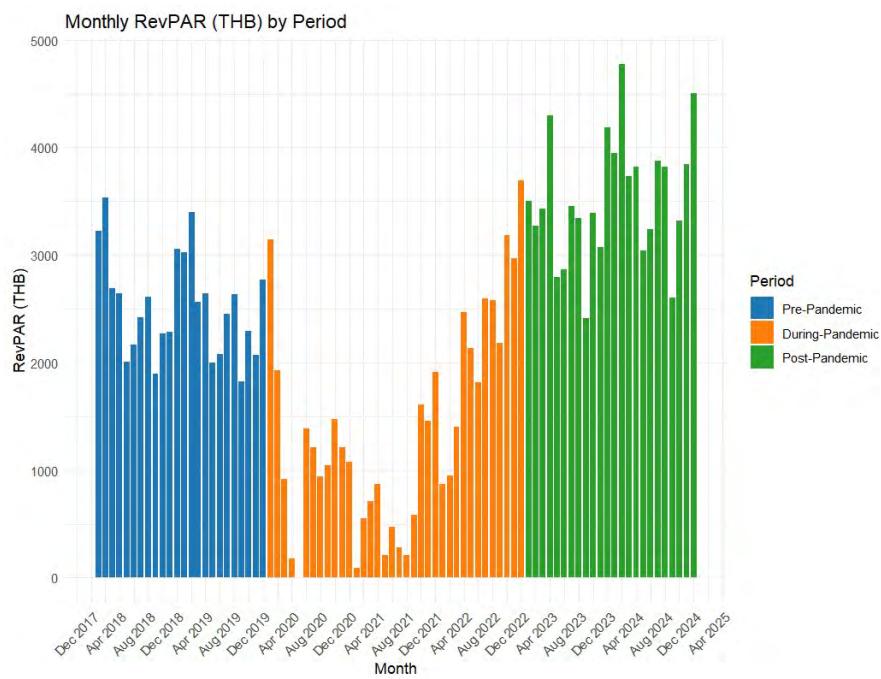
Figure 3 highlights the severe drop in RevPAR during the pandemic, followed by a strong recovery in 2023-2024. This metric reflects both occupancy and pricing power, confirming the effectiveness of post-crisis revenue management strategies.

4.2. Inferential Analysis of Hotel KPIs

To test whether the changes observed between the pre-pandemic and post-pandemic periods were statistically significant, independent t-tests were conducted for each of the three key performance indicators: Occupancy Rate, Average Daily Rate (ADR), and Revenue per Available Room (RevPAR). The analysis compares the means of each KPI from January 2018 to December 2019 (pre-pandemic) with those from January 2023 to December 2024 (post-pandemic).

Table 2. T-Test Results – Comparison of Pre- and Post-Pandemic Periods

KPI	Mean (Pre)	Mean (Post)	t-value	p-value
Occupancy	70.25	68.56	0.88	0.3824
ADR	3,566.87	5,119.85	-11.57	< 0.001
RevPAR	2,523.16	3,523.05	-6.51	< 0.001

The results show that while the occupancy rate recovered to near pre-pandemic levels, the difference between the two periods was not statistically significant ($p > 0.05$). In contrast, both ADR and RevPAR showed statistically significant increases ($p < 0.001$), indicating that luxury hotels in Pattaya were able to improve revenue through pricing strategies rather than an increase in guest volume. These findings support the descriptive trends observed in Section 4.1 and confirm that the post-pandemic recovery was driven primarily by rate optimization rather than full recovery of occupancy levels.

5. Discussion and Implications

This section highlights the main findings of the study and explains what they mean for hotel operations and tourism research. It explores how luxury hotels in Pattaya responded to the challenges of COVID-19 and outlines the practical and academic relevance of the results. The section ends with a discussion of limitations and suggestions for future research.

5.1. Discussion

The results from this study reveal that luxury hotels in Pattaya have demonstrated strong signs of recovery in the post-pandemic period, particularly in terms of ADR and RevPAR, with occupancy rates returning to levels comparable to the pre-pandemic period. These findings are in line with Widz et al. (2022), who observed similar patterns in Polish city hotels, where revenue performance indicators such as RevPAR improved due to strategic pricing rather than increased occupancy. The rebound in ADR suggests that hotels adopted value-driven pricing approaches, leveraging quality and brand positioning to attract fewer but higher-paying guests. This shift reflects a broader trend in the global hotel industry, where recovery strategies focused less on volume and more on profitability. In the context of Thailand, where tourism is a major economic contributor (Bank of Thailand, 2023), this performance trajectory highlights the resilience of the luxury hospitality segment and the market's ability to adapt to post-crisis demand patterns.

5.2. Academic and Practical Implications

From an academic perspective, this study adds to the literature on hotel performance during and after the COVID-19 pandemic by demonstrating how key performance indicators (KPIs) can be used to assess resilience over time, especially in regional tourism cities like Pattaya. The comparative analysis across different pandemic phases provides a framework that future research can apply to similar destinations. The findings show practitioners that even without full occupancy, strategic pricing and value-added services can achieve post-crisis revenue recovery. Hotel managers can apply dynamic pricing strategies, focus on premium positioning, and tailor offerings to attract high-value guests. These insights also help tourism authorities design targeted support policies and marketing initiatives that align with evolving traveler expectations in the premium segment. Ultimately, the study illustrates that resilience in the hospitality sector is not solely dependent on external conditions such as border reopenings. Instead, it also relies on internal strategic capabilities which can be useful for secondary tourist destinations like Pattaya or the similar secondary tourist destinations. This dual perspective strengthens the importance of the study for a broader range of stakeholders in the tourism and hospitality industry about how to recover from post-pandemic.

5.3. Limitations of this Study and Suggestions for Future Research

This study gives useful information about how luxury hotels in Pattaya performed during and after the COVID-19 pandemic. However, there are some limitations. First, it uses only secondary data from STR reports, which show numbers but do not explain why the changes happened. For example, we do not know if the rise in ADR or RevPAR came from special offers, government help, or hotel decisions. Second, this study focuses only on Pattaya, which is a beach city that depends a lot on foreign tourists. The results may not apply to other places, like business cities or small local hotels, where recovery could be different. So, people should be careful when using these findings in other areas.

In the future, research could include more hotel performance indicators, like GOPPAR, to understand profits better. Interviews with hotel managers or tourism staff could help explain what actions were taken during the recovery. Also, comparing different cities or regions would give a clearer picture. Lastly, adding customer views, such as what makes them feel safe or why they choose certain hotels, could make the study more useful for the hotel industry.

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Exploring the Influence of Coffee Shops on the Sociocultural Dynamics of Students at Enderun Colleges, Philippines (Paper#Y014)

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Abstract:

This study investigates the impact of the coffee shop boom on Enderun Colleges students' sociocultural aspects. Observing a rise in coffee shops near universities and their popularity among students, the study examined correlations between student socio-culture, coffee shop design, study habits, academic performance, and the coffee boom using data from 86 students. Findings reveal significant positive correlations between the coffee boom and both student socio-culture and coffee shop design, but not with study habits or academic performance.

Keywords: academic performance, food and beverage, image, learning spaces, sociocultural dynamics, technology

1. Introduction

The coffee shop industry in the Philippines has experienced significant growth, driven by the demand for spaces that accommodate both work and leisure. Coffee shops have evolved into informal learning venues, with students increasingly utilizing them for academic purposes. These establishments, according to Lukito and Xenia (2017) often referred to as "third places," provide environments that foster productivity and social engagement.

Coffee shops have become popular among students and are now frequently used as study areas. However, there has been little research on how these venues affect student sociocultural in academic settings. Most current research states that students consume caffeine to improve concentration, hone their memory, and enhance their alertness and mood while studying (Kharaba et al., 2022). Mehta et al. (2012) found that moderate coffee shop noise enhances creative cognition. Few studies have looked into how the physical design and social environment of coffee shops affect students' study habits, academic performance, and social engagement.

Furthermore, the relationship between students' increased coffee consumption and the sustainability of local coffee production in the Philippines has not been well investigated. Today's local coffee bean production can keep up with the current demand (Luat et al., 2022). However, the increasing demand for coffee beans necessitates a closer look at whether local production in the Philippines can be economically sustainable.

Although much of the existing research has focused on the commercial success and aesthetic appeal of coffee shops, there is a notable gap in understanding how these spaces influence the sociocultural dynamics of students, particularly in the context of their study habits, social interactions, and academic performance. This study seeks to fill those gaps and gain a deeper knowledge of how coffee shop culture influences the sociocultural behavior of students at Enderun Colleges in the Philippines.

2. Literature Review

To better understand the growing role of coffee shops in the lives of Filipino students, this review is organized into key thematic areas. These subsections explore how coffee shops function as academic and social spaces, the influence of image and technology, and the theoretical framework guiding the study.

2.1. Coffee Shops as Academic and Social Spaces Among Filipino Students

The coffee shop industry in the Philippines has grown rapidly, particularly near educational institutions. These spaces have become gathering spots where students can study and work, rather than just places for relaxation and coffee consumption. This shift reflects the evolving culture of students and its impact on their study habits, social interactions, and academic performance (Tus, 2020). Factors contributing to the popularity of coffee shops among students include the demand for caffeine, the perception that coffee enhances academic performance, and the attraction of quiet, comfortable spaces.

Coffee shops serve as "third places," distinct from home (the first place) and work (the second place), offering welcoming environments that promote social interaction and enhance quality of life (Lukito & Xenia, 2017). The role of these third places has evolved with technology; while social interaction remains a purpose, students increasingly use coffee shops as private spaces for studying and working, blending relaxation with productivity.

Studies, such as Lukito and Xenia (2017), also highlight coffee shops as informal learning spaces, providing a relaxing yet focused atmosphere conducive to academic work. These spaces offer students productivity benefits that may not be fully available on campus. Research suggests that coffee shop environments with appropriate lighting, comfortable seating, and minimal distractions can enhance productivity, focus, and creativity (Mehta, et al., 2012; Thoring et al., 2020). Specifically, moderate background noise, typical of coffee shops, may stimulate cognitive thinking and foster creativity.

The impact of coffee shops on students' academic performance and social behaviors is a subject of ongoing research. Studies like Viado (2024) indicate that coffee consumption is a common practice among Filipino students and is perceived to have positive effects on cognitive functions, productivity, and mood during study sessions. However, excessive caffeine intake can pose health risks, including dependency and withdrawal symptoms, which may negatively affect students.

The increasing popularity of coffee shops among students also has implications for the local coffee industry. The rising demand for coffee beans may put pressure on local farmers, raising concerns about the sustainability of coffee production in the Philippines (Luat, et al., 2020). This demand may result in issues such as resource overexploitation and unreliable production. Addressing these issues is critical to the long-term stability of the local coffee industry.

2.2. The Role of Image and Technology in Coffee Shops

In recent years, the image of coffee shops has played a significant role in shaping student perceptions and behaviors. In this context, the image refers to the physical and visual ambiance and aesthetic appeal that defines the branding and atmosphere of a coffee shop. With college students today, especially those influenced by digital trends and social media culture, the image of coffee shops often contributes as much to their appeal as to the quality of services and products.

Technological advancements play a key role in shaping coffee shop experience for students. Access to free internet connection promotes coffee shops as informal study spots, boosting productivity and social interaction. Mobile apps for ordering and payment also save time, which supports the development of academic work and socialization. Additionally, social media allows students to share experiences digitally, influencing choices amongst others of the same age range. Technology in coffee shops enhances convenience, productivity, and social connections, making them vital spaces for students.

Technological integration has reshaped how coffee shops operate. Öngener and Özkurt (2019) highlight that technology enhances the core business model of coffee shops. Instead of replacing traditional operations, digital tools optimize ordering, staffing, sales tracking, and customer engagement. Social media is key in connecting coffee shops with a younger audience. Many establishments use these platforms to shape their brand image and attract students who often base their coffee shop choices on social media presence. Similarly, Setiana and Khaerani (2020) emphasized the strategic use of Instagram as an effective promotional tool to attract younger demographics. Their study found aesthetic visuals and composed photos can influence student consumer perceptions.

2.3. Conceptualization

This study uses the Third Place Theory by Ray Oldenburg (1989) to understand the influence of coffee shops on student sociocultural. This theory posits that "third places," distinct from home and work, are essential for social interaction and community building. In this context, coffee shops function as third places that shape students' social, cultural, and academic lives by providing conducive learning environments. The study examines how variables such as coffee shop design, academic performance, and study habits moderate the relationship between the coffee shop boom and student sociocultural.

3. Methodology

A quantitative correlational design was employed in this research to investigate the relationship between coffee shop environments and student sociocultural. Online surveys served as the primary instrument for collecting numerical data on these variables.

3.1. Measurement

The quantitative data for this study were collected using online surveys administered via Google Forms. The survey instrument comprised 50 items designed to measure students' perceptions across five key constructs: the coffee shop boom, coffee shop design, student sociocultural, academic performance, and study habits in the context of coffee shop usage. Each construct was assessed using 10 items.

