

THE 19TH ASIA PACIFIC FORUM FOR GRADUATE STUDENTS RESEARCH IN TOURISM CONFERENCE PROCEEDINGS



DUY TAN UNIVERSITY
Hospitality & Tourism
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THE HONG KONG
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香港理工大學
SCHOOL OF HOTEL AND TOURISM MANAGEMENT

30 June-02 July 2023

Convention Hall, Duy Tan University,
Danang, Vietnam



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Cover design: Tran Hong Minh

INFORMATION AND COMMUNICATIONS PUBLISHING HOUSE

Website: www.nxbthongtintruyenthong.vn; book365.vn; ebook365.vn

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Register No for publication: 1684-2023/CXBIPH/1-53/TTTT.

Decided No for publication: 177/QĐ-NXB TTTT licensed on 20th, July 2023.

Deposited in July 2023

ISBN: 978-604-80-8008-2

INTRODUCTION

We extend a warm welcome to the 19th Asia Pacific Forum for Graduate Students Research in Tourism, a highly esteemed platform that recently took place from June 30 to July 2, 2023. This conference served as a catalyst for knowledge exchange, interdisciplinary collaboration, and the exploration of emerging trends and challenges in the dynamic field of tourism and hospitality, both within the Asia Pacific region and beyond.

During the conference, young scholars and researchers presented their cutting-edge research, contributing to the advancement of knowledge in various areas of tourism and hospitality. The conference encompassed a broad range of topics, including contemporary issues in tourism and hospitality education and research, multi-disciplinary issues related to tourism and hospitality education, tourism planning and impact assessment, policies and regulations affecting tourism, tourism consumer behavior, and the impact of digital technologies and social media in the tourism and hospitality sector.

Prominent themes of interest included destination marketing, e-commerce, travel agency management, sustainable tourism, nature/eco-tourism, contest and cooperation on tourism within the Asia-Pacific region, MICE (Meetings, Incentives, Conferences, and Exhibitions) development, tourism crisis management, transnational market analysis and forecast, human resource management in tourism and hospitality, hospitality management and marketing, food service and food habits, stakeholders' cooperation in tourism development, and case studies on tourism and hospitality development, marketing, and management.

The conference program provided a dynamic platform for authors to present their research through paper presentations and poster sessions. Renowned scholars and experts in the field delivered keynote addresses, and engaging panel discussions further enriched the conference experience. This setup ensured that authors had ample opportunities to share their research, gain insights from esteemed professionals, receive valuable feedback, and network with fellow scholars and industry practitioners.

We would like to express our sincere gratitude to all the authors who contributed their valuable research to this conference. Your contributions played a vital role in shaping the future of tourism research and practice. We also extend our appreciation to the staff and students who tirelessly supported this event and to our esteemed reviewers for their expertise and commitment to maintaining the high quality of the conference proceedings.

May the 19th Asia Pacific Forum for Graduate Students Research in Tourism be remembered as a fruitful and inspiring experience, fostering innovation, collaboration, and the advancement of knowledge in the exciting field of tourism and hospitality.

Thank you.

19th APF Conference Organizing Committee

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STAKEHOLDERS COLLABORATION AT RELIGIOUS FESTIVAL: THE CASE OF TIANHOU FESTIVAL - BINH DUONG PROVINCE, VIETNAM

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Abstract: Tianhou religious festival (TRF) has been widely promoted across Asia with long-established rituals and religious values that bring economic benefits to the tourism sector, especially in Binh Duong Province (BDP), this exquisite and meaningful festival bounded to the religious belief of local people has been an ultimate way for increasing the socio-economic development of the surrounding area. However, studies on Tianhou religious festival under the tourism lens have not been addressed adequately. This research explores the collaboration between stakeholders and the impact on the stakeholders in event management guided by the Stakeholder theory (ST). A snowball sampling was employed to recruit the respondents and the data were then transcribed and analysed using thematic analysis. The findings shown that the stakeholder theory and model formed from Stakeholder Theory are valuable even for recent time. However, in the Tianhou religious festival, key stakeholders' structure has been newly formed to fit with the current situation and visions of the province including two layers: the primary representing the Temple's management board and secondary stakeholders from government representatives. As the primary cause for failure in the festival organising process show consistency to previous studies are interpersonal and inter-organisational conflicts that arise pre and during the festival operation, the findings also show the process in solving the conflicts pre and during the festival operation. This research contributes to visualize the structure for stakeholders in the Tianhou - BDP festival and guide the key stakeholders in improving the same concept of event management in the future through stakeholders' collaboration.

Keywords: *stakeholders' collaboration, stakeholder theory, Tianhou Religious festival, tourism management.*

I. INTRODUCTION

As reported by UNWTO, religion is amongst the primary motivations for travelling with circa 600 million national and international religious voyages around the globe (UNWTO, 2014). Tourists often travel to events and festivals that are directly or

indirectly related to religions. Therefore, religious festivals as a sub-field of festival studies are becoming an interesting topic for researchers and local policymakers in enhancing and protecting local culture and economy. However, a limited number of studies specifically address stakeholder's analysis in religious festival contexts that gaps in how festival's stakeholders manage festival become more visible (Zhang et al., 2019). Thus, this study aims to 1) Identify the key stakeholders' structure guided by the stakeholder theory in the TRF; 2) Identify the process of managing conflicts that occur in the Tianhou religious festival.

II. LITERATURE REVIEW AND METHOD

A. Stakeholder theory by Freeman and its development

It is crucial for a festival to have a decent collaboration between groups of stakeholders, Stakeholder theory (ST) was established to elaborate the relationship between stakeholders and the organisation involved in an in-depth analysis of their interactions' moral and economic goals (Freeman, 1984). According to ST, there are seven groups of stakeholders including government, competitors, clientele/customers, employees, civil society, vendors or suppliers and shareholders (Stieb, 2009). Since the establishment of ST, many refinements have been made not only for the business sector but also for the tourism industry, especially in the event and festival management where there is a crucial requirement for seamless collaborations between various stakeholders from different backgrounds. In the festival context, festival stakeholders also play a crucial role in determining the success of a festival. Festival stakeholders have different power levels regarding the event, depending on their investment or importance to its success.

From Freeman ST, researchers in tourism field have develop different refinement models (table 1). However, as these models focus on music festivals and festivals that can gain back profit, there is a gap for developing a model that concentrate on non-profit

festival that heavily influenced on the government like TRF in Binh Duong.

Table 1.

