

With the Participation of



UNWTO REPORT

1st Improvement of **S**ustainable **M**obility, **A**ccessibility, and **R**esponsible **T**ravel

"S_M_A_R_T" CONFERENCE 2022

Official Proceedings

22 October 2022 – Danang city, Vietnam – Virtual Conference

Section I: Executive Summary

Team: 12 teams

Objective:

1. Understanding Sustainable mobility under students' and lecturer's perspectives
2. Policies learning and capacity building of accessibility and responsible travel
3. Improve policy instruments and action plans in several destinations, with close involvement of stakeholders in accessibility and responsible travel
4. To improve the transport and tourism policies of Vietnam in general and Danang specifically by integrating strategies for sustainable mobility, accessibility, and responsible travel with efficient & sustainable tourism development, for transition to a low-carbon economy through efficiency, resilience, multimodality, novel low-carbon transport systems, cycling & walking, with implementation innovations, policy learning, and capacity building.

Review and Editorial Committee:

The 1st S_M_A_R_T, with the participation of UNWTO, was an international, peer-reviewed event. The review process employed a double-blind review system with instructions and a scoring rubric that assesses a range of areas which are not limited to but include originality, clarity, organization, methodology, spelling, grammar, and suitability for the conference.

1st S_M_A_R_T Review Committee:

- Professor Dr. Mo Chulmin, Chair, Dean HTi, Duy Tan University (Vietnam), Assistant Professor, Dr. Phuong Bui Le Anh, Co-chair, Vice Dean HTi, Duy Tan University (Vietnam)
- Assistant Professor, Dr. Luan Bui, Co-chair, Vice Dean HTi, Duy Tan University (Vietnam)
- Assistant Professor, Dr. Tuan Phong Ly, Co-chair, Macao Institute for Tourism Studies Colina de Mong-Há Macau (China)
- Assistant Professor, Dr. Panca Oktawirani, Co-chair, Jember University (Indonesia)

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S_M_A_R_T 2022 - A – 03.MC

The Influence of Word-of-web on Customers' Purchasing Process: The Case of Xiaohongshu

Alongside the social media expansion, word-of-web (WOW) has become essential to exchange for exchanging information between customers. Yet, the lack of research relating to the marketing potency of WOW on the customer purchasing process exists. Grounded on the expectancy-confirmation theory (ECT) and trust factors, this study investigates consumers' purchasing process empowered by WOW on Xiaohongshu, a popular and representative Chinese social media and e-commerce platform. This study goes beyond the purchase process in three periods: pre-purchase, transaction, and post-purchase. In the pre-purchase period, though being suspicious, WOW can trigger users' high expectations with an appealing appearance. During the transaction period, people generally have a positive expectation confirmation of using Xiaohongshu to purchase F&B services, and moment-of-truth can even enhance overall satisfaction. Nonetheless, during the post-purchase period, the intention of re-visiting restaurants is low, while the continuity with Xiaohongshu is affirmatively fulfilled by perceived strong usefulness, which leads to users' loyalty to the APP even with a negative catering experience. Noticeably, WOW optimizes the planning of visits/travel. Not only can potential customers understand the accessibility of food and beverage services to build expectations, but they can also choose the best way to avoid unnecessary travel costs and pollution. This paper contributes to revising the ECT model application in explaining customers' purchasing process based on WOW. Practically, it helps marketers develop strategies with WOW and services design to achieve online and offline platforms synchrony. To propel SMART tourism, WOW is herein proved powerful in communicating sustainable consumption behaviours, referring to green dietary and responsible mobility, including but not limited to food and beverage services.

Keywords: Expectancy-confirmation theory; WOW; trust level; purchasing process; Xiaohongshu; food and beverage services

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S_M_A_R_T 2022 - A – 04.MC

The Impacts of Interactivity and Social Interaction on Visitor Experience in Historic Districts: Taking Shanghai Building Readable Programme as an Example

This research utilizes a qualitative approach to explore the impacts of interactivity and interpersonal interactions on visitors' experiences of historic districts in China. Data were collected through a case study and semi-structured interviews with 12 visitors and two professionals of the Shanghai Building Readable Programme. It is found that exposure to interactivity and social interactions sparks interest in historic districts in China. The findings and insights can enable museum practitioners to better understand the roles of interactivity and social interactions in visitors' experiences and rethink the mission and goals of these programmes. It also improves the visitor experience of heritage interpretation at the site. Finally, the paper indicates avenues for future research.