A 5-point Likert scale was employed for each item, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). This scale allowed respondents to indicate their level of agreement or disagreement with statements related to each construct. For example, items measuring coffee shop design explored aspects such as ambiance, layout, and comfort, while items assessing student sociocultural focus on social interactions, group study dynamics, and a sense of community within coffee shop settings. Academic performance items addressed perceived impacts on grades and learning outcomes, and study habits items investigated aspects like focus, motivation, and study duration in coffee shop environments. The coffee shop boom was measured through perceptions of its prevalence, accessibility, and influence on student life.

3.2. Data Collection

The study employed a non-probability convenience sampling technique to recruit participants from the population (N = 855) of current college students at Enderun Colleges, Philippines, who reported frequent visits to coffee shops for academic purposes. This specific demographic was targeted due to their direct experience with the phenomenon under investigation. The target sample size was determined to be 89 respondents using Slovin's formula with a margin of error of 10%.

$$n = \frac{855}{\left(1 + \left(855 \times 0.10^2\right)\right)} = 89$$

3.3. Data Analysis

The quantitative data gathered from the online survey, which utilized a 5-point Likert scale, was analyzed using Spearman's Rho correlation coefficient. This non-parametric measure was selected to assess the strength and direction of the monotonic relationship between the variables under investigation (coffee shop boom and student sociocultural). Spearman's Rho is appropriate for ordinal data, such as that obtained from Likert scales, as it evaluates the correlation based on the ranks of the data rather than the raw values.

3.4. Ethical Considerations

Prior to participation, all students were provided with a detailed information sheet outlining the study's objectives, procedures, potential risks and benefits, and their rights as participants. Informed consent was obtained from each participant before data collection commenced, ensuring their voluntary participation. Participants were explicitly informed of their right to withdraw from the study at any time without penalty. Anonymity and confidentiality were strictly maintained; no identifying information was linked to individual responses. All collected data were securely stored in the Google drive folder, adhering to the Republic Act No. 10173, also known as the Data Privacy Act of 2012 of the Philippines.

4. Results and Discussion

The following sections present the demographic profile of the respondents and the results of the correlational analysis, providing insights into how coffee shop-related factors influence students' socio-cultural experiences, study habits, and academic performance.

4.1. Profile of the respondents

A total of 86 out of the 89 responses collected were deemed valid for analysis, representing a high response rate. The final sample comprised 57% female students and 43% male students. The age range of the participants was 18 to 27 years (Mean = 21.78, SD = 1.64) with approximately 50% within the 21 years to 22 years age bracket. Notably, a significant majority of the participants (80%) were enrolled in the International Hospitality Management program.

4.2. Results of Statistical Analysis

Table 1. Perceived Influence of Coffee Shop Determinants on the Sociocultural and Academic Dynamics of Enderun College Students

Determinants	Mean	Standard Deviation	Verbal Interpretation
Coffee Boom	3.63	0.89	Agree
Student Socio-Cultural	3.64	0.87	Agree
Coffee Shop Design	4.35	0.58	Strongly agree
Study Habits	3.36	1.20	Neutral
Academic Performance	3.33	1.13	Neutral

Note: 1.00-1.80 for "Strongly Disagree," 1.81-2.60 for "Disagree," 2.61- 3.40 for "Neutral," 3.41-4.20 for "Agree," and 4.21-5.00 for "Strongly Agree."

Table 1 summarizes the overall means and corresponding interpretations. The findings reflect the perceptions of 86 student respondents regarding the impact of the coffee shop boom on their sociocultural and academic experiences. Among the determinants examined, students "strongly agree" that Coffee Shop Design (M = 4.35, SD = 0.58) plays a significant role—suggesting that the ambiance, layout, and aesthetics of coffee shops contribute meaningfully to their daily routines and social interactions.

Students also "agree" on the influence of both the Coffee Boom (M = 3.63, SD = 0.89) and its contribution to their Sociocultural Dynamics (M = 3.64, SD = 0.87), indicating a recognition of the growing presence of coffee shops and their role in shaping student behaviors, socialization, and lifestyle patterns.

Conversely, students report a "neutral" stance regarding the impact of coffee shops on their Study Habits (M = 3.36, SD = 1.20) and Academic Performance (M = 3.33, SD = 1.13). These results suggest that while coffee shops are viewed positively as social and cultural hubs, their direct effect on academic-related outcomes may be perceived as limited or variable among individuals.

Overall, the factor with the highest positive perception is Coffee Shop Design, emphasizing its strong appeal and relevance to student life. In contrast, Academic Performance registers the lowest mean, indicating that students may not directly associate coffee shop presence with improvements in academic outcomes.

Table 2. Spearman's Rho Correlation Analysis of the Association Between Perceptions of the Coffee Shop Boom and Student Sociocultural Factors.

			Coffee Boom	Interpretation
Spearman's rho	Student Socio-culture	Correlation Coefficient	.269	Significant
		Sig. (2-tailed)	.011	
		N	86	
	Coffee Shop Design	Correlation Coefficient	.314	Significant
		Sig. (2-tailed)	.003	
		N	86	
	Study Habit	Correlation Coefficient	.154	Not significant
		Sig. (2-tailed)	.148	
		N	86	
	Academic Performance	Correlation Coefficient	.171	Not Significant
		Sig. (2-tailed)	.107	
		N	86	

Note: * = p < 0.05

A Spearman's rho correlation analysis was conducted to determine the relationship between student socio-culture, coffee shop design, study habits, and academic performance in relation to the coffee boom phenomenon. The findings of this study on Table 2 reveal several important insights into the relationship between student socio-culture, coffee shop design, study habits, academic performance, and the coffee boom phenomenon among 86 student respondents.

The statistically significant positive correlation between student socio-culture and the coffee boom (ρ= .269, p=.011) suggests that social and cultural factors play a role in students' engagement with coffee-related environments. This aligns with the concept of coffee shops as "third places," which serve as social hubs beyond home and work or school, fostering interaction and a sense of community (Khan & Kumar, 2021; Lukito & Xenia, 2017). The moderate positive association indicates that as students' socio-cultural engagement increases, so does their participation in the coffee boom, potentially through socializing, group study, or simply embracing the coffee shop culture prevalent among their peers.

Similarly, the significant positive correlation between coffee shop design and the coffee boom (ρ=.314, p=.003) highlights the importance of the physical environment in attracting students. This finding is consistent with research suggesting that spatial design factors can influence individuals' perceptions and behaviors (Thoring et al., 2020). Elements such as ambiance, comfort, layout, and even noise levels (Mehta et al., 2012) may contribute to the attractiveness and perceived functionality of coffee shops as spaces for studying, socializing, or leisure, thus fueling their popularity among students (Adityawirawan & Kusuma, 2021).

However, the lack of a statistically significant correlation between study habits and the coffee boom (ρ=.154, p=.148) suggests that while students may frequent coffee shops, this does not necessarily translate into a measurable impact on their reported study habits. Similarly, the non-significant correlation between academic performance and the coffee boom (ρ=.171, p=.107) indicates that increased engagement with coffee culture, whether through the environment or social aspects, does not directly correlate with higher academic outcomes in this specific context. This could imply that coffee shops serve more as social or environmental influences rather than direct drivers of academic improvement for the students in this sample. It is important to note that correlation does not imply causation, and other factors not examined in this study likely influence study habits and academic performance (Tus, 2020).

5. Conclusion and Implications

In conclusion, this study provides evidence that socio-cultural factors and coffee shop design are significantly associated with the coffee boom phenomenon among students. However, it does not establish a direct link between this phenomenon and students' study habits or academic performance.

5.1. Academic and Practical Implications

These findings contribute to the growing body of literature examining lifestyle trends in educational settings, particularly within youth culture. The significant role of socio-cultural dynamics and environmental aesthetics in driving consumer behaviors suggests that student engagement with coffee culture is deeply embedded in their social identity and environmental preferences. Future research can expand on these variables by incorporating qualitative approaches to better understand the motivations and meanings attached to students' frequenting of coffee spaces. Additionally, this study encourages further academic exploration into how non-academic spaces like cafés influence student well-being, creativity, and informal learning.

From a practical standpoint, coffee shop owners and campus planners can take these findings into consideration when designing and marketing their spaces to student populations. Creating atmospheres that resonate with students' cultural values and aesthetic preferences may increase foot traffic and customer loyalty. Schools and universities might also explore partnerships with nearby cafés to provide conducive environments for collaborative learning and social engagement. However, since the coffee boom does not appear to significantly affect academic performance or study habits, interventions aimed at improving academic outcomes should focus on more direct educational strategies rather than relying on ambient or lifestyle-based influences.

5.2. Limitations of this Study and Suggestions for Future Research

This study acknowledges several limitations that may have influenced the scope and depth of its findings. The small sample size may limit how well the results apply to a larger student population. Due to time constraints, the study used only quantitative methods and did not include the planned qualitative interviews. The study falls short of gathering insights from qualitative data. Future research may look into the long-term impacts of coffee shop use on academic achievement, social interactions, and the role of technology in shaping student experiences.

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Imus Longganisa: A Cultural Heritage Food in Cavite
(Paper #Y006)

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Abstract:

A quantitative study using 4-point Likert scale assessed Imus Longganisa's cultural significance among 291 Imuseños. Findings showed strong aesthetic, social, and historical appreciation, but limited historical awareness due to insufficient discourse. Demographics influenced perceptions, with younger respondents showing higher appreciation. The study positions Imus Longganisa as a key cultural symbol for tourism, advocating its promotion through festivals and education.

Keywords: Imus Longganisa, cultural heritage, aesthetic, social, historical dimension

1. Introduction

The rich culinary traditions of the Philippines serve as a cultural treasure that deserves preservation and global recognition, with the potential to significantly enhance the country's tourism industry. Cavite, a province in the CALABARZON region, offers a compelling look into the nation's intangible cultural heritage through its traditional recipes and local delicacies. One such delicacy is Imus Longganisa, a sausage originating from Imus City, Cavite, known for its distinct blend of sweet and garlicky flavors that reflect the city's rich culinary heritage (What Mary Loves, 2020). Made from ground pork, garlic, spices, and vinegar, this heirloom dish is a staple of Caviteño cuisine and a reflection of the city's cultural identity (Gutierrez et al., 2022). More than a culinary delight, it embodies the history, values, and collective memory of the people of Imus.

Imus Longganisa's roots trace back to Spanish colonization and the Galleon Trade, which influenced local culinary practices, particularly in meat preservation (Laurenaria, 2019). Its enduring prominence, supported by establishments such as Big Ben's Kitchen and Lola Maria's, emphasizes its importance as a cultural symbol. Recognized as the city's "One Town, One Product" (OTOP) through SP Resolution No. 03- 2016-43, it signifies Imuseños' pride and dedication to their culinary heritage. The international significance of traditional cuisine, as exemplified by Japanese sushi's impact on global gastronomy, underscores the role of food in representing cultural identity and fostering tourism (IvyPanda, 2022). Furthermore, the culinary scene in the city of Imus in Cavite province, is renowned for its impressive local cuisine, featuring authentic dishes like Imus Longganisa, a favorite among locals and visitors. Local products such as fruit spreads, vinegar, kakanin, and other delicacies further enhance Cavite's culinary appeal, reflecting its cultural identity and historical significance (De Guzman, 2023).

Despite its cultural significance, there is limited academic research on how Imuseños perceive Imus Longganisa's heritage value. Understanding these perceptions is crucial for heritage conservation and tourism development. Guided by the National Cultural Heritage Act of 2009 and aligned with the National Tourism Development Plan (2023-2028), the study contributes to the preservation and promotion of Philippine culinary traditions. To analyze the perceptions of Imuseños on the aesthetic, social, and historical aspects of Imus Longganisa.

Specifically, it sought to achieve the following objectives:
   • To determine the demographic profile of the respondents in terms of age, gender, frequency of consumption, monthly Budget for consumption.
   • To assess the cultural heritage of Imus Longganisa based on respondents' perceptions in terms of aesthetic, social, and historical aspects.
   • To analyze whether there is a significant difference between respondents' demographic profiles and their assessment of Imus Longganisa's cultural heritage.
This study contributes to the understanding and preservation of Imus City's intangible cultural heritage by assessing the unique aesthetic, social, and historical elements of Imus Longganisa through the perspective of Imuseños. It aims to promote the dish as a cultural symbol and potential driver for culinary tourism fostering pride among locals while contributing to the broader goal of sustainable development through cultural heritage preservation.

2. Literature Review

2.1. Social network

The preservation of local cuisine has been a critical subject in cultural studies, with food often serving as a medium through which cultural identity and heritage are communicated. Aster et al. (2023) explore the role of condiments, such as sawsawan, in Filipino meals, stressing their social and symbolic significance. The unique flavor profile of Imus Longganisa mirrors similar research on Filipino cuisine, where aesthetic qualities of food, including color and presentation,

contribute significantly to its cultural value (Orda, 2022). This body of work underscores the importance of local culinary traditions in sustaining community pride and the local economy (Panela & Peña, 2020).

While studies like those of Fernandez (2019) and Panela & Peña (2020) highlight the historical and economic contributions of Longganisa, there is a noticeable gap in the literature, specifically for the version of Longganisa made in Imus City, when it comes to comprehensive studies examining how the aesthetic and social aspects interrelate with preservation efforts. Although aesthetic value is often emphasized in culinary preservation, there is limited research on how food aesthetics can actively engage younger generations in the preservation process. This gap offers an opportunity to explore the role of visual presentation and local pride in maintaining traditional food practices and fostering community involvement.