Refinement models developed from Freeman Stakeholder Theory

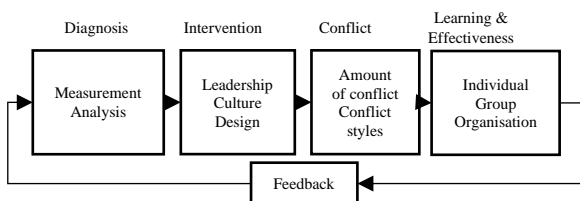
Year	Name of model	Researcher(s)
2002	Primary and secondary stakeholder	Arcodia & Reid
2002	Political market square (PSQ)	Larson
2006	Major stakeholder roles in festivals networks	Getz
2019	Stakeholder sandwich	Wallace & Michopoulou

B. Conflicts management

Literature on conflicts and conflicts' management is diverse and across different fields. In general, most definitions agree that a conflict involves two parties or more when one party perceives that its interests are negatively affected by other parties (Fink, 1968). According to Roloff's study, conflicts in an organisation arise when there are incompatible between members within their network or unaffiliated entities who use the services/products of the organization for their interest (Roloff, 1987). Social science literature on conflict's types shows four types of conflicts: interpersonal conflict, intragroup conflicts, intergroup conflict, and inter-organisational conflicts (Rahim, 2002). These types of conflicts also occur within tourism activities, especially during the festival organising process. Therefore, conflicts' management is key to avoid conflicts, the process of managing conflicts involves the processes of diagnosis on the conflict's types, amount, styles of handling conflicts, and intervention in the conflict that later will increase the level of learning and effectiveness of the organisation (Rahim, 2002) (Fig 1).

Fig 1.

Managing conflicts process



Source: Adapted from the managing process of conflicts by (Rahim, 2002).

C. Research methodology

A semi-structured interviews with the topic guide drafted along to aid both the respondents and the researcher during the interview session to explore the collaborations between stakeholders in solving conflicts. Snowball sampling which is a type of nonprobability sampling was used to collect the data. Respondents are assigned by the previous interviewee

within the cycle of Tianhou organisers to participate in the study. The data was collected in face-to-face semi-structured interviews with the total of 8 respondents as the answer extracted from these interviews become saturated and there is no other data that sparks in the interviews. The topic guide was also provided beforehand so the participants can be well prepared and guide both parties in focusing within the scope of discussion (Marshall & Rossman, 2014). It is, however, different from empirical studies that only have one set of topic guides for all respondents. There are different topic guides for interviewing respondents based on their role in the Tianhou Festival and whether they are from the private or public sector or NGOs. All interviews received consent from the individual and department, and the interview was conducted at their workplace. The interview was audio-recorded, and notes are also taken. However, the questions addressed during the actual interview session might not follow the exact topic guide for naturally flowing and continuous narration.

III. RESULT AND DISCUSSION

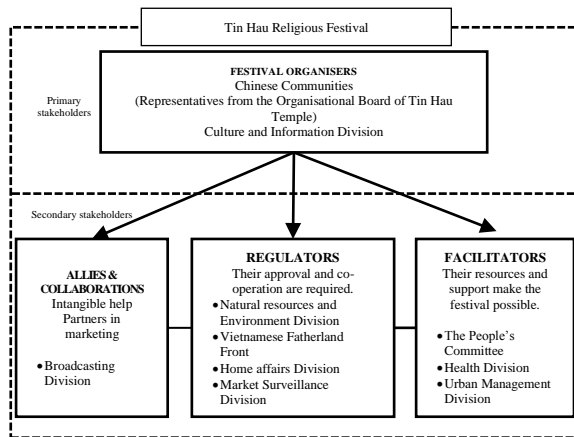
A. Stakeholders' structure

As stated in the empirical studies, Festivals need a collection of stakeholders to organise a festival (Sharples et al., 2014). Tianhou festival case in BDP is no different. The extracted data from the interview sessions with key stakeholders show that the Tianhou festival has a similar pattern in the structure of key stakeholders comparing to the previous model of (Arcodia & Reid, 2002) with two layers of primary and secondary stakeholders, and the major stakeholders' roles by (Getz et al., 2006). According to the two layers of the stakeholders' model, primary stakeholders are the main organisers; among the extracted data from respondents, Tianhou festival's main organisers including the Organisational Board of Tianhou Temple and the Culture and Information Division.

The Steering Committee, according to the interviewees' responses, has 23 members, they are from ten different divisions, including Home Affairs Division of TDMC, Natural resources and Environment Division of TDMC, Health Division of TDMC, Vietnamese fatherland front of TDMC, the Market Surveillance No 1 of TDMC, Urban Management Division of TDMC, Public's Security of TDMC, People's Committee of TDMC, Phu Cuong ward, Chanh Nghia ward, Hiep An Ward, Phu Tho Ward, Hoa Phu Ward, Hiep Thanh Ward. In the Tianhou festival, secondary stakeholders play roles as regulators, facilitators, and allies & collaborations. It is noticed that the Steering Committee only involved Government Divisions rather than having external stakeholders such as NGOs and Business investors. Their roles can further explain this peculiar structure in the festival organising process (Fig 2).

Fig 2.

Tin Hau religious festival in BDP, Vietnam - key stakeholders and roles



Source: Adapted from the primary and secondary stakeholder map by ARCODIA and the major stakeholders' roles in festival networks by GETZ 2006.

B. Analysis of conflict types, and the process of managing conflicts.

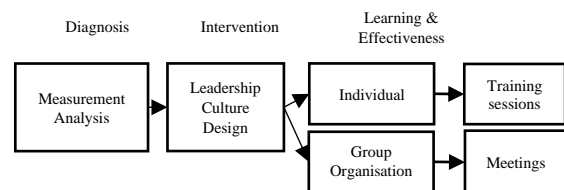
To manage the conflicts efficiently, it is important to identify who are the stakeholders involving in the organising and managing process of the TRF. In the case of TRF – Binh Duong Province, the findings shown the similarity in types of conflicts involving interpersonal and inter-organisational conflicts pre and during the festival operation. Interpersonal conflicts arise between members at the same level in an organisation (Wall Jr & Callister, 1995). However, in the TRF case, only one key stakeholder indicates that they experienced this type of conflict. Whereas interorganisational conflicts appear with external groups of people aside from the festival's organisation (Wall Jr & Callister, 1995). The TRF also face this type of conflict, specifically with businesspeople, tourists, and freelance journalists.

Managing conflicts' process: Even when conflicts arise, key stakeholders in the Tianhou festival have solutions to manage the conflicts before and during the festival. Key stakeholders agreed that conflicts are inevitable. It is, however, manageable. Empirical studies often concentrate on managing the conflict's process during the festival operation and less on planning and managing potential and existing conflicts before the festival starts. Extracted data from all interviewed stakeholders show that they organised meetings and training sessions before organising the festival to get to know each other, share experiences, and predict potential risks and conflicts to find solutions beforehand. In addition, coordinators and volunteers as stakeholders went through training sessions to understand their tasks in the organising

process and used these sessions to share experiences. The training sessions are often under the level of individuals and groups that have similar responsibilities. Whereas stakeholders from other divisions from the Government sector are gathered to organise meetings, the leaders of these meetings are the Culture and Information Division and the Organisational Board of Tianhou Temple. These meetings are the bridge in connecting key stakeholders' expectations, exchanging questions and experiences to establish good collaboration during the festival further, especially these meetings can also be used to evaluate the quality of the services providers that want to operate their business during the festival (Fig 3).

Fig 3.