Keywords: Shanghai Building Readable Programme, interactivity, social interaction, visitor experience, interpretation.

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The Preferred Local Restaurants for Different Types of Gastronomic Tourists: The Case of Shunde

This study aims to understand the profile of gastronomic tourists in the Shunde District and analyze the motivations of gastronomic tourists towards different types (Traditional/Creative) of local food restaurants. Also, figuring out to what extent these two types of local foods can fulfill the requirements of gastronomic tourists and exploring the reasons behind the phenomenon. With the development of the food market and the increasingly competitive environment, traditional and creative foods should find more strategic ways to survive and better understand consumers' demands. This study generates the notion of gastronomic tourism, the characteristics of different types of tourists, the motivations of gastronomic tourists, the development of traditional and creative local foods, and Shunde local food and the local food industry. As a "City of Gastronomy," although Shunde has rich experience in telling the practitioners how to satisfy customers' needs, the time is changing, and the competition has become more severe. In an exploratory research design, this study explores Shunde's local foods from a microcosmic perspective to inspire gastronomic tourists using different local foods.

Keywords: Gastronomic tourists, motivations, traditional food, creative food, local food, Shunde District.

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**The Influence of Heritage Interpretation towards Visitor Experience and Satisfaction:
Mass Tourists and Cultural Tourists in Mandarin House, Macao**

Interpretation is an important service provided in heritage sites that convey cultural and architectural value to visitors. However, no research on the tourists' experience with interpretation is rarely found. This study adopted the interpretation model using four dimensions developed by Ludwig in 2017 to examine the relationship between mass tourists' and cultural tourists' experiences and heritage interpretation quality. Since the scale and the visitor flow are larger than other heritage sites in Macao, Mandarin's House was chosen as a case study site. This study links the motivation and the experience of the tourists together. This paper contributes to applying Ludwig's Model to explore tourists' satisfaction based on heritage interpretation. It also contributes to cultural heritage associations to improve oral interpretation quality.

Keywords: heritage interpretation; visitor experience; tourist satisfaction; mass tourist; cultural tourist; Macao

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Waste Management Ijen Crater Tourism Area as a Renewable Energy Source

Geopark Ijen qualifies as an area with outstanding geological elements, in which the local community also plays a role in protecting the natural heritage. On the other hand, according to detik.com (2022), the presence of garbage is a significant problem; namely, in another case, 150 kg of garbage was found by visitors to Ijen Crater. The garbage is then collected in a pickup truck that has been provided. Therefore, it is essential to research and follow up on one of them with waste management in the Ijen crater tourist area as a renewable energy source to make tourism an environmentally friendly energy alternative for the community. This research uses a literature study method. Data collection techniques through various publication sources such as books and journals. Literature study related to waste management in the tourist area of Ijen Crater. The findings show that processing the waste of the Ijen crater tourism area into renewable energy is an idea that is very much needed because, in addition to the role of the Ijen crater tourist area as one of the main attractions of Indonesian tourism, it is also an effort to realize the main sustainable development goals in the realm of tourism, and as an effort to increase mutual awareness regarding the importance of managing waste in tourist attraction areas.

Keywords: Waste Management, Renewable Energy Source, Ijen

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Sustainable Tourism in Wae Rebo, the Most Beautiful Village in Indonesia

Sustainable tourism is the development of the concept of traveling that can have a long-term impact on the environment, society, culture, and economy for the present and the future of local communities and tourists. We do this research in order to provide knowledge to people at large about sustainable tourism in Indonesia using basic research methods by finding out various information about sustainable tourism and sustainable tourism in Indonesia, especially Wae Rebo destination. The results showed that Mbaru Niang became a major tourist attraction. However, there are also other tourist objects, such as natural attractions, flora, and fauna, as well as various traditional arts, which have the potential to be developed to attract more tourists. The implications of this research, Indonesian tourism is more widely known, so it can improve the tourism sector in Indonesia.