2.2. Conceptualization

The conceptual framework for this study was selected because it provides a systematic process for analyzing heritage cuisine, particularly through its aesthetic, social, and historical dimensions — key factors influencing community engagement with local food culture. The study identifies the demographic profile of respondents as the independent variable, which includes factors such as gender, age, frequency of consumption, and monthly budget for consumption. These demographic elements influence how individuals perceive and interact with *Imus Longganisa* and its role in local culture.

The dependent variable is cultural heritage food, examined through its aesthetic, social, and historical significance. *Imus Longganisa* is more than just a dish; it represents local pride, cultural identity, and historical continuity within Cavite. By exploring public perceptions of these aspects, the study aims to demonstrate how demographic factors shape cultural appreciation and understanding of Imus *Longganisa's* unique heritage value.

Figure 1. Imus Longganisa as Cultural Heritage Food Conceptual Framework
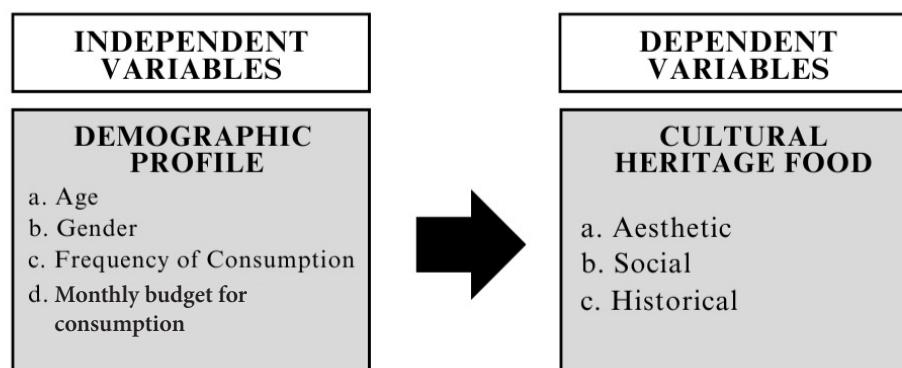
3. Methodology

3.1. Measurement

This study utilized an evaluative research design to determine the value of Imus Longganisa's cultural preservation, employing a quantitative approach to objectively measure and statistically analyze data related to perceptions of its aesthetic, social, and historical significance. Utilized a purposive sampling method to ensure the selection of respondents with relevant knowledge and experience concerning Imus Longganisa. According to the World Population Review, Imus City had a total population of 621,990 in 2024. The study focused on residents of Imus City aged 18 and above, including young adults, middle-aged adults, and older adults. Specifically, the study targeted consumers of Imus Longganisa while explicitly excluding business owners, suppliers, distributors, and other stakeholders involved in its production and distribution. The sample size was determined using the Raosoft sample size calculator, applying a confidence level of 95% and a margin of error of 5%. Based on these parameters, a recommended sample size of 271 respondents was established. However, a total of 291 responses were collected, exceeding the initial sample size. All 291 responses were included in the data analysis to provide a more comprehensive evaluation of respondents' perspectives.

3.2. Data collection

Primary data collection was conducted through an online survey questionnaire distributed via Google Forms. The survey was designed to capture respondents' perceptions of the cultural heritage of Imus Longganisa in terms of aesthetic, social, and historical significance. The survey link was disseminated through social media platforms such as Facebook and Messenger to maximize reach and engagement.

The data-gathering tool, created using Google Forms, consists of three sections: the consent form, demographic profile, and thematic survey questions addressing the aesthetic, social, and historical aspects of Imus Longganisa with questions formatted on a 4-point Likert scale (1 = Strongly Disagree, 2 = Disagree, 3 = Agree, 4 = Strongly Agree). The study utilized Cronbach's Alpha to validate the reliability of the questionnaire, with all sections— Aesthetic, Social, and Historical—achieving scores above 0.80, indicating high reliability. This confirmed the internal consistency of the tool and ensured accurate data collection without the need for revisions.

To ensure ethical compliance, participants were informed of the study's objectives, their rights, and how the data would be used. Statistical methods included frequency and ranking for data summarization, mean and standard deviation calculations for perception evaluation, and ANOVA to compare cultural heritage assessments across demographic groups. JASP software was used for all statistical analyses to ensure accuracy.

4. Results

The study initially examined the demographic profile of the 291 respondents, focusing on age, sex, frequency of consumption, and monthly budget for Imus Longganisa.

4.1. Profile of the respondents

In Table 1, the majority of respondents are between 18 to 25 years old (58.42%), which indicate a preference for Imus Longganisa among younger adults. The sample comprises more females (56.36%) than males, suggesting a potential gender difference in food choice or purchasing decisions within this community. Concerning consumption habits, Imus Longganisa is consumed monthly by 38.14% of respondents and rarely by 37.11%. The budget data shows that most respondents (51.55%) spend between ₱101 and ₱300 monthly on Imus Longganisa, aligning with moderate, non-daily consumption patterns.

Table 1. Demographic Profile

Frequencies for Age:

Age:	Frequency	Percent
18-25	170	58.42
26-44	51	17.53
45-59	52	17.87
60 and above	18	6.19
Total	**291**	**100.00**

Frequencies for Sex

Sex	Frequency	Percent
Female	164	56.36
Male	127	43.64
Total	**291**	**100.00**

Frequencies for Frequency of Consumption:

Frequency of Consumption:	Frequency	Percent
Rarely	108	37.11
Daily	13	4.47
Weekly	59	20.27
Monthly	111	38.14
Total	**291**	**100.00**

Frequencies for Monthly Budget for Longganisa Consumption:

Monthly Budget for Longganisa Consumption:	Frequency	Percent
Less than ₱100	23	7.90
₱101 - ₱300	150	51.55
₱301 - ₱500	99	34.02
₱501 - ₱1,000	16	5.50
Above ₱1,000	3	1.03
Total	**291**	**100.00**

4.2. Assessment of the respondents' perspective on Imus Longganisa

The data presented in Table 2 explores the aesthetic, social, and historical aspects of Imus Longganisa through a 4-point Likert scale among respondents using a descriptive analysis. The ratings address various dimensions such as visual appeal, social significance, and historical importance, providing a rounded perspective on this traditional food.

Aesthetically, respondents generally agree on the appeal of Imus Longganisa, (WM = 3.48) emphasizing its importance in attracting younger generations with overall mean of 3.30 and low standard deviation. Socially, Imus Longganisa is valued for its role in gatherings and its potential to boost local tourism, (WM = 3.63) for enhancing tourism with the overall mean score of 3.26. Historically, the data shows lack of awareness about the background of the food (WM = 2.42), suggesting a gap in historical knowledge among consumers. Conversely, the strong agreement on the importance of preserving traditional food like Imus Longganisa for future generations (WM = 3.59) highlights a significant appreciation for its cultural value.

Table 2. Aesthetic, Social, Historical Aspect

Descriptive Statistics

Aesthetic Aspects	Mean	Std. Deviation	VI	Rank
Imus Longganisa has a visually appealing appearance, considering aspects such as color, arrangement, plating, neatness, portion sizes, balance, and luminance, whether it is cooked or raw.	3.24	0.79	Agree	3
The visual appeal of Imus Longganisa significantly contributes to its popularity among consumers.	3.12	0.75	Agree	4
Presentation of traditional foods like Imus Longganisa is important in cultural events and festivals.	3.36	0.68	Agree	2
Emphasizing the aesthetic qualities of Imus Longganisa can help attract younger generations to appreciate and continue the tradition of this local food.	3.48	0.66	Agree	1
OVERALL MEAN	3.30	0.54		

Social Aspects	Mean	Std. Deviation	VI	Rank
Imus Longganisa plays a significant role in social gatherings and family events.	2.97	0.87	Agree	4
Imus Longganisa is associated with specific cultural or social events (e.g., festivals, holidays).	3.22	0.74	Agree	3
The communal preparation and consumption of Imus Longganisa strengthen community bonds.	3.24	0.76	Agree	2
Promoting Imus Longganisa can boost local tourism in Cavite.	3.63	0.61	Strongly Agree	1
OVERALL MEAN	**3.26**	**0.58**		

Historical Aspects	Mean	Std. Deviation	VI	Rank
I am aware of the historical background of Imus Longganisa.	2.42	1.06	Disagree	4
It is important to preserve traditional foods like Imus Longganisa for future generations.	3.59	0.67	Strongly Agree	1
The historical significance of Imus Longganisa contributes to its cultural value.	3.50	0.75	Strongly Agree	3
Educational programs, Cultural festivals, Media campaigns, Community workshops, Documentation, and publications are effective in communicating the historical importance of Imus Longganisa to the public.	3.54	0.68	Strongly Agree	2
OVERALL MEAN	**3.26**	**0.57**		

4.3. Results of analysis

Finally, the researchers utilized ANOVA (Analysis of Variance) to compare the mean scores of the cultural heritage assessments across different demographic groups.

As seen in Table 3, the mean scores for females (M = 3.288, SD = 0.432) and males (M = 3.260, SD = 0.515) were analyzed to determine if there was a significant difference in their perceptions. The t-test yielded a p-value of 0.618, leading to a failure to reject the null hypothesis (H_0), indicating that there is no significant difference between genders in their assessment of the cultural heritage of Imus Longganisa.

Table 3. Comparison of respondents' gender and their perception of the cultural heritage of Imus Longganisa.

Group	Mean	SD	t- value	p-value	Decision	Interpretation
Female	3.288	0.43	0.500	0.618	failed to reject H_0	There is no significant difference

In Table 4, the analysis examines the impact of age on the perception of the cultural heritage of Imus Longganisa among different age groups. The ANOVA results indicate significant differences in perceptions across age groups, with an F-value of 3.941 and a p-value of 0.009, leading to the rejection of the null hypothesis (H_0). This suggests that age significantly influences how respondents assess the cultural heritage of Imus Longganisa.

Table 4. Comparison of respondents' age and their perception of the cultural heritage of Imus Longganisa.

Age:	Mean	SD	f-value	p-value	Decision	Interpretation
18-25	3.352	0.47				
26-44	3.193	0.38	3.941	0.009	reject H_0	There is a significant difference
45-59	3.133	0.49				
60 and above	3.194	0.44				

Table 5 presents the analysis of the frequency of consumption's effect on the perception of the cultural heritage of Imus Longganisa. The ANOVA results indicate an F-value of 3.044 and a p-value of 0.029, leading to the rejection of the null hypothesis (H_0). This suggests that there is a statistically significant difference in perceptions based on how frequently respondents consume Imus Longganisa.

Table 5. Comparison of respondents' frequency of consumption and their perception of the cultural heritage of Imus Longganisa.

Frequency of Consumption:	Mean	SD	f-value	p-value	Decision	Interpretation
Rarely	3.222	0.46				
Daily	3.077	0.47	3.044	0.029	reject Ho	There is a significant difference
Weekly	3.415	0.47				
Monthly	3.276	0.45				

Finally, Table 6 explores the impact of different monthly budget ranges for Imus Longganisa consumption on respondents' perceptions of its cultural heritage. The ANOVA results indicate an F-value of 5.729 and a p-value of less than 0.001, leading to the rejection of the null hypothesis (H_0). This indicates a statistically significant difference in perceptions based on the amount of money respondents spend monthly on Imus Longganisa.

Table 6. Comparison of respondents' monthly budget and their perception of the cultural heritage of Imus Longganisa.

Monthly Budget for Longganisa Consumption:	Mean	SD	f-value	p-value	Decision	Interpretation
Less than ₱100	2.949	0.554				
₱101 - ₱300	3.344	0.393				There is a significant difference
₱301 - ₱500	3.283	0.418	5.729	<0.001	reject H_0	
Above ₱1,000	2.583	1.01				
₱501 - ₱1,000	3.182	0.829				

5. Discussion and Implications

5.1. Discussion

The demographic analysis revealed that the majority of respondents are young adults (18-25 years old), suggesting a potential preference for Imus Longganisa among this age group, possibly influenced by lifestyle or accessibility in urban areas where younger demographics prevail. There is a high level of awareness and preservation efforts among Gen Zs and millennials in Cavite towards traditional foods, aligning with global trends of younger generations

preserving culinary heritage (Hernandez et al., 2018). The sample had a higher proportion of female respondents, indicating possible gender-specific food preferences or purchasing behaviors. Studies suggest women may respond more to aesthetic food presentations, while men prioritize informational content (Zhang et al., 2022). Findings indicate Imus Longganisa's dual role in consumption, being consumed regularly and occasionally. Most respondents spend between ₱101 and ₱300 monthly on Longganisa, reflecting moderate consumption habits aligned with the economic capacity of younger adults.