The conflicts' managing process pre-festival

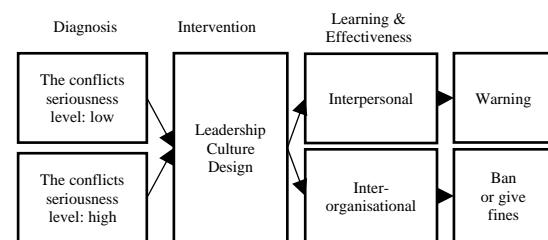


Source: Adapted from the managing process of conflicts by (Rahim, 2002).

From the meetings and training sessions, key stakeholders can tackle conflicts and manage them promptly and accordingly. For conflicts related to businesspeople, key stakeholders have a zoning policy and examination to scrutinise the quality and prices of the businesses operations, especially for food & beverages and parking lots business. With dragon and lion dance teams, key stakeholders also have specific solutions to manage when conflicts occurred. For conflicts from tourists, hawkers, and beggars, key stakeholders often based on the conflicts' level of seriousness to have the proper approaches. For cases of false news from freelance journalists, key stakeholders often promptly find them and give fines if needed. Each type of conflict might have distinguished solutions, but the overall process is the same (Fig 4).

Figure 4.

The conflicts' managing process during-festival



Source: Adapted from the managing process of conflicts by (Rahim, 2002).

IV. CONCLUSION

The study shows the consistency in frequent conflicts in the empirical studies, including interpersonal and interorganisational. These findings again prove that festivals' conflicts are inevitable, but it is manageable and are a part of the organising process that cannot be avoided but managed accordingly. Unlike the empirical studies, which often focus on one stakeholder, this study involves multi-stakeholders from different sectors to accomplish the research objectives. As conflicts often come from the business sectors, there is less chance for internal conflicts between stakeholders to occur by excluding the business sector from the organising system. The findings of this study indicate that the harmonised

collaboration between stakeholders' aid to the success of Tian Hou religious festival by having meetings prior and during and post festival. This study is a single case study-oriented, so the findings might not be representing for the whole scope of the Tianhou religious festival in other countries in specific and the festival tourism studies in general. Therefore, future studies on a similar topic can think of the idea of applying a mix-method to gather more respondents while keeping the data valid. Also, instead of focusing on one case study, future studies can be done on the concept of comparing the same festival that happens in different places to explore the similarity and dissimilarities between them that can add to the body of knowledge.

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A STUDY OF VIETNAMESE TOURISM UNDERGRADUATE STUDENTS: FACTORS INFLUENCING THE SELECTION OF PART-TIME JOBS AND CAREER OPPORTUNITIES

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Abstract: The study aims to determine how Vietnamese tourism students might realize their ambitions regarding the part-time jobs that they currently hold in order to gain a better understanding of how those aspirations might be achieved. The study used a cross-sectional descriptive correlational survey design to collect data from 461 tourism students in Vietnam. The results reveal that: students with a higher monthly average spending amount are more likely to continue working part-time jobs, characteristics connected with selecting part-time employment included factors such as enhancing one's financial capability as well as strengthening both professional and soft abilities. Nonetheless, academic achievement was a crucial reason for students to continue working part-time jobs besides their studies. The findings highlight the importance of access to financial support alternatives for students to balance working part-time and attending school successfully. The study also emphasizes the significance of academic achievement as a motivator for students to continue working part-time jobs.

Keywords: Student employment; tourism students; part-time jobs; money management; academic performance.

I. INTRODUCTION

Working part-time has been a common phenomenon in worldwide colleges and universities. However, research papers in this field in Vietnam are limited, especially in tourism- one of the most crucial driving forces for the economic development of Vietnam. The tourism industry in Vietnam has begun to show signs of recovery after the significant impact of the COVID-19 pandemic. As the industry rebounds, it is essential to prioritize the development and improvement of the workforce in order to meet the evolving demands and expectations of travellers.

Therefore, this study aims to explore determining factors to the intent of having a part-time job by using a representative sample of tourism undergraduates in Vietnam in the academic year 2021/2022. Based on the analysis of factors influencing students in looking part-time jobs, the study proposes solutions for universities and policy makers to support and ensure the rights of students, balancing personal aspirations and future career orientation. More importantly, it helps to ensure students' academic performance during a period of significant fluctuations and fierce competition nowadays.

II. LITERATURE REVIEW AND METHOD

A. Literature review

Several reasons for working while studying worldwide included 1) Financial problems (Hovdhaugen, 2015); 2) gaining work experience; 3) broadening the relationship network; 4) increasing soft skills (Creed et al., 2015; Sinaga, 2018). Aside from these reasons, working while studying also cause several disadvantages to students, such as dropping out (Darolia, 2014), lack of sleep, lower wage, limited time for studying (Smith & Patton, 2013), and physical and mental health problems (Carney et al., 2005), negative impact on academic performance (Curtis and Shani, 2002). To support and provide the best conditions for students to study, we explore the current situation to identify determining factors of students' part-time work.

B. Methodology

A cross-sectional descriptive correlational survey design was used to collect the data from October 2022

to December 2022. The Google online form of the questionnaire was sent to the tourism lecturers in the network. 461 students agreed to participate in the survey. After screening and processing raw data, 114 responses were excluded due to an invalid answer sheet.

C. Research instruments

The questionnaire for this study had four sections: items on background variables; item on if the students had a part-time job and if they had a demand for a part-time job; the reasons for part-time jobs among students; the effect of having a part-time job on academic performance (GPA) and the negative impacts of a part-time job on health and time management.

D. Statistical analysis

STATA 16 (StataCorp. LLC), a statistical software package, was used to determine the factors affecting the intention of students to have a part-time job. KMO and Bartlett's test was applied in the initial step. With a Kaiser-Meyer-Olkin coefficient of 0.924 and Bartlett's test with a sig of 0.00, the data satisfied the necessary conditions applying Exploratory factor analysis (EFA).

III. RESULT AND DISCUSSION

A. Factors design:

The study was conducted on six factors: Financial enhance purpose, Professional improvement purpose, Soft-skill improvement purpose, Learning-related consequences, Social related consequences, Heath related consequences.

B. The construct validity and reliability of factors:

The results as shown in Table 1 show that gender and improvement of soft-skills purpose positively affect the students' decision to choose a part-time job. In addition, average money spent per month, financial enhancement purpose, and professional improvement

purpose positively influence continuing to do part-time jobs among undergraduate students. Meanwhile, learning-related consequences have a negative effect on this decision. Regarding factors affecting part-time job satisfaction, higher monthly spending amount, higher financial enhancement purpose need, and higher professional improvement purpose lead to the more satisfied the students are with the part-time job they are currently doing. In contrast, the higher the family allowance, the less satisfied students tend to be with their part-time jobs.

Table 1.