Keywords: Sustainable Tourism, Waerebo

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Contribution of ecotourism in the sustainable development of Dak Nong province

In 2022, the hospitality and tourism industry is recovering, and enterprises in Vietnam are attempting to launch new tourism products which are high quality and suitable for the consumer behaviors of tourists in the post-covid-19 pandemic. The tourism industry is also concentrating on developing sustainable tourism, especially ecotourism, which promotes sustainable mobility. By examining the available conditions at Dak Nong and using the collected data through in-depth interviews, and surveys (120 samples, 24 questions). The participants are heads of departments and customers (Vietravel Company and Saigontourist Company in Danang city). The survey was conducted from 30/04/2022 to 08/05/2022. It is noticeable that Dak Nong has opportunities to develop ecotourism. Since Dak Nong is one of the five provinces of the Central Highlands region in Vietnam, which features a variety of valuable natural resources for the tourism industry. However, the tourism development rate in Dak Nong is underestimated because the tourism products are currently not as attractive and unique as neighboring provinces. Therefore, researching the development of new products and preserving the environment plays a crucial role in improving sustainable mobility, accessibility, and responsible travel in Dak Nong. This study aims to evaluate the potential and restrictions of tourism in Dak Nong and suggest solutions for sustainable exploitation and the development of community-based tourism by using accessible local tourism resources.

Keywords: ecotourism, sustainable development, Dak Nong, post-Covid-19

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Developing traditional craft villages tourism for local communities in Thua Thien Hue province

In the trend of openness and international economic integration, traditional craft villages are gradually regaining their positions in each country and nation's economic, cultural, and social life. These villages are colorful images that recreate the unique, lively, separate, and irreplaceable features of the country and people in each area and region. This study analyzes the current status of craft village tourism in Thua Thien Hue - a province located in the middle of Vietnam. The research surveyed craft villages tourism in Hue from February 2022 to May 2022 and used qualitative methods to analyze the survey data. The study's results presented limitations as well as proposed a range of recommendations to develop craft village tourism for local communities in Thua Thien Hue. This research built and evaluated factors affecting Hue's traditional craft village's tourism, comparing previous research. This research evaluated the situation of traditional villages in service of tourism in Hue province and the proposing some sustainable solutions to restore and develop traditional craft villages' tourism in the year 2025.

Keywords: traditional craft villages, communities, Hue Province.

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Developing circle farm model and understanding local perspective in using it products

Nowadays, a series of shops and supermarkets deal with items of unknown origin or harmful to people's health. This study aimed to build farms or restaurants specializing in the supply, processing, and production of clean food being sought by people. The farm restaurant business is one of the new business models in the country that combines self-production and consumption in farm restaurants. Here, the farm will grow seasonal food to supply the restaurant. In addition to the restaurant and farm business, Circle Farm also offers several additional services: accommodation and entertainment, ... to meet customers' needs. The data in this study were obtained through questionnaires, descriptive statistics, analysis, and comparison. The results of this study have shown that local people are concerned about their health and wellness tourism, green space, and clean quality. That research contributes to local tourism issues by improving sustainable mobility and responsible travel in the relationship between the local community with industry, creating many clean products to develop the region's economy and improve people's living standards.

Keywords: sustainable development, Danang, post-COVID-19.

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Developing Organic Vegetable Farm

The media constantly disseminates information about unsafe food, particularly dirty or low-quality vegetables. This raises consumer awareness of the significance of approved food. In contrast, the average life expectancy has significant negative consequences for the nation, such as financial burdens. The welfare burden will be reduced for elderly people who want to continue working and contributing to society after retirement age. This study is based on in-depth interviews about food safety and a sanitation market survey about the need for high-quality food to understand how local communities react to safe and organic food to ensure their health. According to the findings, clean vegetables are in high demand, and locals anticipate using hydroponic vegetables in their meals. The elderly are delighted if they can participate in any work that improves their social communication and increases their income. Researchers were advised to contact social service agencies in order to encourage elderly interviewees to participate.

Keywords: sustainable tourism, elderly people.