In Table 2, respondents generally agree on the aesthetic appeal of Imus Longganisa, particularly its importance in attracting younger generations. This consensus on visual attributes suggests that enhancing these qualities could be key to marketing and maintaining cultural relevance among youth. Factors influencing the eye-appeal of food illustrate how visual aesthetics play a significant role in food selection and consumer satisfaction (Spence et al., 2022). The aesthetic appeal of plate patterns impacts food perception, finding that more beautiful plates enhance the perceived tastiness and healthiness of the food (Zhang et al., 2022). Socially, it is valued for its social role in gatherings and its potential to boost local tourism. Its integral place in community and cultural events highlights its ability to foster social cohesion and its potential economic benefits through tourism. The consumption patterns of indigenous vegetables (Gonzales et al., 2023) reflect social behaviors and economic realities that are culturally contextualized, indicating how culture shapes social norms and vice versa. Historically, data indicates a lack of awareness about Imus Longganisa's historical background, suggesting a gap in consumer knowledge. Gonzales (2023) highlights the need for targeted efforts to increase the awareness and availability of indigenous vegetables to improve nutrition and preserve cultural heritage. The ongoing preservation of traditional recipes in Cavite (as noted by Hernandez et al., 2018) is not just about keeping historical practices alive but also about reinforcing the cultural identity of the community.

In table 3, the lack of significant differences between male and female assessments may suggest that cultural heritage, specifically in the context of Imus Longganisa, is uniformly valued across genders, transcending traditional gender-based preferences or perceptions. This is in corroboration with the studies that have shown that women may respond more to aesthetic presentations in food marketing than men, who may prioritize informational content (Zhang et al., 2022)

Table 4 revealed that younger respondents (18-25) rated Imus Longganisa's cultural value higher than other age groups. This may be due to contemporary cultural engagement strategies (e.g., festivals, modern marketing, social media platforms) that resonate more with younger demographics, effectively showcasing local food's cultural significance. Conversely, older groups might have more traditional and possibly conservative views on cultural heritage, or prioritize different cultural identity elements. These generational differences in perception may also reflect

evolving values and cultural experiences. This aligns with Hernandez et al. (2023), which identifies strong awareness and preservation efforts among millennials in Cavite, mirroring global trends of younger generations actively preserving culinary heritage.

Table 5 indicated that weekly Imus Longganisa consumers showed the highest appreciation for its cultural heritage, followed by monthly and rare consumers, with daily consumers showing the lowest. This suggests that frequent but not daily consumption may best maintain cultural connection, preventing it from becoming mundane. Weekly/monthly consumption, possibly during special occasions, may enhance appreciation (Partarakis et al., 2021). Conversely, daily consumption might diminish its perceived special cultural status. Therefore, promoting varied consumption opportunities can sustain its cultural value. Varied consumption frequency may also reflect millennials' transitional dietary patterns (Hernandez et al., 2018).

Finally, Table 6 indicates that spending levels significantly influence perceptions of Imus Longganisa's cultural heritage. Respondents with moderate spending tend to show higher cultural appreciation, suggesting that balanced integration into the diet enhances its perceived cultural value. In contrast, both lower and higher spending correlate with lower appreciation. Low spending might limit cultural engagement and exposure to cultural narratives, while high spending could diminish its special status, potentially viewing it as a routine or luxury item. As Gonzales (2023) notes, economic factors play a crucial role in consumption patterns, with moderate spending potentially reflecting either supplementary dietary inclusion or niche consumption driven by economic status or personal preference.

The demographic data, combined with consumption and budgetary trends, underscore Imus Longganisa's integral role in the dietary habits of younger urban residents, straddling the line between regular dietary inclusion and special occasion food. The findings indicate that Imus Longganisa is not just a culinary item but a cultural symbol, cherished in both daily life and social festivities. This dual role is further evidenced by its substantial presence in gatherings and its significant potential to foster community bonds and enhance local tourism.

5.2. Academic and practical implications

This research contributes to the academic understanding of cultural heritage food preservation by empirically demonstrating the importance of aesthetic, social, and historical dimensions in the appreciation of culinary traditions. Practically, the findings suggest that strategic initiatives can enhance Imus Longganisa's marketability and promote culinary tourism in Cavite, supporting local economic growth and cultural preservation.

Specifically, this involves designing targeted interventions such as organizing annual food festivals to celebrate Cavite's cuisine and attract tourists by showcasing Imus Longganisa with other regional dishes through cooking competitions, tasting sessions, and cultural performances highlighting Cavite's history; integrating Imus Longganisa's history into educational programs to

foster cultural transmission via materials for schools, workshops with elders, and field trips; and promoting sustainable production among local producers to maintain authenticity and appeal to consumers by providing training on sustainable methods, ethical sourcing, and waste reduction, and introducing certification for sustainable producers.

5.3. Limitations of this study and suggestions for future research

This study is subject to limitations. Firstly, the study's reliance on a sample exclusively drawn from Imus City residents restricts the generalizability of its findings to broader populations within Cavite or the Philippines. Future research should strive to expand the geographic scope to enhance external validity. Secondly, the employment of an online survey as the sole data collection method may have introduced selection bias, potentially excluding individuals lacking internet access or digital proficiency. To address this, future studies are encouraged to adopt mixed methods approaches, incorporating qualitative data to provide a more comprehensive and nuanced understanding of the research topic.

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Factors Influencing the Success of Esports Event Organization: A Case Study of the Northern Regional Esports Learning Centre (NREL) (Paper#Y013)

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Abstract:

The esports industry has been growing rapidly in Thailand and worldwide. This study aims to identify the key factors influencing the success of esports competitions. Data were collected from 213 participants. After analyzing with 7Cs of Marketing mix, it found that competitors prioritized cost and convenience in joining the competition, while spectators concerned on the event's atmosphere and the matches' intensity.

Keywords: Events, eSport, 7Cs Marketing Mix, Customer Satisfaction Food

1. Introduction

Esports, or electronic sports, have evolved from casual gaming aimed at relaxation and entertainment. The first recorded esports competition took place in 1972 at Stanford University, with the game "Spacewar" (a rocket shooting game). In 2019, eSports were officially included as a medal sport in the Southeast Asian Games (SEA Games), featuring six games: Mobile Legends, DOTA 2, ROV, Hearthstone, StarCraft II, and Tekken 7. The popularity of esports has grown rapidly across many countries. In Thailand, the Sports Authority of Thailand officially recognized esports as a legitimate sport, allowing it to be registered as a sports association. This recognition was formally endorsed by the Minister of Tourism and Sports. Subsequently, the association was officially renamed to the Thailand e-Sports Federation (TESF) on December 21, 2017.

Today, esports has become a viable career path, providing income not only to professional players but also contributing to the growth of a broader ecosystem. This includes a variety of new professions such as game casters, commentators, live streaming crews, game designers and developers, game masters, and support roles like team managers, coaches, and analysts (TEam, 2019).

Thailand hosted its first major gaming expo in 2017 under the name "Thailand Game Show (TGS)." The event aimed to encourage Thai youth to engage with their interests creatively while promoting proper communication and understanding among parents, as well as supporting the development of Thailand's gaming industry. In addition to raising awareness, the event was designed to create emotional and sensory experiences for attendees, fostering interaction and recognition among target audiences (Makoto, 2024).

The Northern Regional E-Sport Learning Center (NREL) was established by the CAMT CMU E-Sport Club, which brings together students who are passionate about esports, interested in pursuing careers in esports production, and enthusiastic about competitive gaming. In addition, the CAMT CMU E-Sport Club promotes esports competitions as an alternative extracurricular activity for students at Chiang Mai University.

The organization has recognized the growing success of esports tournaments over the past decade. In order to enhance the effectiveness of future events and gain a deeper understanding of participant and attendee satisfaction, the company aims to identify the key factors contributing to the success of each esports event. This will be achieved by conducting behavioural surveys and collecting feedback from past participants to analyse their needs, expectations, and levels of satisfaction. The gathered data will then be categorized and evaluated to determine the critical success factors. These insights will be incorporated into the organization's future event planning and operations, serving as a guideline for organizing more successful esports competitions.

Therefore, this study aims to analyze the factors contributing to the success of esports tournaments and providing recommendations for organizing esports competitions to the event organizers who interesting to operating the eSport competition.

2. Literature Review

2.1. e-Sport Event

E-sports, or Electronic Sports, is a form of video game competition that has been institutionalized and recognized as an international sport (Thongsuk, W., 2023). At present, E-sports are officially categorized as a type of sport in international multi-sport events. These competitions are governed by standardized rules and regulations, and may be conducted either individually or as team-based events (Thongsuk, W., 2023).

According to Vai (2023), E-sports competitions encompass a wide range of video game genres. E-sports games can be categorized into eight different types as follows:

1. Fighting Games: This genre involves players assuming the roles of characters who engage in combat against opponents. Each character possesses unique strengths, weaknesses, and techniques. Players must rely on timing and strategy to defeat their opponents. The player who depletes the opponent's health bar first wins such as TEKKEN and Street Fighter.

2. Racing Games: These games simulate racing competitions where players control vehicles in an attempt to outpace others, such as iRacing and Gran Turismo.

3. Sports Games: In this category, players control either a team or individual athletes in simulated sports matches. An example of a competitive sports game is FIFA Online.

4. Digital Card Games: These are turn-based card games where players customize their decks to compete strategically. Examples include Hearthstone, Legends of Runeterra, and Shadowverse.

5. RTS (Real-Time Strategy): This genre requires players to compete simultaneously by managing resources, constructing bases, and planning attacks to defeat opponents. A well-known competitive RTS game is StarCraft II.

6. FPS (First-Person Shooter): FPS games present gameplay from the first-person perspective. Players control armed characters and often compete in 5v5 team formats. The team that achieves the objective or eliminates all opponents wins, such as Valorant, CS:GO, Overwatch 2, and Rainbow Six Siege.

7. BR (Battle Royale): Battle Royale games focus on survival, where the last player or team standing wins. Players scavenge for weapons and resources while eliminating others, such as PUBG, Free Fire, and PUBG Mobile.

8. MOBA (Multiplayer Online Battle Arena): In MOBA games, ten players are divided into two teams of five. Each player controls a unique character with distinct abilities and is responsible for developing their character throughout the match. Victory is achieved by destroying the opponent's structures, such as include League of Legends, DOTA 2, and Arena of Valor (ROV).

2.2. Customer satisfaction

In Oliver's (1997) widely cited definition, consumer satisfaction is conceptualized as a fulfillment response, which is a psychological judgment that reflects the degree to which a product or service feature, or the product/service as a whole, delivers a pleasurable level of consumption-related fulfillment. This evaluation may pertain to both under-fulfillment and over-fulfillment, emphasizing that satisfaction arises from the alignment between expected and actual performance.

Homburg et al. (2006) emphasized that customer satisfaction has remained a central concept in marketing literature for decades, primarily because satisfied customers generate long-term advantages such as customer loyalty and sustained profitability for businesses. Customer satisfaction can be observed when consumers perceive that the benefits, they receive outweigh the costs incurred, whether in terms of money, time, or effort. In response to its significance, numerous scholars have developed various models to explain and measure service quality and customer satisfaction (Pivac et al., 2011).

2.3. The 7Cs of Marketing Mix

The 7Cs marketing mix model, introduced as an alternative and customer-centric evolution of the traditional 4Ps model. Various scholars and practitioners have proposed expanded frameworks that place greater emphasis on customer-centricity and experiential value. One such approach is the 7Cs Marketing Mix, which focuses on delivering superior Customer Experience (CX) across all stages of the consumer journey (Marketing91, n.d.).

1. Customer Value: At the core of the 7Cs model is the concept of Customer Value, which extends beyond product features to include perceived emotional, social, and functional benefits. Creating customer value involves aligning offerings with consumer needs, aspirations, and values (Kotler & Keller, 2016).

2. Cost to the Customer: This element reflects a total cost perspective, encompassing not only the monetary price but also non-monetary costs such as time, effort, psychological discomfort, and opportunity cost (Zeithaml, 1988). By reducing such burdens, companies can enhance the overall experience and increase customer retention.

3. Convenience: It addresses how easily customers can access and purchase products or services. It considers physical, digital, and psychological accessibility. The rise of e-commerce, mobile applications, and on-demand services has redefined consumer expectations regarding convenience (Chaffey & Ellis-Chadwick, 2019).

4. Communication: Unlike the unidirectional "Promotion" of the 4Ps, Communication in the 7Cs emphasizes interactive, two-way exchanges that foster trust and engagement. This includes personalization, real-time responses, and consistent brand messaging across channels (Fill & Turnbull, 2016).

5. Caring: It refers to an organization's ability to demonstrate empathy, attentiveness, and proactive problem-solving. Brands that exhibit caring behaviors—such as addressing customer complaints promptly or customizing solutions—can strengthen emotional bonds and brand loyalty (Hennig-Thurau et al., 2002).

6. Completion: This involves offering an end-to-end solution that meets customer needs throughout the entire service or product lifecycle. This includes pre-sale guidance, transactional support, and post-sale services. A seamless, integrated experience contributes significantly to perceived service quality (Parasuraman, Zeithaml, & Berry, 1988).

7. Comfort: It is defined by the emotional and cognitive ease with which customers interact with a brand. This includes user-friendly design, intuitive interfaces, and stress-free processes. Comfort plays a crucial role in shaping customer satisfaction and positive brand perception (Berry, Carbone, & Haeckel, 2002).