The factors loading

Factor	Cronbach's alpha	Mean	SD
Financial enhance purpose	0.597	3.76	0.83
Professional improvement purpose	0.863	3.64	0.76
Soft-skill improvement purpose	0.904	3.82	0.75
Learning-related consequences	0.908	2.82	0.81
Social related consequences	0.733	3.49	0.79
Heath related consequences	0.856	3.26	0.93

C. Factors associated with college students' intentions with their current part-time job in Vietnam

Regarding factors influencing the decision to choose a part-time job as shown in Table 2 participants to increase finance or soft skills had significantly more satisfaction with a part-time job. Participants who wanted to enhance their financial ability and professional skills had a higher score in Continuing part-time jobs. Notably, people whose part-time jobs affected learning consequences discontinued part-time jobs (Coef.= -0.27, 95% CI= -0.39; -0.15, p<0.01).

Table 2.

Factors associated with the college students' intentions with current part-time jobs

Characteristics	Continue part-time job		Introduce part-time job for friends		Satisfy with a part-time job	
	OR	95% CI	OR	95% CI	OR	95% CI
Money management						
Average money spending per month	0.04**	0.00; 0.08	0.04*	-0.00; 0.09	0.11***	0.06; 0.16
Average money received from family, relatives, and sponsors	-0.03	-0.10; 0.05	0.02	-0.06; 0.10	-0.13***	-0.22; -0.04
Average money needed for living	0.05	-0.02; 0.11	0.00	-0.07; 0.07	0.04	-0.04; 0.12
Factors influence a decision on choosing a part-time job						
Financial enhance purpose	0.44***	0.33; 0.55	0.09	-0.03; 0.21	0.28***	0.15; 0.42
Professional skill improvement purpose	0.18**	0.01; 0.36	0.00	-0.19; 0.19	-0.05	-0.27; 0.17

Soft-skill improvement purpose	-0.05	-0.23; 0.12	0.33***	0.14; 0.53	0.33***	0.11; 0.55
Effect of a part-time job						
Learning-related consequences	-0.27***	-0.39; -0.15	0.06	-0.07; 0.19	-0.13*	-0.28; 0.01
Social related consequences	0.11	-0.03; 0.26	-0.12	-0.27; 0.04	-0.09	-0.26; 0.09
Health related consequences	-0.10	-0.22; 0.02	-0.00	-0.13; 0.13	0.00	-0.15; 0.15

*** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$

D. Discussion

The findings of our study are also consistent with previous research which indicate that both financial and non-financial factors affect job satisfaction. Another theoretical perspective that the study supported previous findings is that the reasons why students continue to work part-time and subsequent recommend to friends depending on the relatively high level of student financial needs.

From a practical perspective, doing part-time jobs can provide many benefits to tourism students. Therefore, from the findings of this study, we can draw up several practical implications. Firstly, it is necessary to appropriately disseminate and timely inform students about the government's financial aid package for poor students. Secondly, colleges and enterprises should implement cooperative activities to build up a favorable environment for students to practice/intern. Thirdly, universities can provide career counseling services to help students choose part-time jobs that align with their career aspirations and provide valuable work experience. In the same time, policymakers can consider implementing regulations that protect the rights of part-time student workers, such as setting

maximum working hours, job position, ensuring fair wages, and establishing mechanisms for addressing workplace grievances. This can help ensure that students are not exploited or mistreated while working part-time and can perform well academically.

IV. CONCLUSION

Part-time jobs can provide students with valuable work experience and enhance their skills, which can be beneficial in their future careers. Part-time jobs also provide students with an opportunity to earn money to support themselves financially, and they can gain valuable insights into the tourism industry. However, it is essential to balance part-time work with academic commitments to ensure that it doesn't affect their academic performance. Last but not least to recommend that the decision to do a part-time job should be based on individual circumstances and priorities.

Future studies may be expanded to provide a complete picture of students' assessment of part-time jobs and explore other latent aspects, such as regional culture.

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QUALITY OF TOURISM SERVICES AND CUSTOMER SATISFACTION AFTER THE COVID-19 EPIDEMIC IN HA LONG BAY

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Abstract: The purpose of this study was to empirically examine the causal relationship between the components of service quality and visitor satisfaction. The survey questionnaire is built with 40 items under 5 measures of service quality based on the SERVQUAL model. Data was collected from 378 domestic and international tourists in Ha Long Bay between March 2022 and March 2023. Results from the regression analysis show that Entertainment services, environmental landscapes, assurance, reliability, tangibility have a direct impact on tourist satisfaction. The study implies that service quality plays an important role as an incentive to improve visitor satisfaction levels. Therefore, to ensure the satisfaction of tourists, positive and sustainable efforts should be made to improve the quality of service.

Keywords: Quality of tourism services, customer satisfaction, Covid-19 epidemic, Ha Long Bay

I. INTRODUCTION

Nowadays, tourism plays a vital role in the economic development of nations. However, in February 2020, the Covid-19 epidemic hit and “dealt a fatal blow” to the tourism industry. Asia – Pacific is the region with the most damaged tourism industry in 2020 with a 53.7% decline in GDP, 18.4% decrease in the number of jobs compared to 2019. In Vietnam, tourism is determined to become a “spearhead” economic sector (Resolution 08 – NQ/TW of the Politburo on January 16, 2017). However, the restriction of travel because of the Covid-19 pandemic has caused many travel businesses to stop operating, exhausting financial resources; many workers have to quit their jobs temporarily or switch to other professions to make a living. After a long time being heavily affected by the epidemic, on March 15, 2022, localities across the country reopened tourism activities. As a famous tourist destination with two times recognized by UNESCO for its outstanding global values in landscape (1994) and geomorphology (2000), Ha Long Bay (Quang Ninh) is one of the top choices of tourists to visit and relax after the pandemic. In that context, we selected the topic “Quality of tourism services and customer satisfaction after the Covid-19 epidemic in Ha Long Bay” to identify and measure the influence of service quality factors on visitor satisfaction after the Covid-

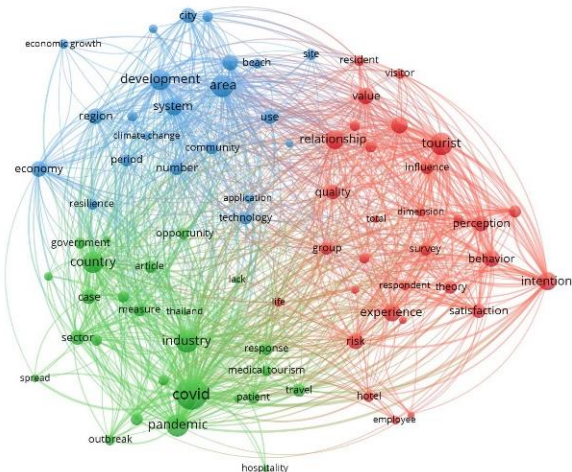
19 epidemic in Ha Long Bay, thereby proposing some solutions to improve.

II. LITERATURE REVIEW AND METHOD

A. Overview

Fig 1.

The main research direction in the total number of studies on the field of tourism is the survey of service quality and tourist satisfaction.