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The Role of Tourism to Achieve the SDGs: Vietnamese Gen Z's Perspective

Generation Z (Gen Z, born from 1997 onward) is considered an essential cohort for the tourism market. The generation is generally described as socially conscious, living a sustainable lifestyle, and supporting Sustainable Development Goals (SDGs). This study aims to understand Vietnamese Gen Z's perception of tourism's contribution to achieving these goals. Data for this study was collected online by using email and Google Forms. The study adopted a convenience sampling method and targeted students at a major university in Danang, Vietnam, one of the fast-growing tourism cities. The survey was conducted from 15th to 26th March 2021. The participants were asked how much they think tourism can contribute to each SDG, from 1 (not at all) to 5 (very much). In addition, 15 Sustainable Travel Behavior (STB) items were presented and asked participants to indicate how often they perform each sustainable travel behavior when traveling on a scale from 1 (never) to 5 (always). The STB items were factored into three dimensions; environmental, economic, and socio-cultural. The initial survey resulted in 201 usable responses. Results indicate that, in general, Vietnamese Gen Z considers that tourism contributes primarily to 'Protect forests and biodiversity and 'Clean water and sanitation. On the other hand, they evaluate the contribution of tourism to 'Poverty alleviation (SDG 1)' as relatively low. Results point out that Gen Z's perception of the contribution of tourism to 'Affordable and clean energy (SDG 7)' plays an important role in bringing about their sustainable travel behaviors since it is a significant predictor for all three dimensions of STB. The study's findings illuminate Vietnamese Gen Z's diverse perception of tourism's contribution to SDGs and call for different approaches to connect their perceptions with sustainable travel behaviors.

Keywords: Sustainable development goals, Role of tourism, Sustainable tourism behavior, Vietnamese Gen Z, Tourists' perception.

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An Investigation of the Relationships between Negative Tourism Impact Perception, Environmental Awareness, and Environmental Concern and Environmentally Responsible Behavior: A Perspective from Vietnamese Domestic Tourists

Enhancing tourists' environmentally responsible behavior for sustainable destination management is critical. The study investigated the relationships between negative tourism impact perception, environmental awareness, environmental concern, and environmentally responsible behavior. Tourists' environmentally responsible behavior was measured through complying with environmentally responsible behavior (CERB) and promoting environmentally responsible behavior (PERB). A survey conducted in Danang, Vietnam, collected a total of 315 Vietnamese domestic tourists. Findings reveal that environmental concern was the only significantly related to CERB after controlling for respondents' characteristics, such as income level, occupation, and marital status. Meanwhile, negative tourism impact perception, environmental awareness, and environmental concern were significantly related to PERB. Among those three independent variables, negative tourism impact perception was strongly related to PERB. Education level (out of respondents' demographic and socio-economic variables) was the only variable that was significantly related to PERB. Implications regarding highlighting tourists' environmentally responsible behavior are discussed.

Keywords: environmentally responsible tourism behavior; negative impact perception; environmental awareness; environmental concern; Vietnam

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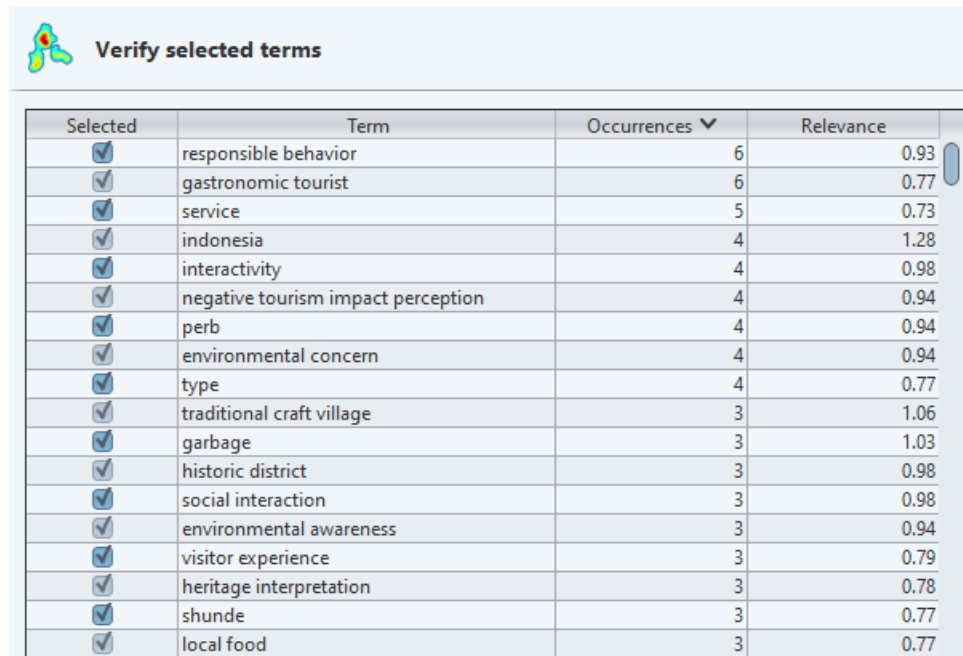
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THEMES FOR SUSTAINABLE MOBILITY, ACCESSIBILITY, AND RESPONSIBLE TRAVEL FROM STUDENTS' PERSPECTIVES