3. Methodology

This study examines participants' satisfaction in the "Lukjang Games 2024" esports competition organized by Chiang Mai University, which took place from February 6 to February 23, 2025. The sample population includes competitors and spectators who attended the event and are students at Chiang Mai University.

3.1. Data collection

The data collection was carried out using various tools, including Google Forms for survey administration, Microsoft Excel for data management, a Likert Rating Scale for measuring responses, and Multiple Linear Regression (MLR) for statistical analysis. This study adopted the convenient sample technique. To collect the data, the developed questionnaire was distributed to the target group via a QR code, enabling participants to submit their responses through Google Forms. This method provides an efficient and accessible means of gathering responses. All QR code of the online questionnaire was distributed both online and onsite. For the online process, the questionnaire was delivered from 6 -22 February 2025 via email and Line group of the competitors. For the onsite process, the researcher asked all participants who registered to attend the final round of the competition on 23 February 2025 to scan the QR code before they leave the event and after the competition was over.

3.2 Measurement and Analytical Process

After data collection, a thorough analysis was conducted to assess satisfaction in several key areas.

The first area of analysis focused on the demographic characteristics of the sample group, including participant type, gender, and age. The results were presented in tables that displayed percentages and frequencies, offering a clear overview of the sample composition. This analysis was crucial for understanding the diversity of the participants and how different demographic factors might influence their responses.

In the second key area, the study examined participant's reasons for attending the event, their expectations, and their preferences. These factors were also analyzed and presented in tables showing percentages and frequencies. This analysis provided valuable insights into what motivated participants to engage with the event and what they hoped to gain from the experience. Understanding these motivations and preferences is vital for identifying areas of improvement and ensuring that future events align with the audience's expectations.

The analysis then shifted to evaluating participants' perceptions of the information related to the event. This was assessed using tables displaying percentages, frequencies, and mean values. By examining these factors, the study assessed the effectiveness of communication efforts and how well the event organizers conveyed essential information to participants, influencing their overall experience.

For the final key area, the study analyzed participants' satisfaction with various marketing mix factors influencing their overall satisfaction with the event. This analysis was conducted for the event as a whole and for each marketing factor. Statistical methods were used to interpret the results, including percentages, mean values, and standard deviations. This is to provide a comprehensive understanding of the factors contributing to participating satisfaction and identify areas where future improvements could be made.

4. Results

4.1 Result of the Demographic Characteristics Analysis

In this study, 213 participants were included and categorized into two distinct groups: competitors and spectators. 78 participants (36.62%) were identified as competitors, while 135 participants (63.38%) were classified as spectators.

Second, the participants were also categorized based on their educational background. The majority, comprising 95.80% of the sample, held a bachelor's degree, while 1.40% had completed high school. Additionally, 2.80% of participants were categorized under other educational levels.

Also, 63.40% of the participants were male, and 36.60% were female. This reflects the gender diversity within the sample population.

The age distribution among participants revealed that the largest age group, accounting for 67.61%, was between the ages of 19 and 21. A smaller proportion, 36.60%, were aged between 15 and 18, while 23.94% were in the 22 to 25 age range. Only 2.82% of participants were above the age of 25, and there were no participants under the age of 15.

4.2 Result of the participant's reasons for attending the event analysis

Table 1. Reasons for Participating among the participants.

Details	Frequency	Percent
1. To gain experience in eSports competition	78	36.60
2. To meet peers or establish new networks within the esports industry	18	8.50
3. To study or collect information related to esports	24	11.30
4. Due to an invitation or encouragement from friends/teammates	15	7.00
5. To engage in recreational or leisure activities	78	36.60
Total	**213**	**100.00**

As shown in Table 1, the reasons for participation among esports participants reveal a range of motivations. A substantial portion of respondents, 36.60%, cited gaining experience in esports competition as their primary reason for participation, highlighting the competitive aspect of the activity. Equally, another 36.60% of participants engage in esports for recreational or leisure purposes, underscoring its widespread appeal as entertainment.

Additional reasons for participation include the desire to meet peers or establish new networks within the esports industry (8.50%), the pursuit of knowledge or information related to esports (11.30%), and involvement due to an invitation or encouragement from friends or teammates (7.00%). These findings indicate that esports participation is motivated by professional aspirations, social connections, and personal enjoyment, with competition and recreation being the dominant factors.

4.3 Results of the participants' perceptions of the information related to the event analysis.

The survey allowed respondents to provide multiple answers, with a maximum of four responses per participant. 213 individuals completed the survey, resulting in 852 possible responses. Upon analyzing the channels through which participants received information, 363 responses were recorded. The distribution of these responses was as follows:

A significant portion of respondents, 120 individuals (56.3%), reported receiving information via Facebook, making it the most popular channel. Instagram was also a prominent source of information, with 117 responses (54.9%). Additionally, 120 respondents (56.3%) said they learned about the event through friends. In contrast, only 6 respondents (2.8%) cited teachers or professors as their source of information.

This distribution highlights the importance of social media platforms, particularly Facebook and Instagram, as the primary channels for disseminating information and the role of personal networks, such as friends, in spreading awareness.

Figure 1. Distribution of Information Sources Among Survey Respondents.
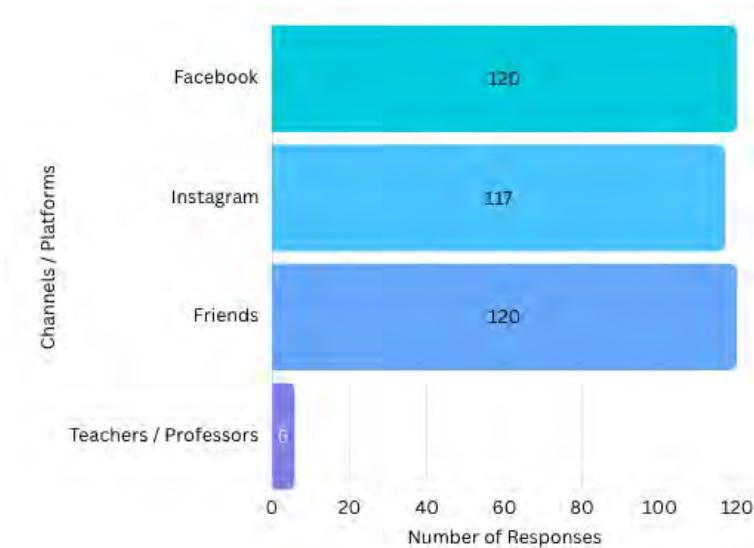
4.4 Results of the participants' satisfaction analysis.

The 7Cs Marketing Mix framework offers a valuable lens through which to understand the factors influencing participant satisfaction in event organizations. Focusing on Customer Value, Cost, Convenience, Communication, Caring, Completion, and Comfort highlights the distinct satisfaction levels of spectators and competitors, as shown in Tables 2 and 3. These differences provide insights for event organizers to better tailor the experience for both groups.

Table 2. Level of Satisfaction of Marketing Mix Factors Affecting Participants' Satisfaction with Event Organization (Spectators)

Details	Mean	SD	Satisfaction Level
1. Customer Value	4.34	0.644	Very Satisfied
2. Cost to Customer	4.32	0.650	Very Satisfied
3. Convenience	4.18	0.790	Very Satisfied
4. Communication	4.22	0.798	Very Satisfied
5. Caring	4.39	0.631	Very Satisfied
6. Completion	4.28	0.641	Very Satisfied
7. Comfort	4.30	0.667	Very Satisfied

Table 3. Level of Satisfaction of Marketing Mix Factors Affecting Participants' Satisfaction with Event Organization (Competitors)

Details	Mean	SD	Satisfaction Level
1. Customer Value	4.13	0.870	Very Satisfied
2. Cost to Customer	4.08	0.958	Very Satisfied
3. Convenience	3.99	0.948	Very Satisfied
4. Communication	3.95	1.034	Very Satisfied
5. Caring	4.12	0.945	Very Satisfied
6. Completion	4.11	0.987	Very Satisfied
7. Comfort	4.00	1.025	Very Satisfied

Customer Value, which reflects the perceived benefit of the event relative to the cost, was rated higher by spectators (Mean = 4.34, SD = 0.644) compared to competitors (Mean = 4.13, SD = 0.870). This suggests that spectators, who typically engage with the event in a more passive and enjoyable capacity, felt they were receiving better value for their participation. In contrast, competitors, who likely face higher physical and emotional demands, may perceive a lower value due to the increased effort required to participate.

Similarly, Cost to Customer, which refers to the financial cost of participation, was rated highly by both groups, but spectators (Mean = 4.32, SD = 0.650) again expressed slightly higher satisfaction than competitors (Mean = 4.08, SD = 0.958). This difference could be attributed to the lower personal investment required by spectators, such as travel or preparation costs, compared to competitors, who may need to cover additional expenses related to competition registration, travel, equipment, or training.

When examining Convenience, spectators (Mean = 4.18, SD = 0.790) were more satisfied than competitors (Mean = 3.99, SD = 0.948), suggesting that spectators encountered fewer logistical challenges in attending the event. On the other hand, competitors are often required to manage more complex schedules, specific event requirements, and physical demands, which could result in a less convenient experience overall. This highlights the importance of streamlining the event experience to minimize friction for all participants, particularly for competitors who may face additional burdens.

Communication was another factor where spectators (Mean = 4.22, SD = 0.798) expressed greater satisfaction than competitors (Mean = 3.95, SD = 1.034). Spectators typically require less frequent communication regarding event logistics and updates, whereas competitors need detailed information about schedules, event rules, and performance criteria. The lower satisfaction among competitors may indicate that the communication strategies for competitors could be improved to better address their specific needs and ensure they feel well-informed and prepared.

The caring aspect, which reflects how well the event organizers attended to participants' needs and well-being, was highly rated by both groups. However, spectators (Mean = 4.39, SD = 0.631) rated it slightly higher than competitors (Mean = 4.12, SD = 0.945). This may be due to the nature of spectators' roles, where they will likely experience more personalized attention, such as comfortable seating, ease of access, and entertainment. Although still receiving significant care, competitors may face more pressure or fatigue during the event, affecting their perception of the organizers' attentiveness to their needs.

Regarding Completion, both groups expressed high satisfaction levels, with spectators rating it (Mean = 4.28, SD = 0.641) slightly higher than competitors (Mean = 4.11, SD = 0.987). This suggests that while the event met both groups' expectations regarding fulfilling its goals, competitors might have had more complex expectations related to performance, preparation, and post-event feedback. As a result, ensuring that the event is fully completed with clear feedback and closure is crucial for both groups. However, competitors may have more detailed or performance-based expectations that require further attention.

Lastly, spectators rated Comfort more favorably (Mean = 4.30, SD = 0.667) than competitors (Mean = 4.00, SD = 1.025). The higher comfort rating among spectators likely reflects the more relaxed nature of their experience, where physical exertion is minimal, and the focus is on enjoyment. In contrast, competitors engaged in the event's physical and competitive aspects may experience more strain, discomfort, or stress, which affects their overall perception of Comfort during the event.

Applying the 7Cs framework to the satisfaction data reveals important distinctions between spectators and competitors. Both groups were delighted with their experiences, but the subtle differences in their satisfaction levels reflect the varying needs and expectations based on their roles. Spectators generally rated factors such as Customer Value, Caring, and Comfort higher, likely due to their participation's more passive and enjoyable nature. In contrast, competitors expressed slightly lower satisfaction in Convenience, Communication, and Cost to Customers, reflecting the higher levels of effort, complexity, and personal investment required. These insights emphasize the importance of understanding the unique requirements of different participant groups and tailoring event strategies to enhance satisfaction for all involved. Event organizers should consider these factors when planning future events, ensuring a balanced and fulfilling experience for spectators and competitors.

5. Discussion and Conclusion

5.1. Discussion

According to the research objectives, this study aims to analyze the factors contributing to the success of eSports tournaments and providing recommendations for organizing esports competitions. The study adopts the 7Cs marketing mix framework (Marketing91, n.d.) in conjunction with the Likert Scale-based satisfaction model as the conceptual foundation for analysis. Data was collected from a total of 213 respondents, including both participants and spectators, via an online questionnaire. From the findings, it can explain that the most influential factor that impacts customer satisfaction is Caring and following with Cost to customer. Caring factor was emerged as the most critical factor. High-quality service, sufficient support, and event environments designed to accommodate participant needs, such as the availability and friendliness of staff. It also directly enhances participant satisfaction and contributes to positive experiences, which in turn foster a desire for future participation. This also supports the previous research study by Hennig-Thurau et al. (2002). For Cost to Customer factor, it referred to when participants consider the overall value they receive, weighing the time and effort spent (e.g., travel and participation) against the benefits obtained, such as rewards and experiences. This also agrees with the previous literature study by Zeithaml (1988).

On the other hand, the findings show that the factor that least impacts participants satisfaction is the communication factor. Communication has a measurable impact on players, it does not significantly affect spectators' satisfaction. This is likely because most spectators follow esports events through widely used and reliable online platforms.