(Source: Analysis from VOSviewer)

B. Research Methods

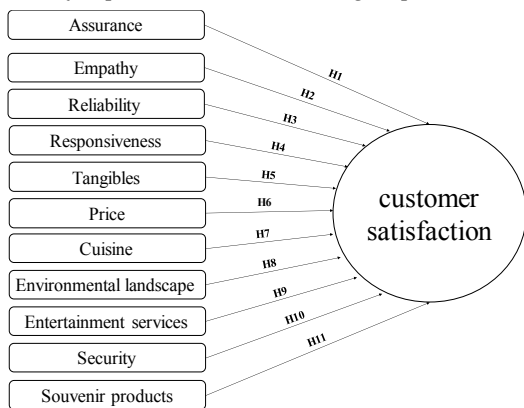
Methods used: Secondary data collection methods, bibliometric research methods, focus group discussion methods, field research methods, expert interview methods, questionnaire survey methods.

C. Analytical framework

Proposed research hypothesis: Assurance, empathy, reliability, responsiveness, tangibility, price, cuisine, environmental landscape, entertainment services, security, souvenir products have a positive impact on tourist satisfaction.

Fig 2.

The research model proposal includes 11 factors: assurance, empathy, reliability, responsiveness, tangibility (Parasuraman et al., 1985), price (M Taleghani et al., 2011), cuisine (M Caber & T Albayrak, 2018), environmental landscape (AbrahamPizam et al., 1978), Entertainment services (Mai Ngoc Khuong et al., 2018), Security (M Taleghani et al., 2011., YH Chin et al., 2019), Souvenir products (Bui Nhat Vuong & Nguyen Thi Thanh Huyen, 2021); at the same time based on the results of expert consultations and group discussions.



III. RESULT AND DISCUSSION

A. Measurement Test

IBM SPSS 22 software was used to analyze the quantitative data in this study. In this study, calculated Cronbach’s alpha values for all scale exceeds the minimum acceptable alpha value of 0.60 (Nunnally, 1978; Phan & Matsui, 2012). The analysis results show that the reliability of the observed variables has Cronbach's Alpha coefficient (>0.7) and the correlation coefficient between the observed variable and the total (>0.3) reaches the standard threshold.

Table 1. Reliability test

Measurement constructs	Number of items	Cronbach’s Alpha	Mean	Standard Deviation
Reliability	5	0,858	4.40	0.167
Responsiveness	4	0,899	4.01	0.105
Tangibles	4	0,711	4.16	0.227
Assurance	4	0,837	3.41	0.344
Sympathy	5	0,912	3.96	0.132
Price	3	0,858	3.85	0.39
Cuisine	3	0,887	3.87	0.90
Environmental landscape	3	0,940	3.99	0.95
Security	3	0,838	4.32	0.221
Souvenir products	3	0,850	4.46	0.12
Entertainment services	3	0,897	3.92	0.75

Table 2.

Contents of questionnaire survey

1. Reliability	STC
Service providers in Ha Long Bay perform service delivery in accordance with commitments to customers	STC1
When a customer has a problem, the service provider shows a sincere interest in solving the problem	STC2
The service provider does the right service the first time	STC3
The service provider delivers the service on time as promised	STC4
The service provider performs the service accurately, without any errors	STC5
2. Responsiveness	SDU
Staff are always ready to help customers	SDU1
Staff provide service to customers quickly	SDU2
Staff are always ready to respond to customers' requests	SDU3
Staff let customers know when to use the service	SDU4
3. Tangibility	SHH
Facilities at Ha Long Bay look very eye-catching	SHH1
A complete and modern equipment system	SHH2
Staff dressed politely and professionally	SHH3
Documents and images introducing tourism services are arranged scientifically, convenient	SHH4
4. Assurance	SDB
Staff are always welcoming and friendly to customers	SDB1
Employees are qualified to solve customer problems	SDB2
Customers feel safe when making transactions with service providers	SDB3
Professional communication staff create trust for customers	SDB4
5. Empathy	SDC
Service providers in Ha Long Bay always pay special attention to customers	SDC1
Staff at Ha Long Bay care about customers' needs	SDC2
Staff at Ha Long Bay understand the needs of customers	SDC3
Service providers in Ha Long Bay are always interested in creating the best benefits for customers	SDC4
Ha Long Bay arranges a convenient network and transaction time for customers	SDC5
6. Price	SGC
Ha Long Bay implements many promotions and service discounts for tourists	SGC1
The price of sightseeing and using services in Ha Long Bay is suitable for all types of visitors	SGC2
Service price commensurate with quality	SGC3

7. Cuisine	SAT
Delicious, appetizing food	SAT1
Unique and different cuisine	SAT2
Rich and diverse specialties	SAT3
8. Environment landscape	SHD
Unique and attractive landscape	SHD1
Fresh natural environment	SHD2
Fine climate	SHD3
9. Entertainment services	SGT
Various entertainment programs	SGT1
Unique and attractive entertainment programs	SGT2
Recreational activities are held regularly	SGT3
10. Security	SAN
Security and order guaranteed	SAN1
There's been a robbery	SAN2
Street vendors pull, "rip off" tourists	SAN3
11. Souvenir products	SLN
Souvenir items are rich and diverse	SLN1
Souvenir items are delicately designed/manufactured with high aesthetic value	SLN2
Souvenirs are made from environmentally friendly materials	SLN3

B. EFA factor test

Table 3.

Results of factor analysis

	Factor						
	F1	F2	F3	F4	F5	F6	F7
SGT2	.879						
SGT3	.828						
SGT1	.809						
SHD1	.802						
SHD2	.775						
SDC2		.907					
SDC5		.865					
SDC3		.852					
SDC1		.688					
SDU3			.869				
SDU1			.834				
SDU2			.822				
SAN2			.654				
SGC1				.862			
SLN2				.796			
SAT2				.783			
SAT3				.777			
SAT1				.712			
SDB2					.749		
SDB3					.746		
STC1						.613	
STC2						.603	
STC4						.555	
STC3						.505	
SHH1							.774
SHH3							.772
SHH2							.680
SHH4							.636

There are 7 factors drawn with the ability to explain 79.3% of the variation of the data: Entertainment Services, Environmental landscape (F1), Empathy (F2), Responsiveness, Security (F3), Price, Souvenir products, Cuisine (F4), Assurance (F5), Reliability (F6), Tangibility (F7). KMO coefficient = 0.840 (> 0.5), and Bartlett test has Sig value. = 0.0.

C. Data analysis

A multiple regression model is constructed with CS as the dependent variable and Entertainment Services, Environmental landscape, Empathy, Responsiveness, Security, Price, Souvenir products, Cuisine, Assurance, Reliability, Tangibility as the independent variables. Prior to regression analysis, correlation analysis is conducted.