This conference used VOSviewer to comprehend and visualize text-mining results from author presentations. According to the findings, all themes with the highest number of occurrences are listed in the following order:

Fig.1. Theme of SMART conference from students



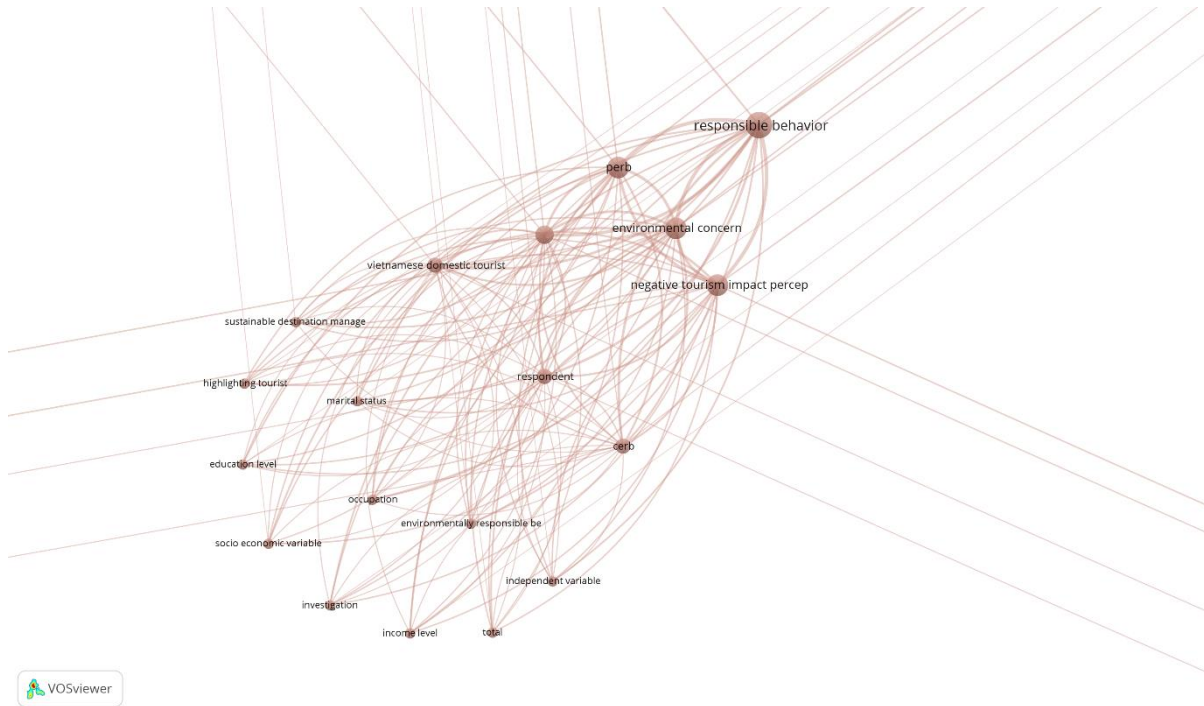
Selected	Term	Occurrences	Relevance
<input checked="" type="checkbox"/>	responsible behavior	6	0.93
<input checked="" type="checkbox"/>	gastronomic tourist	6	0.77
<input checked="" type="checkbox"/>	service	5	0.73
<input checked="" type="checkbox"/>	indonesia	4	1.28
<input checked="" type="checkbox"/>	interactivity	4	0.98
<input checked="" type="checkbox"/>	negative tourism impact perception	4	0.94
<input checked="" type="checkbox"/>	perb	4	0.94
<input checked="" type="checkbox"/>	environmental concern	4	0.94
<input checked="" type="checkbox"/>	type	4	0.77
<input checked="" type="checkbox"/>	traditional craft village	3	1.06
<input checked="" type="checkbox"/>	garbage	3	1.03
<input checked="" type="checkbox"/>	historic district	3	0.98
<input checked="" type="checkbox"/>	social interaction	3	0.98
<input checked="" type="checkbox"/>	environmental awareness	3	0.94
<input checked="" type="checkbox"/>	visitor experience	3	0.79
<input checked="" type="checkbox"/>	heritage interpretation	3	0.78
<input checked="" type="checkbox"/>	shunde	3	0.77
<input checked="" type="checkbox"/>	local food	3	0.77