Moreover, comparing between the satisfaction results between the participants who are the competitor's group and spectators' group the findings show a bit different between these two groups. The Competitors presented a greater importance on Cost to Customer and Communication. They emphasized the value of the event in terms of tangible benefits (e.g., prizes, support from organizers), as well as clear and complete communication regarding event participation. While the group of Spectators showed a lower score of satisfaction through communication factor. This was due to the communication channels being primarily geared toward players, resulting in some spectators receiving insufficient information. Consequently, their satisfaction with communication was relatively low.

5.2. Conclusion

This study highlights key improvements for future esports events, emphasizing "caring factors" from the marketing mix theory. Recommendations include enhancing participant services with additional feedback channels for competitors and spectators. Although communication had no significant impact, using platforms like TikTok for promotion could be beneficial.

The competition structure should be more interactive to increase engagement, with supplementary activities for spectators. It is also important to prioritize essential participant needs to avoid excessive costs and complexity. Aligning the competition structure with audience expectations will support the growth of esports. Therefore, focusing on service quality, strategic communication, and audience-driven design can improve event efficiency.

5.3 Limitations of this study and suggestions for future research

Future research could examine business partners and sponsor satisfaction and the use of new technologies for sustainable esports growth. Also, a more significant number of participants should be considered to increase the study's validity.

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Innovative Approaches to Enhancing Elderly Acceptance of Nutritional Products: Exploring in Functional Meals (Paper#Y008)

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Abstract:

The aging population highlights the demand for nutritionally fortified and palatable foods. This study evaluated sensory acceptance of nutritionally food designed for elderly populations facing nutritional deficiencies. Results indicated acceptance, suggesting market potential for functional foods addressing physiological challenges.

Keywords: Aging Society, Seniors, Sensory evaluation

1. Introduction

As global aging accelerates, the elderly population is emerging as a key consumer group with an increasing demand for functional foods and nutritional supplements. Aging is associated with physiological challenges, including chewing and swallowing difficulties, taste deterioration, and reduced digestive efficiency, leading to malnutrition and diminished quality of life. The need for nutritionally enhanced, elderly-friendly foods has become increasingly urgent to support healthy aging and disease prevention (Liu, , et al, 2022). Despite the growing market for functional and nutritional supplements, many elderly individuals struggle with meat consumption and protein intake due to tooth loss, digestive limitations, and reduced appetite. This study explores nutritional supplements into enhancing both palatability and nutritional value. By evaluating sensory acceptance and dietary impact, the research aims to provide practical recommendations for developing elderly-friendly functional foods, ensuring better nutritional intake and improved health outcomes.

2. Literature Review

2.1. International Dysphagia Diet Standardization Initiative (IDDSI)

IDDSI provides a structured framework for food texture modification, aiming to enhance safety and accessibility for individuals with chewing and swallowing difficulties (IDDSI, 2013). Dysphagia, commonly seen among the elderly and post-stroke patients, poses a significant risk of malnutrition and aspiration pneumonia, making food texture adjustment essential for dietary management. The IDDSI framework categorizes food textures into eight levels (0-7) based on viscosity, moisture content, and ease of consumption, offering objective guidelines for meal preparation. These classifications ensure that food modifications meet individualized dietary needs, reducing choking and aspiration risks.

2.2. Nutritional Products

Nutritional products, including dietary supplements and functional foods, are designed to supplement daily nutrient intake and support physiological functions (Zoe, 2024). As global aging increases, these products play a vital role in addressing dietary deficiencies and promoting preventive healthcare. Understanding the classification and applications of nutritional products is essential for developing elderly-friendly dietary solutions. Nutritional products are categorized into four main types (Li, et al, 2025). Functional foods contain bioactive compounds that contribute to immune and digestive health, while dietary supplements provide essential vitamins and minerals to compensate for nutrient deficiencies.

3. Methodology

3.1. Measurement Sensory Evaluation

Sensory evaluation is essential in developing nutritionally enhanced foods for the elderly, addressing taste deterioration, reduced saliva secretion, and chewing/swallowing difficulties. This study applies sensory evaluation to assess elderly acceptance of functional meals with nutritional supplements, analysing chewing ability, and texture modifications.

3.2. Data collection

Focuses on elderly individuals aged 65 and above, assessing their acceptance and preference for meals incorporating nutritional supplements through questionnaire-based sensory evaluation. Participants were required to be mentally alert and able to communicate. The study was conducted at two community centers in Pingtung County, with thirty elderly participants from each location. Researchers demonstrated the preparation of seaweed tamagoyaki (fortified with nutritional supplements). Additionally, chicken tofu pancakes were provided. Participants engaged in sensory evaluation and taste-testing before completing the questionnaire.

4. Results

4.1. Profile of the respondents

The study included 30 respondents, with 5 males (17%) and 25 females (83%), indicating a higher participation rate among elderly women. In terms of age distribution, 3 participants (10%) were aged 65–69, 9 (30%) were 70–74, 6 (20%) were 75–79, 7 (23%) were 80–84, and 5 (17%) were 85 and above. The majority of participants (90% aged 70 and above) represent an older elderly demographic, which is particularly relevant for assessing nutritional needs, chewing and swallowing abilities, and meal acceptance. This distribution provides valuable insights into the feasibility and acceptance of incorporating nutritional supplements into meals for aging populations.

4.2. Results of analysis

The study surveyed 30 elderly respondents to assess the acceptance of meals fortified with nutritional supplements. Among the participants, 30% had no dentures, 20% wore full dentures, and 50% had partial dentures. Regarding chewing ability, 43% reported no issues, 37% indicated minor difficulty, and 20% experienced moderate to severe challenges. Sensory evaluations showed high acceptability for Japanese-style seaweed tamagoyaki, with the majority awarding top scores for appearance, aroma, taste, and texture. Chicken tofu pancakes received slightly lower, yet still favorable, ratings. Qualitative feedback highlighted the simplicity of the recipes, attractive visual appeal, and balanced flavors. Overall, the results suggest that integrating nutritional supplements into familiar meal formats.

5. Discussion and Implications

5.1. Discussion

The findings reveal that elderly participants exhibited high acceptance of meals fortified with nutritional supplements. These results corroborate previous research highlighting the importance of palatability and ease of consumption in enhancing nutritional intake among older adults.

5.2. Academic and practical implications

The study enriches the literature on functional food design by providing empirical evidence that integrating nutritional supplements into familiar meals can effectively address age-related dietary challenges. The insights offer actionable guidance for food manufacturers and caregivers, supporting the development of elderly-friendly products that combine nutritional enhancement with desirable sensory qualities, thereby potentially improving quality of life.

5.3. Limitations of this study and suggestions for future research

The study is constrained by a small sample size and a geographically limited population. Further studies should involve larger and more diverse cohorts, include longitudinal assessments to explore various formulations and delivery methods to optimize both nutritional benefits and sensory appeal for elderly consumers.

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Students' Purchase Intention of Street Food in front of De La Salle University –Dasmariñas Cavite (Paper#Y002)

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Abstract:

This study explored factors influencing students' street food purchasing intentions near De La Salle University - Dasmariñas. Results showed that food quality, convenience, and perceived value significantly shaped decisions, alongside demographics like age and allowance. Findings emphasize improving food quality and convenience to meet student preferences better.

Keywords: Street foods, Purchasing intention, Food quality, Value, Convenience

1. Introduction

The global demand for street food is increasing rapidly. (Yong et al., 2021). Purchase intention, also known as customer or buyer intent, refers to the tendency of each individual shopper to buy a specific product or service. (Peterson, 2022). As stated by Harthy et al., (2021), street food plays an important role in developing the tourism industry of every country. According to Reyes (2023), customer satisfaction is the focus and central drive of a business and what keeps it afloat. As described by Beltran (2023), street food in the Philippines is a way of life, and at times, a point of contention. Street food sellers continue to operate primarily as small, rapid, cash-based businesses. According to Ivypanda (2023), food quality has a favorable impact on customer retention and growth.

Street food can be anything from sweet or savory foods to snacks or desserts, like the Brazilian biscoitos de polvilho or the Turkish bagel and lamb doner Tacardon et al. (2023). Sold street food worldwide has becoming more and more popular in recent years (Gupta et al., 2018). According to Hungrytwotravel (2024), one of the most notable street food offerings in Binondo is siopao, a popular Filipino steamed bun with Chinese influences. For many common

Filipinos who lack the resources to start an actual food service business, selling street food also serves as a means of survival (Tonelada et al., 2018). Street food sellers in Calapan City uphold a sufficient degree of sanitary practices and processes, satisfying cleanliness criteria claimed by Jose & Villanueva (2023). Despite great public health concerns, the efforts to improve street food safety remain inadequate (Contreras et al., 2020), which raises questions about the role of street food vendors in perpetuating this undesirable situation.

This study is essential as it addresses the limited research on whether students' purchasing intentions for street food vary based on their demographic profile. Investigating these differences will provide a deeper understanding of student preferences, particularly how factors such as food quality, value, and convenience influence their purchasing decisions. Specifically, it examined the purchasing intentions of students on street foods located in front of De La Salle University - Dasmariñas Gate 1 and addressed the question: Is there any significant difference in the assessment of the purchase intention of street foods when respondents are grouped by profile?

The study took place on the street of Barangay Santa Fe, Dasmariñas, Cavite, in front of De La Salle University – Dasmariñas Gate 1. The city of Dasmariñas is known as it is a mix of industrialization and academic institutions (Crown Asia, 2021).

2. Literature Review

2.1 Demographic and Social Factors

Sanlier et al. (2018) examined the consumption behaviors of young individuals and found that the majority of street food consumers were female. Similarly, Harthy et al. (2021) investigated the demographic characteristics of street food consumers, categorizing them into different age groups. Furthermore, Ali et al. (2023) explored the educational background of street food consumers and found that nearly half of the respondents were undergraduate students. Additionally, Tacardon et al. (2023) conducted an in-depth analysis of the financial aspects related to street food consumption. Moreover, Tacardon et al. (2023) also examined the frequency of street food consumption, identifying different patterns of eating habits.

2.2 Perceived Food Quality

The freshness of the food influences consumers' decisions to buy a product. (Suraini et al., 2023). Considering the significance of street food in society, a deeper comprehension of street food vendors in various contexts is required to describe how they operate (Mahopo et al., 2022). According to Sousa et al. (2022), street food is frequently eaten as a replacement for homemade main dishes. Consumers associate significant self-hygiene standards of both the food and merchants with excellent food quality (Harthy et. al., 2021). Such qualities that have significant attributes are the flavor, smell, and cleanliness of street foods. (Xu Ji., 2019). Thus, the significant relationship found between this hidden variable and convenience suggests that street food consumers place a high value on the dish's quality (Tacardon et al., 2023).

2.3 Perceived Food Value

The perceived value is the consumer's comprehensive evaluation of the effectiveness of a service, determined by their judgments of what they receive compared to what they pay. (Seo & Lee, 2021) Tourists often opt for street food due to its affordability and the wide range of flavors available in tourist locations. (Harthy et al., 2021). A street food vendor offers appropriately sized portions, they perceive the meal to be valuable and worth the price (Suraini et al., 2023). When professionals, students, or travelers need a quick bite to eat, they tend to go towards this kind of dish (Beltran, 2023). Due to their taste, price, and convenience, foods sold on the street have grown in popularity and are considered by urban residents as excellent alternatives to regular meals (Sousa et al., 2022 & Tacardon et al., 2023). This also includes low-income individuals seeking a well-balanced meal. (Mahopo et al., 2022)

2.4 Convenience

Street food has been around for a long time and plays a crucial role in a country's tourism and economy. (Tacardon et al., 2023). According to Bennion et al. (2022), food shopping behavior is complicated, and people may choose to avoid shopping at the closest supermarket or drive further to stores based on different factors. Street food selling locations are prevalent, indicating the significant cultural and dietary value of street food in the area. (Sousa et al., 2020) Based on the study of Harthy et al. (2021) tourists usually frequent places with varied food options and convenient amenities.

2.5 Conceptualization

The independent variables of the study consist of the demographic profile of the respondents, whereas the dependent variables are the three concepts considered to be the students' purchase intention of street foods.
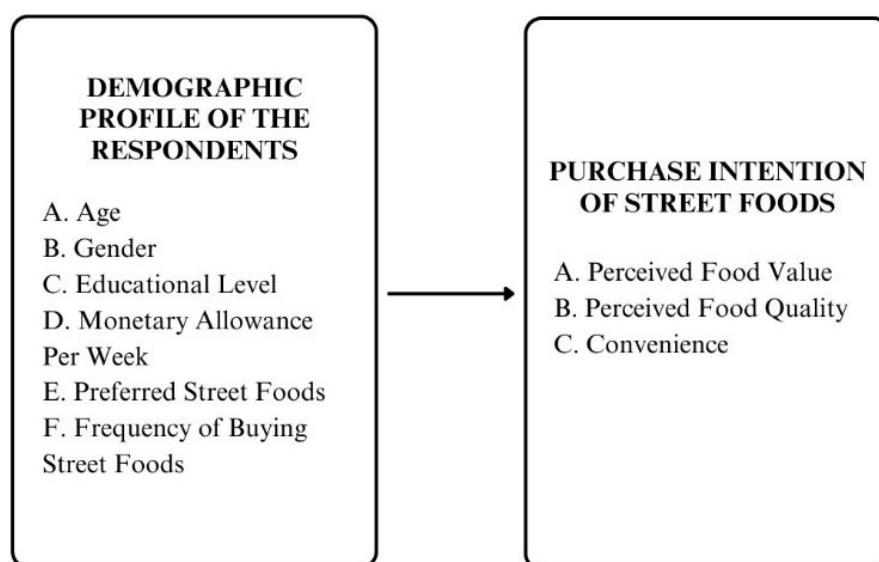
3. Methodology

3.1 Measurement

This study utilized a quantitative approach, specifically descriptive research. Convenience sampling was used in the research for this study (Simkus, 2023). A sample size of 371, with a margin of error of 5% and a 95% confidence level using Raosoft calculator. The total population of 10,110, comprising undergraduate, master's, and doctorate students, was obtained from the Office of the University Registrar.