Table 4.
Correlation analysis results

		Correlations							
		F1	F2	F3	F4	F5	F6	F7	CS
F1	Pearson Correlation	1							
	Sig. (2-tailed)								
	N	300	300	300	300	300	300	300	300
F2	Pearson Correlation	-.019	1						
	Sig. (2-tailed)	.740							
	N	300	300	300	300	300	300	300	300
F3	Pearson Correlation	.466*	.321**	1					
	Sig. (2-tailed)	.000	.000						
	N	300	300	300	300	300	300	300	300
F4	Pearson Correlation	.330*	-.550**	-.108	1				
	Sig. (2-tailed)	.000	.000	.062					
	N	300	300	300	300	300	300	300	300
F5	Pearson Correlation	-.159*	.504**	.208*	-.479**	1			
	Sig. (2-tailed)	.006	.000	.000	.000				
	N	300	300	300	300	300	300	300	300
F6	Pearson Correlation	-.026	.296**	.335*	-.389**	.331**	1		
	Sig. (2-tailed)	.652	.000	.000	.000	.000	.000		
	N	300	300	300	300	300	300	300	300
F7	Pearson Correlation	.437**	.234**	.487**	-.053	.193*	.273**	1	
	Sig. (2-tailed)	.000	.000	.000	.356	.001	.000	.000	
	N	300	300	300	300	300	300	300	300
CS	Pearson Correlation	.371**	-.292**	-.232*	.389**	-.380**	-.360**	-.123*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.033	
	N	300	300	300	300	300	300	300	300

** Correlation is significant at the 0.01 level (2-tailed).

The correlation coefficient results table shows that, the significance level of testing the correlation of the dependent variable for independent variables from F1 to F7 all have Sig. (2-tailed) < 0.05, statistically significant. Dependent variable CS has a linear relationship with 7 independent variables.

Table 5.
Results of model regression analysis

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.533	.682		8.111	.000		
	F1	.792	.086	.552	9.207	.000	.556	1.798
	F2	-.020	.078	-.015	-.254	.800	.568	1.759
	F3	-.488	.083	-.346	-5.866	.000	.573	1.746
	F4	.055	.078	.044	.708	.480	.524	1.907
	F5	-.200	.090	-.123	-2.225	.027	.649	1.540
	F6	-.206	.082	-.132	-2.514	.012	.728	1.374
	F7	-.198	.084	-.130	-2.360	.019	.656	1.524

a. Dependent Variable: CS

R² 0.417

R² Adjusted 0.403

If we take the value of R2 to be the explanation power of regression model, these 7 service quality variables can clearly explain 40.3% of the variation of the customer satisfaction. Considering the beta coefficient of each independent variable and its significant level, we found that Entertainment Services, Environmental landscape, Responsiveness, Security, Price, Souvenir products, Cuisine, Assurance, Reliability and Tangibility show the significant impact on Customer satisfaction. Among them, Entertainment Services and Environmental landscape expresses the strongest impact on Customer satisfaction with highest coefficient value of 0.792. Next are the variables Tangibility, Assurance, Reliability. However, Empathy, Responsiveness, Price, Cuisine, Security, and Souvenir products are independent variables that do not show a significant impact on tourist satisfaction.

Table 6.
The results of hypotheses testing

Hypotheses	Result
H1: Assurance has a positive impact on tourist satisfaction	Support
H2: Empathy has a positive impact on tourist satisfaction	Reject
H3: Reliability has a positive impact on tourist satisfaction	Support
H4: Responsiveness has a positive impact on tourist satisfaction	Reject
H5: Tangibility has a positive impact on tourist satisfaction	Support
H6: Price has a positive impact on tourist satisfaction	Reject
H7: Cuisine has a positive impact on tourist satisfaction	Reject
H8: Environmental landscape has a positive impact on tourist satisfaction	Support
H9: Entertainment services have a positive impact on tourist satisfaction	Support
H10: Security has a positive impact on tourist satisfaction	Reject
H11: Souvenir products have a positive impact on tourist satisfaction	Reject

The results of data analysis highlight the most significant impact of entertainment services, environmental landscape on tourist satisfaction. After the Covid-19 pandemic, tourists often tend to go to places with beautiful and fresh natural scenery for the purpose of rest, relaxation and health promotion. With a unique and rare landscape, Ha Long Bay easily attracts and becomes the top attractive destination for domestic and international tourists, meeting the trends and tourism needs of all visitors after the epidemic. Therefore, landscape is considered as the differentiating factor between destinations when they make judgments. This is similar to the research results of Tran Trung Vy (2018). Tangibles represent a significant impact on customer satisfaction. The level of comfort and modernity of the facilities system, the attractiveness of the decoration of the lighting system in the caves in Ha Long Bay are considered as important factors creating the satisfaction of visitors. This result was confirmed by the studies of Bang Thi Van (2016). Research results confirm the significant influence of assurance and reliability factors on tourist satisfaction after the Covid-19 epidemic in Ha Long Bay. This finding was highlighted in the study of Tran Trung Vy (2018). After the Covid-19 pandemic, safety becomes even more important for tourists. They will prioritize choosing destinations with low epidemic levels, safety procedures for epidemic prevention and control, and knowledgeable, skilled and professional staff. One suggestion for management is to develop modern technology applications in service delivery.

IV. CONCLUSION

This study uses the SERVQUAL scale to empirically investigate the impact of tourism service quality components on customer satisfaction after the Covid-19 epidemic in Ha Long Bay. Data is collected from a survey of 378 domestic and international tourists in Ha Long Bay. The analysis results show a close relationship between service quality measures and customer satisfaction. The results from the regression analysis identify the factors that have a significant influence on tourist satisfaction after the Covid-19 pandemic in Ha Long Bay: Entertainment Services, Environmental landscape, Tangibility, Assurance, Reliability. Empathy, responsiveness, security, price, souvenir products, and cuisine are factors that do not show a statistical impact on tourist satisfaction.

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PROMOTING HOSPITALITY AND TOURISM EMPLOYEES' GREEN BEHAVIORS: A COMPLEXITY THEORY APPLICATION WITH A FUZZY-SET QUALITATIVE COMPARATIVE ANALYSIS

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Abstract: There is a global campaign urging companies and people to act responsibly toward the environment to lessen the deteriorating environmental conditions. Due to their substantial reliance on natural resources, hospitality and tourism companies frequently face environmental criticism. As a result, as a countermeasure to the increasing environmental problems, some hospitality and tourism businesses are adopting environmentally friendly approaches, resulting in an increasing number of hospitality brands labeled as green. However, companies are sometimes unable to achieve their environmental objectives because they fail to acknowledge that both consumers and employees must work to accomplish environmental protection aims. Employee conduct at work has a bearing on the viability and effectiveness of environmental protection in the hotel and tourism sectors. Therefore, the fuzzy-set qualitative comparative analysis (fsQCA) is utilized to look into the drivers of employee intention for environmentally-responsible behaviors in the workplace using a complexity theory to combine the components of the Value-Belief-Norm theory (VBN) and Theory of Planned Behavior (TPB). A sum of 368 valid responses was gathered from hospitality and tourism employees who are expected to be environmentally conscious at the workplace in the US. The study offers nine causal alternative models to increase employees' environmentally responsible workplace behavioral intention and twelve causative circumstances associated with low green conduct intentions. The study

ascertains the combined VBN theory factors (environmental value, new ecological paradigm, problem awareness, ascribed responsibility, and sense of obligation to the environment) that predict employees' green behavioral intention at the workplace. Also, the current study establishes the interplay between TBP factors (attitude, subjective norms, and perceived behavioral control) in affecting hospitality and tourism employees' green behavioral intention at the workplace. Moreover, the optimum combination of both VBN theory and TPB factors (environmental value, new ecological paradigm, problem awareness, sense of obligation to the environment, ascribed responsibility, attitude, subjective norms, and perceived behavioral control) in influencing employees' green behavioral intention at the workplace is shown in this study. Given that existing studies on green behaviors in the hospitality and tourism industry are skewed toward customers, the current study provides a perspective on employees' green behavioral intention. The results of this study will aid operators and managers of pro-environmental hospitality and tourism businesses in enhancing their workers' green habits at work. Future research could investigate the green behavioral intentions of employees by exploring different relevant factors and theories to ascertain other factors that could account for employees' high and low green behavioral intentions.