Note: Findings from analysis of "S_M_A_R_T" conference

The findings show that tourists appear to change their behavior into responsibility, and the majority of them travel for gastronomic reasons with local food; implications for the promotion of sustainable tourism development and responsible travel behavior are thoughtfully based on the following:

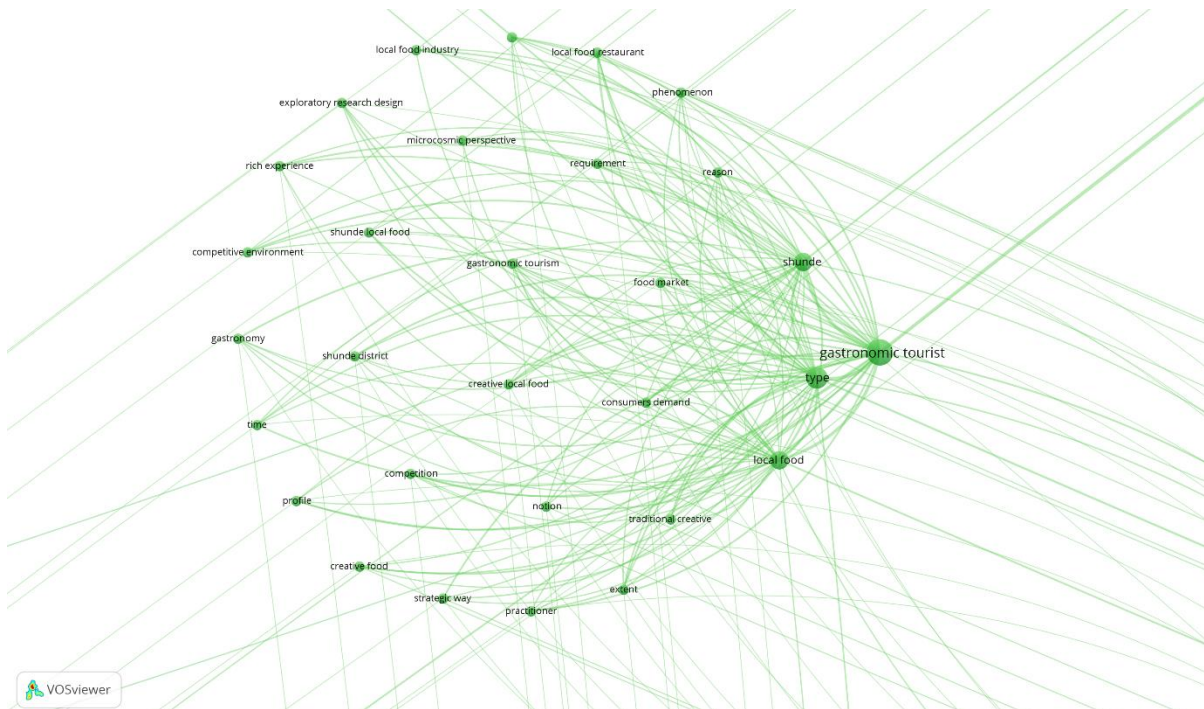
- Environment awareness
- Environmental concern
- Negative tourism impact perceptions

Fig.2. Responsible Behaviors



Note: Findings from analysis of "S_M_A_R_T" conference

Fig.3. Gastronomic tourist and local food



Note: Findings from analysis of "S_M_A_R_T" conference