3.2 Data Collection

This study utilized a survey questionnaire that was partially replicated from the study of Tacardon et al. (2023). The survey was created using Google Forms and was distributed with the use of QR codes and links to a targeted group of participants, specifically undergraduate students, master's students, and doctoral students enrolled in the University of De La Salle - Dasmariñas. The data collection period lasted four weeks, from August to September 2024. The survey questionnaire was constructed with a Four-Point Likert Scale. Weighted mean and Analysis of Variance (ANOVA) T-test was used as the statistical tools.

Before proceeding with data collection, respondents were informed about the purpose of the study and assured that their participation was entirely voluntary. They were given the option to decline without any consequences. In compliance with the Data Privacy Act of 2012, all responses were kept confidential and used solely for research purposes.

4. Results

4.1 Results of Analysis

Table 4.1 Significant Differences by Age.

Preference	Age		t-value	p-value
	Mean	Mean		
	1 - (18-22)	2 - (23-27)		
Food Quality	3.348	3.013	2.288	0.023
Food Value	3.266	2.964	1.815	0.07
Convenience	3.388	2.727	3.545	< .001
Overall	3.334	2.901	3.036	0.003

Legends: If the P-value is (less than) > 0.05 significant while (greater than) <0.05 is not significant

There is a significant difference in the assessment on the preferences when the respondents are grouped by age since the t-values of 2.288, 1.815 and 3.545 have p-values less than 0.05. The null hypothesis of no significant difference is rejected. This indicated that respondents aged from 18 to 22 have higher assessment on the preferences of the street foods than respondents from age group 23-27.

Lastly, there is a significant difference in the overall assessment of the purchase intentions when the respondents are grouped by age since the t-value of 3.036 has a p-value less than 0.05. The null hypothesis of no significant difference is rejected. This indicated that respondents with age from 18 to 22 have overall assessment of the purchase intention of the street foods than respondents from age group 23-27.

These findings align with previous research on how product attributes influence consumer behavior. Xu (2019) emphasized that key factors such as taste, smell, and cleanliness play a crucial role in customers' decisions to purchase street food. The study confirms that younger consumers (18-22) are more drawn to street food, likely due to a flexible lifestyle and time constraints, while older consumers (23-27) may prioritize healthier or more structured dining as responsibilities increase.

Table 4.2. Significant Difference by Gender

Preference	Gender		T-value	P-value
	Mean	Mean		
	1 - Female	2 - Male		
Food Quality	3.353	3.289	1.079	0.281
Food Value	3.286	3.16	1.879	0.061
Convenience	3.44	3.132	4.136	< .001
Overall	3.36	3.194	2.892	0.004

Legends: If the P-value is (less than) > 0.05 significant while (greater than) <0.05 is not significant

The results indicate that there is no significant difference in the assessment of food quality and food value when respondents are grouped by gender, as evidenced by t-values of 1.079 and 0.061, both with p-values greater than 0.05. Since the null hypothesis is not rejected, this suggests that both male and female respondents evaluate the quality and value of street foods similarly. This finding aligns with Sanlier et al. (2018), who emphasized that young consumers, regardless of gender, prioritize factors such as taste, affordability, and hygiene when choosing street foods, leading to a shared perception of their quality and value.

A significant difference is observed in the assessment of convenience, with a t-value of 4.136 and a p-value below 0.05, leading to the rejection of the null hypothesis. This suggests that female respondents perceive street food as more convenient than male respondents. According to Sanlier et al. (2018), women are more likely to prioritize accessibility, quick service, and ease of consumption when making purchasing decisions, which may explain their higher convenience ratings. Furthermore, a significant difference is also found in the overall assessment of purchase intentions based on gender, as indicated by a t-value of 2.892 and a p-value below 0.05, resulting in the rejection of the null hypothesis. This finding suggests that female respondents exhibit a stronger purchase intention toward street food compared to male.

Table 4.3. Significant Difference by Educational Level

Preference	Educational Level		t-value	p-value
	Mean	Mean		
	1 - Undergraduate	2 - College Graduate		
Food Quality	3.336	3.403	0.451	0.652
Food Value	3.253	3.4	0.88	0.379
Convenience	3.358	3.697	1.795	0.074
Overall	3.316	3.5	1.279	0.202

Legends: If the P-value is (less than) > 0.05 significant while (greater than) <0.05 is not significant

There is no significant difference in the assessment on the preferences when the respondents are grouped by educational attainment since the t-values of 0.451, 0.88 and 1.795 have p-values greater than 0.05. The null hypothesis of no significant difference is not rejected. This indicated that college graduates and undergraduate respondents have the same assessment on the preferences of the street foods.

Lastly, there is no significant difference in the overall assessment of the purchase intentions when the respondents are grouped by educational attainment since the t-value of 1.279 has a p-value greater than 0.05. The null hypothesis of no significant difference is not rejected. This indicated that college graduates and undergraduate respondents have the same overall assessment of the purchase intention of street foods. This finding aligns with the study by Sanlier et al. (2018), who found that university students preferred consuming street foods.

Table 4.4. Significant Difference by Allowance

Preference	Allowance				F-value	P-value
	Mean	Mean	Mean	Mean		
	1 - ₱500 and below	2 - ₱501 - ₱1,000	3 - ₱1,001 - ₱1,500	4 - ₱1,501 - ₱2,000		
Food Quality	3.372	3.131	3.321	3.562	5.564	<0.001
Food Value	3.259	3.19	2.85	3.707	5.362	0.001
Convenience	3.369	3.366	3.167	3.467	0.409	0.747
Overall	3.334	3.229	3.113	3.578	2.916	0.034

Legends: If the P-value is (less than) > 0.05 significant while (greater than) <0.05 is not significant

There is a significant difference in the assessment of the food quality and food value when the respondents are grouped by allowance since the F-values of 5.564 and 5.362 have p-values less than 0.05. The null hypothesis of no significant difference is rejected. This indicated that respondents with the allowance of P15,001 to P2,000 have higher assessment of the food quality and food value of the street foods than respondent with lower allowance. This aligns with Tacardon et al. (2023), who emphasized that consumers' financial capacity significantly influences their perception of food quality, as individuals with greater financial flexibility may be more discerning in their evaluation of food products. Additionally, Seo and Lee (2021) highlighted that price remains a primary factor in street food consumption, especially for lower-income consumers, who may prioritize affordability over perceived quality. However, there is no significant difference in the assessment of convenience when the respondents are grouped by allowance since the F-value of 0.409 has a p-value greater than 0.05. The null hypothesis of no significant difference is not rejected. This indicated that the assessment of the convenience of street foods is the same across all groups.

Lastly, there is a significant difference in the overall assessment of the purchase intentions when the respondents are grouped by allowance since the F-value of 2.916 has a p-value less than 0.05. The null hypothesis of no significant difference is rejected. This result is in line with Tacardon et al. (2023), who claimed that regular purchase patterns and financial resources have an impact on consumers' decisions about street food. However, Xu (2019) noted that lifestyle choices can also play a role in food preferences, with some individuals choosing to avoid street food in favor of healthier options.

Table 4.5. Significant Difference by Frequency

Preference	Frequency				F-value	P-value
	Mean	Mean	Mean	Mean		
	1 - Once a week	2 - 2 times a week	3 - 3 times a week	4 - 4-5 times a week		
Food Quality	3.302	3.325	3.396	3.816	5.399	0.001
Food Value	3.18	3.321	3.272	3.871	8.262	< .001
Convenience	3.281	3.407	3.53	3.929	6.541	< .001
Overall	3.254	3.351	3.399	3.872	8.827	< .001

Legends: If the P-value is (less than) > 0.05 significant while (greater than) <0.05 is not significant

There is a significant difference in the assessment on the preferences when the respondents are grouped by frequency of buying street food since the F-values of 5.399, 8.262 and 6.541 have p-values less than 0.05. The null hypothesis of no significant difference is rejected. This

indicated that respondents who buy 4 to 5 times a week have a higher assessment on the preferences of the street foods than other group respondents. This aligns with Tacardon et al. (2023), who emphasized that convenience has a strong direct impact on behavioral aspects and indirectly influences the intention to buy street food.

Lastly, there is a significant difference in the overall assessment of the purchase intentions when the respondents are grouped by frequency of buying street food since the F-value of 8.827 has a p-value less than 0.05. This indicated that respondents who buy 4 to 5 times a week have a higher overall assessment of the purchase intention than other groups of respondents.

Table 4.6. Significant Difference by Preferred Street Food

Preference	Preferred Street Food									F-Value	P-Value
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean		
	Grilled Foods	Sweet Corn	Dirty Ice Cream	Chicken Skin	Kwek - Kwek	Fishball / Squid Ball	Ice Scramble	Mango With Bagoong	Dynamite		
Food Quality	3.27	3.29	3.44	3.18	3.35	3.46	3.54	3.33	3.37	1.68	0.121
Food Value	3.22	3.18	3.26	3.05	3.36	3.43	3.42	3.36	3.2	1.65	0.13
Convenience	3.33	3.37	3.42	3.19	3.39	3.33	3.67	3.5	3.27	1.2	0.315
Overall	3.27	3.28	3.37	3.14	3.37	3.41	3.54	3.4	3.28	1.62	0.136

Legends: If the P-value is (less than) > 0.05 significant while (greater than) <0.05 is not significant

There is no significant difference in the assessment on the preferences when the respondents are grouped by preferred street food since the F-values of 1.68, 1.65, and 0.315 have p-values greater than 0.05. The null hypothesis of no significant difference is not rejected. This indicated that the assessment on the preferences of the street foods is the same across all groups of respondents. This aligns with Tacardon et al. (2023), who emphasized that convenience strongly influences consumer behavior and purchase intentions, highlighting that street food buyers tend to prioritize accessibility and practicality over specific food types. Furthermore, Suraini et al. (2023) supported this by stating that street food is designed to be incredibly convenient and reasonably priced, meeting the needs of consumers by being quick, inexpensive, and portable.

Lastly, there is no significant difference in the overall assessment of the purchase intentions when the respondents are grouped by preferred street food since the F-value of 1.62 has a p-value greater than 0.05. The null hypothesis of no significant difference is not rejected. According to Tacardon et al. (2023), attitudes toward street food consumption are primarily shaped by convenience and accessibility rather than specific food types. This supports the idea that street food, as a whole, is viewed as an accessible and practical option, reinforcing its role in urban food culture (Tacardon et al., 2023; Suraini et al., 2023).

5. Discussions and Implications

5.1 Discussion

This study examined the impact of perceived food quality, value, and convenience on purchasing decisions. The demographic profile of the respondents revealed that the majority were young individuals' aged 18-22, mostly female, and undergraduate students with minimal monthly allowances. According to the examination of purchasing intentions, perceived food quality and convenience had a major influence on students' inclinations to buy street food, while perceived food value also played an important role. Furthermore, the study indicated that demographic parameters such as age and monetary allowance influenced purchasing intentions, with younger respondents valuing food quality, value, and convenience more than their older counterparts.

5.2 Theoretical Implications

This study suggests the need to refine existing consumer behavior theories, such as the Theory of Planned Behavior (TPB), by incorporating external situational factors like convenience, vendor reputation, and budget constraints. Modifying traditional decision-making models to emphasize how young consumers prioritize affordability and accessibility over health concerns could provide a more comprehensive understanding of purchasing behavior.

5.3 Practical Implications

This study has significant implications for various stakeholders, including street food vendors, consumers, policymakers, and researchers. Vendors can benefit from strategies that emphasize food quality, value, and convenience, potentially increasing customer satisfaction and retention. Policymakers can derive valuable insights from the findings, enabling them to develop well-informed policies that balance public health and economic opportunities for street food vendors. This can be achieved by implementing vendor training programs on food quality, establishing pricing guidelines to ensure affordability, and providing financial assistance or incentives to maintain high food standards.

5.4 Limitations of this study and suggestions for future research

Although this study provides valuable insights, it is limited in scope as it focused only on students from De La Salle University – Dasmariñas, which may not fully represent the diverse range of street food consumers. Future researchers should look into the impact of cultural elements on street food consumption, as well as long-term trends in purchasing intentions across demographics. Furthermore, increasing the sample size and using probability sampling methods could improve the findings' generalizability, resulting in a more complete understanding of consumer behavior in the street food sector.