Keywords: employees, green behavior, sustainability, workplace, fsQCA.

DETERMINANTS OF HOSPITALITY AND TOURISM WORKERS' GREEN BEHAVIORS: A DEEPER INSIGHT INTO THE BEHAVIORAL REASONING THEORY (BRT) APPLICATION

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Abstract: One important aspect of sustainability in the hospitality and tourism industry is the promotion of green behavior among workers. The adoption of green behaviors by hospitality and tourism workers is critical for the industry's overall sustainability, as employees are often on the front line in terms of interactions with customers and the implementation of environmental policies. However, little research has been conducted on the determinants of these behaviors, and how employees can be influenced to become more sustainable. Thus, this study examines the determinants of hospitality and tourism workers' green behavior using behavioral reasoning theory (BRT). A quantitative research approach is used, by administering 263 questionnaires and analyzing them using the fuzzy set approach. The fsQCA results show that the outcome variable of approach intentions for green behaviors at work is affected by the sufficient configurations of human values, reasons for and against green behaviors, global motives for green behaviors, and anticipated emotions. Necessary condition analysis is implemented to determine whether there are necessary conditions to form approach intentions for green behaviors at work. None of the configurations exceeds the required 0.9 for the consistency of the proposed threshold. This indicates that

no single antecedent condition is identified as necessary for evaluating approach intentions for green behaviors at work. This paper is one of the first to assess the determinants of workers' green behavior using BRT and adopting the fuzzy set approach within the hospitality industry. The results obtained from fsQCA can be used as a basis for green hotel brands, employee behavior supervision, leadership science, corporate philosophy, and sustainable practices in the hospitality and tourism industry. Managers and training institutions in the hotel and tourism sector must be aware that the degree of employees' pro-environmental intentions at work depends on sufficient configurations of factors related to human values, reasons for and against green behaviors at work, global motives, and anticipated emotions. Considering that the sample scope was employees in the hotel and tourism industry and there are differences between employees' green behavior in other industries, the research findings should be applied cautiously in generalizing to employees' approach intentions for green behaviors at work in other industries.

Keywords: *green, sustainability, behavioral reasoning theory (BRT), value, emotion, benefit, organizational support.*

WHAT LIES BENEATH: UNTAPPED POTENTIAL OF RELIGIOUS & PILGRIMAGE TOURISM. AN INDIAN PERSPECTIVE OF GLOBALISATION WITH A HEART

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Abstract: The paper aims at exploring available scientific literature on history (a) of civilisations, (b) of spirituality (*technically termed as faith / belief / religion / ideology*), (c) of spiritual (*religious / pilgrimage*) tourism, and also about (d) modern literature on spiritual tourism research. In general, the paper tries to identify the clustering pattern existing (if any), in other words, to analyse and identify whether there exists any clustering pattern when it comes to civilisations, spirituality, spiritual tourism and research works on spirituality and spiritual tourism. Scientific research works on ancient civilisations shows a clustering formation of works towards Indus Valley Civilisation (IVC), more than 2000 compared to very few on other ancient civilisations, indicating that IVC is the oldest and the only *living civilisation*. Similarly, abundant ancient Sanskrit literature from India on spirituality (worshipping anything and everything under the sun which sustains life on earth) and all branches of sciences having its connection to IVC also shows a clustering pattern that the spirituality originated from India and spread across the globe. Technically the spirituality is known in India from ancient time onwards is Sanatana Dharma, later on named as Hinduism. The global statistics on religious and pilgrimage tourism visitations proves beyond doubt the influence of IVC, and shows that the top four (4) as well as seven (7) out of the top twenty (20) locations are from India, which accounts for more than fifty

(50) percentage of visitors. This again proves the clustering pattern of the prominence of India and its spirituality having direct linkages to IVC. But when it comes to modern research works on spirituality (religious and pilgrimage), majority of the works are on Christianity (51%), followed by Sanatana Dharma (12%), Islam (9%), Buddhism (7%) and Judaism (2%). Around 19% on comparative analysis. This shows a clustering pattern towards European / Western (Christian) ideology, where majority of the publishers are from that region, showing an information asymmetry. The result of the study clearly provides logically acceptable evidences that there exists a clustering pattern when it comes to civilisations, spirituality, spiritual tourism and research works on spirituality and spiritual tourism, where prominence is seen in the case of IVC. The ideology followed in ancient times and also in the present scenario by India is on “*Welfare-economy*” rather than “*Warfare-economy*”, in other words this can be termed as “*Globalisation with a Heart*” in contrast to what the European and western countries practice, namely, “*Globalisation without a Heart*”. This is a big lesson to be learned for a bright future when it comes to promoting spiritual (religious and pilgrimage) tourism.

Keywords: *Ancient Civilisations, Spirituality, Spiritual Tourism, Clustering, Welfare Economy, Warfare Economy.*

ECONOMIC IMPACTS OF LAOS TOURISM ENHANCING THE LINKAGE BETWEEN TOURISM EXPORT VALUE AND TOURIST PROPENSITY TO SPEND

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Abstract: Tourism is one of Laos' primary contributors to economic growth, and the sector has been prioritized by the socio-economic development of the Laos Government for 2021-2025. Tourism has been a major generator of foreign currencies of its high export value despite the limited resources of a land-lock country. This study examines the linkages between the primary sector, including agriculture-forestry, and electricity production, the secondary sector, which encompasses textile manufacturing and transportation, and the tertiary sector, which comprises tourism. Time series

data from 1995 to 2020 were employed for the multiple regression analysis through the Ordinary Least Square model. The preliminary results reveal that agriculture-forestry, electricity, and textile production have a positive relationship and are statistically significant with tourism receipts. Nonetheless, the transportation sector does not have a significant relationship with the tourism sector in Laos.