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Tourist Satisfaction and Its Impact on the Achievement of Learning Outcomes: The Case of De La Salle University—Dasmariñas (Paper#Y003)

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Abstract:

This study assesses the impact of tour satisfaction on the achievement of learning outcomes of students. Previous research discovered that educational tours pay more attention to leisure which can make it difficult to achieve learning objectives. To encourage students' lifelong growth and development, it is essential to continually improve the educational value of such trips. Using the SERVPERF (Service Performance) Model, data was gathered from one hundred twenty-two undergraduate students from a university in the Philippines. Through Structural Equation Model (SEM) using SmartPLS, it is revealed that itinerary, hotel and safety influences the achievement of learning outcomes. The results of the study contribute to the field of educational tourism and tourist satisfaction.

Keywords: Educational Tour, Achievement Learning Outcomes, Tourist Satisfactions

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Characterizing sentiments on captions of digital photos featuring UNESCO natural heritage sites: Insights from Instagram (Paper#Y010)

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Abstract:

Emotions significantly influence tourists' perceptions and experiences. While emotional expressions in tourism contexts are studied, Instagram captions about UNESCO natural heritage sites are under-researched. This study examines 3,643 captions from digital photos of Philippine natural heritage sites, revealing three emotional spaces: Anticipative, Appreciative, and Reflective. The findings enhance understanding of tourist sentiments on social media and contribute to heritage tourism research gaps. Limitations are also discussed.

Keywords: social emotions, nonsocial emotions, UNESCO Natural Heritage sites

1. Introduction

Social media has emerged as a dominant platform for content generation and sharing (Luca, 2015), with extensive research exploring user-generated content (UGC) in various contexts, including blogs (Wenger, 2008) and videos (Tussyadiah, 2009). In tourism, social media plays a critical role as a significant communication tool in the postmodern era (Gretzel, 2010), influencing travel selection through shared data (Fatanti, 2015). Among these platforms, Instagram has become a key player (Wicaksono, 2017), enabling users to post high-quality visual content

that enhances engagement with heritage sites (Tesfaye, 2024). Features such as hashtags, geotags, and interactive stories facilitate digital storytelling and community participation in tourism discussions (Bellio & Checchinato, 2022).

Despite extensive research on social media's role in tourism, its influence on heritage tourism remains underexplored. Heritage tourism relies on visual and narrative elements to engage audiences, yet studies primarily focus on general tourism trends, influencer marketing, and digital storytelling (Peres, 2021; Eng, 2023). Limited research examines how social media interactions shape perceptions, emotional connections, and visitor engagement with heritage sites. Furthermore, while research on platforms like Facebook, Twitter (X), TikTok, and Flickr provides insights into tourist behavior and decision-making (Kim & Fesenmaier, 2017; Mariani et al., 2018b; Garay-Tamajón & Roelofsen, 2024; Liu et al., 2023), the psychological impacts of social media in travel planning remain relatively understudied.

A critical gap exists in examining social and non-social emotions in Instagram photo captions within heritage tourism. Captions provide essential data on tourists' pre-, peri-, and post-visit experiences, effectively revealing their journey through emotional expression (Ghorbani et al., 2023). Prior studies explored color composition (Yu, 2010), influencer experiences (Yilmaz et al., 2020), and destination image representation (Kuhzady & Ghasemi, 2019), but the role of emotional sentiment in captions remains largely unexamined. This study addresses that gap by analyzing sentiments from Instagram photo captions featuring UNESCO-inscribed natural heritage sites in the Philippines. It contributes to digital storytelling research on visitor experience, appreciation, and attachment (Mesana et al., 2024) while offering theoretical and practical implications, along with recommendations based on its findings (Ågerfalk, 2014).

2. Literature Review

2.1. Emotions in Tourism

Emotions shape tourism experiences (Bastiaansen et al., 2019). They motivate destination choices in the pre-travel phase (Gnoth, 1997) and fluctuate throughout the trip (Nawijn et al., 2013), contributing to memorable moments (Tung & Ritchie, 2011). Tourists vividly recall emotional peaks, with positive emotions increasing during vacations (Mitas et al., 2012), making future trip anticipation more evocative than past experiences (Van Boven & Ashworth, 2007). These insights highlight the role of positive emotions in tourism management experiences.

The well-being of residents is influenced by tourism's social, cultural, economic, and environmental impacts (Rivera et al., 2016). There is a positive correlation between perceived benefits of tourism and residents' positive emotions, while negative impacts can lead to responses like shock and sadness (Woosnam, 2012). Tourism fosters pleasure (Carter & Gilovich, 2012) but contexts where tourists seek 'pain' through negative emotions are less explored (Hosany & Gilbert, 2010).

2.2 Instagram as Tourism Data

In the digital age, social media significantly influences tourists' planning and decision-making (Ma & Kirilenko, 2020). Platforms like Twitter, Facebook, and Instagram enable destination marketing organizations to share information and encourage user engagement through images, videos, and text (Roque & Raposo, 2016). Instagram, in particular, is popular among younger tourists (Varkaris & Neuhofer, 2017) as shared images can impact tourists' rational thinking and behavior (Poels & Dewitte, 2019) and enhance engagement (Yu et al., 2020). Features like hashtags and geolocation improve destination brand visibility (Kim et al., 2017).

Instagram, tailored for mobile, allows users to share content easily, especially benefiting tourists (Miles, 2014). User-generated content enhances public information sharing through likes, comments, and hashtags (Asrina et al., 2018). Additionally, it enables tour operators to promote destinations and track consumer behavior effectively (Ge et al., 2021) Effective branding on Instagram requires high-quality visuals and a curated feed (Virtanen et al., 2017), combining text and visuals to enhance its communicating power (Diamond, 2013). Captions are essential for engaging audiences, providing the stories behind posts; however, it should be noted that studies on these promising data on photos of UNESCO natural heritage sites is still limited hence this study.

3. Methodology

3.1. Measurement

This study utilized Qualitative Sentiment Analysis (QSA) to examine the sentiments expressed in Instagram captions featuring the Philippines' three UNESCO-inscribed natural heritage sites. According to Gaspar et al. (2016), QSA focused on the context and purpose behind sentiments, exploring how individuals expressed their emotions through personal experiences and social interactions. This QSA approach allowed the study to analyze in more depth how Instagram users communicated their thoughts and emotions regarding heritage tourism destinations in their captions (Gaspar et al., 2016). Similarly, QSA was valuable for analyzing event-centric user-generated content on social networks, specifically Instagram (Sheth et al., 2010).

3.2. Data collection

Instagram is a social networking platform that enables users to share photographs and videos, playing a crucial role in tourism by influencing destination choice and promoting natural heritage (Sigala, 2017). It acts as a modern word-of-mouth marketing channel, allowing businesses to create compelling narratives that engage potential travelers (Bakhshandeh, 2021). User-generated content fosters a community among travelers and promotes authentic experiences, influencing travel behavior (Liu et al., 2020).

This study collected purposively chosen Instagram photos and captions as a data corpus. The selection criteria include: (a) showcasing a UNESCO Natural Heritage Site in the Philippines, (b) being uploaded between 2015 and 2024, (c) including at least one relevant hashtag, and (d)

being in English or Filipino (Table 1). For extraction, Phantombuster, a scraping tool, to collect posts and associated user engagement metrics efficiently (Müller, 2020). Only posts with clear engagement metrics and captions in English or Filipino was included to ensure data validity and reliability (Smith et al., 2021).

Table 1. Profile of Instagram captions featuring UNESCO natural heritage sites (n=18,599)

Natural heritage site	No. of captions	Total no. of likes	Total no. of identified non-social emotions	Total no. of identified social emotions
Puerto Prinsesa Subterranean River National Park	8,646	50,124	318	253
Tubbataha Reefs Natural Park	8,708	16, 243	1,109	871
Mt. Hamiguitan Range Wildlife Sanctuary	1,245	298,007	878	214
Total	18,599	364,374	2,305	1,338

4. Results

4.1. Results of analysis

Via PIQDA, this naturalistic inquiry surfaced three distinct emotional spaces (anticipative, appreciative, and reflective) where sentiments found from digital photo captions operate. Notably, each emotional space is typified by a tourist's visit setting (context), affect (leading emotions), triggers (object of motivation), and disposition (mindset).

Table 2. The sentimental spaces on Instagram photo captions of UNESCO natural heritage sites

Emotional space	Context	Leading Emotions	Object of Motivation	Mindset
Anticipative space	Pre Visit	Excitement Fear	Uncertainty of danger Beauty	Expectation vs. Reality
Appreciative space	Peri Visit	Joy Pride	Flora and Fauna Geological formation	Displeasure vs. Satisfaction
Reflective space	Post Visit	Nostalgia Gratitude	Warm of Community The care of the tour providers	Not to revisit vs To revisit

4.2 Anticipative Space

This study highlights that Instagram captions indicate emotions can be stirred before visiting a destination. One user expressed: "Anticipation builds as I prepare to explore a new destination—hoping for unforgettable memories." Such anticipation often stems from limited information

about the site, leading to an expectation versus reality mindset. A tourist noted, "After seeing pictures of the underground river, I wasn't sure what to expect. Would it be as beautiful?" As the visit approaches, uncertainty can also arise, as illustrated here: "Adventure calls, but there's a lingering feeling of danger… Is it worth the risk?" Additionally, appreciation for the natural beauty is expressed: "I've seen you in pictures, but today brought my soul to you! You're beautiful." This blend of fear and excitement is expressed in thoughts like: "I might see the shark. I'm thinking whether to go or not to go." Ultimately, the anticipation shapes their experience significantly.

Generally, the Anticipative space refers to an emotional space where a pre-visit tourist, with an expectation versus reality disposition, feels both fearful and excited due to probable safety concerns and the natural aesthetics of heritage sites.

4.3 Appreciative Space

As the visit unfolds, Instagram captions indicate that emotions are influenced by real-time experiences at the site. One visitor expressed feeling like "a giant among ancient pygmy trees during their encounter with Tinikaran Peak". Others noted how unexpected disappointments can evoke strong feelings, such as "crying over a piece of trash despite the clean sea." The natural beauty of destinations also plays a significant role, with "Tubbataha Reefs showcasing stunning coral species." Visitors feel joy and pride from these aesthetic wonders, as illustrated by one who described Palawan as "a breathtaking gift of the Philippine archipelago". In this study, Appreciative space refers to an emotional space anchoring from the natural beauty of the heritage sites seen from the lens of displeasure versus satisfaction during an actual visit yielding joy and pride among visitors.

4.4 Reflective Space

As tourists wrapped up their visits to UNESCO natural heritage sites, their Instagram captions reflected on their experiences. One commented, "Reflecting on unforgettable memories made, where every step was a new adventure." Many expressed whether they would revisit, with one saying, "Some places are meant to be visited once, others call for a return, and Palawan is worth it." The warmth of the locals contributed to their fondness, as one captioned, "Grateful for this, to the peeps I get to know, and to many firsts I had." However, mixed emotions arose; while some nostalgia was noted, others expressed disappointment regarding management, stating, "I enjoyed watching the animals, but I hate the disorganization." Ultimately, a heartfelt gratitude was prevalent, as highlighted by a caption that said, "Took a second to think about how blessed I am to have experienced this beautiful creation of nature."

Generally, Reflective space refers to an emotional space framed by a post-tourist's mindset of revisiting the destination or not due to feelings of nostalgia, gratitude and disappointment which heavily relies on the warmth and care of the heritage community and tour providers.

5. Discussion and Implications

5.1. Academic and practical implications

Theoretically, this pioneering study contributes the following:

1. Advance user-generated content like Instagram photo captions in examining various tourism phenomena.
2. Examine tourists' emotions toward natural heritage destinations via secondary data found in the digital space.
3. Contribute to the burgeoning studies on heritage tourism using social media data.

From a practical standpoint, the findings of the study offer these implications:

1. The anticipative space calls for matching the destination's actual condition with those posted online.
2. The appreciative space suggests that destination managers bolster services that will enhance tourist satisfaction and pride, which will ensure recommendations.
3. The reflective space emphasizes strengthening the critical role of the community and service providers in ensuring revisit intentions.

5.2. Limitations of this study and suggestions for future research

This study should be understood with the following limitations: First, it is only limited to examining Instagram photo captions; future studies may investigate the relationship between digital photos and their captions. Second, quantitative approaches to examining the emotions on digital captions may strengthen the paper's findings. Lastly, utilizing other photo-sharing sites like Flickr, Facebook, or X (Twitter) is highly encouraged.

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Perception of DLSU-D Students on GrabFood Towards Their Repurchase Intention (Paper#Y005)

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Abstract:

This study examines the factors influencing repurchase intentions among students using GrabFood, a leading online food delivery service in Southeast Asia. Despite its growing market share, GrabFood faces challenges in terms of consistencies and has received mixed reviews on various platforms. Using Technology Acceptance Model (TAM), a survey was conducted among students from a university in the Philippines. A combination of online and printed survey was distributed among 200 undergraduate hospitality and tourism management students. Structural Equation Modeling (SEM) using SmartPLS revealed that trust positively influences effort expectancy, which, in turn, affects repurchase intention. These insights highlight areas where GrabFood can improve to enhance customer retention and encourage continued use.

Keywords: GrabFood, Repurchase, Mixed Reviews, Food Delivery, Students.

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