Keywords: *Sectorial linkages, tourism receipts, time series data.*

EFFECT OF LUXURY TOURISM EXPERIENCE SHARING ON SOCIAL NETWORKING SITES ON TRAVEL INTENTION: THE ROLE OF BENIGN ENVY AND CULTURE DIFFERENCES

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Abstract: The sharing of luxury travel experiences has become common in the advanced digital era, which might affect potential customers' behavior. Specifically, when friends (writers) posted their luxurious trips on social networking sites (SNSs) such as Facebook, it influenced the travel intentions of other friends (receivers) under a social comparison mechanism. Despite the pervasive nature of social comparison on SNSs, a comprehensive understanding of how benign envy influences the efficacy of conspicuous sharing remains insufficient. Furthermore, the majority of studies in this field have been conducted primarily in singular culture such as the USA, China, and Pakistan, with little attention paid to research cross-culture differences. As a result, there exists a significant research gap concerning the impact of friends' sharing positive conspicuous travel experiences on SNSs on the intentions of peers to visit tourist destinations cross-culture differences (collectivist vs. individualist). Thus, the purpose of this study is to investigate the effect of sharing travel experiences on other potential customers' travel intentions cross-culture differences the USA and Vietnam. 219 and 262 people participated in Study 1 and Study 2 respectively. A 2(product type: Luxury vs. non-luxury) x 2(social ties: Friend vs. acquaintance) in study 1 and a 3(product type: Luxury vs. non-luxury vs. control) x 2(Cultural differences: Collectivist vs. individualist) in study 2 were used to achieve the study's aim. ANOVA and process macro were used to analyze the data. The results of study 1 in vacation scenarios showed that the peers showed higher feelings of benign envy when they were in the luxury and friend condition than those in the other conditions ($F = 58.801, p < .001$). Study 2's results highlighted the important roles of benign envy as a mediator ($F(2, 259) = 9.675, p = 0.0001$) and cultural differences as moderator ($F(3, 258) = 14.040, p < 0.001$) in shaping customers' travel intentions. Our findings provide a valuable opportunity for luxury tourist destination managers to leverage social media as a powerful tool and pay attention to cultural differences. By encouraging consumers to share visually captivating images of their luxurious experiences, managers may help to increase future customers' travel intentions.

Keywords: *Travel intention, social comparison theory, benign envy, social networking sites, cultural differences.*

I. INTRODUCTION

The luxury travel service market has experienced rapid growth, surging to a substantial value of 1.28 trillion in 2022 (Grand View Research, 2023). Noticeably, due to the proliferation of social media platforms, hotel/destination managers are actively undertaking extensive marketing efforts to boost positive reviews across a range of social networking sites (SNSs) (tom Dieck et al., 2017). For instance, managers of luxury hotels/destinations employ marketing campaigns on SNSs such as Facebook and Twitter, aiming to motivate customers to enthusiastically share their exceptional hotel/destination experiences (Alansari et al., 2018). Sharing such customer experiences might increase travel intention, which might contribute to the luxury market value.

Sharing luxury travel experiences, which has become common in the advanced digital era, might affect potential travelers' behavior and decision-making (Tsiakali, 2018). For example, recent research shows that more than 20 percent of American travelers' choice of destinations is affected by the posts made by their friends and relatives on SNSs such as Facebook and Instagram (U.S. Travel Association, 2016). This might be because reviewers consider review writers (friends and relatives) as like-minded peers (Chan et al., 2017), perceive the reviews as trustworthy, and trigger feelings of benign envy through social comparison (Feng, Yang, et al., 2021; Hajli et al., 2018; Lin, 2018; Liu et al., 2019). Consequently, the investigation of how and why sharing travel experiences affecting potential travelers' behavior has received significant attention from both researchers and business managers.

Previous studies have identified social comparison as the principal mechanism that impacts decision-making when individuals view reviews from their peers on SNSs (Feng, 2021; Verduyn et al., 2020). More specifically, numerous studies have revealed that exposing friends' and relatives' sharing their tourism experiences tends to elicit benign envy among individuals (Latif et al., 2020; Lin, 2018; Liu et al., 2019). This emotional response, in turn, plays a positive role in shaping their intention to visit a tourist destination (Hajli et al., 2018; Latif et al., 2020; Lin, 2018; Liu et al., 2019).

Such feelings substantiate the power of peer influence on individuals' travel consumption behavior.

Although the social comparison theory suggests that the comparison process varies for individualist/collectivist cultures (Song et al., 2019), which might have an impact on customers' decision-making differently, previous studies show inconsistent results. For example, social comparisons are more prevalent in collectivist cultures compared to individualist cultures, particularly in offline contexts (Pillai & Nair, 2021). However, Song et al. (2019) have contradicted this notion, stating that no significant cultural difference exists in the orientation toward social comparison, both offline and online. Hence, there is a need for more research regarding culture differences in social comparison, especially, how these differences affect travelers' behavior (Latif et al., 2020).

However, to the best of our knowledge, most related studies have paid attention to sharing experiences eliciting social comparison, which affects customers' decision-making in a singular country such as the USA (Liu et al., 2019), China (Feng, Yang, et al., 2021; Lin, 2018), and Pakistan (Latif et al., 2020). In addition, no other study comparing a Western nation and an Asian nation exists. Therefore, to fill these gaps above, this paper aims to examine how Western (the USA - individualist) and Asian (Vietnam - collectivist) cultures differ in social comparison when viewing peers' sharing travel experiences on Facebook, which ultimately affects other potential travelers' behavior.

II. LITERATURE REVIEW, METHOD, AND RESULTS

A. Experiment design of study 1

Participants and procedures. 219 Vietnamese people participated in the study (85 men, 134 women; Age $M = 36.44$, $SD = 8.29$). A 2(product type: Luxury vs. non-luxury) x 2(social type: Friend vs. Acquaintance) between-subject factorial designs was used to measure peers' feelings of benign envy.

B. Results of study 1

Table 1.

Tests of Between-Subjects Effect

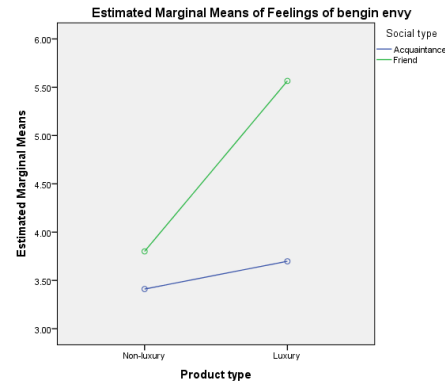
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	142.453 ^a	3	47.484	58.801	.000
Intercept	3562.224	1	3562.224	4411.201	.000
PT	55.250	1	55.250	68.418	.000
ST	66.850	1	66.850	82.782	.000
PT * ST	28.629	1	28.629	35.453	.000
Error	173.621	215	.808		
Total	4004.438	219			
Corrected Total	316.074	218			

a. R Squared = .451 (Adjusted R Squared = .443)

An individual showed higher feelings of benign envy ($M = 4.104$, $SD = 1.204$) when they were in the luxury and friend condition than those in the other conditions than those in other conditions, with $F = 58.801$, $p < .001$ (see Table 1 and Fig 1).

Fig 1.

Estimated marginal means of feelings of benign envy



C. Experiment design of study 2

Participants and procedures. 262 Vietnamese and American people participated in the study (87 American, 175 Vietnamese; Age $M = 33.14$, $SD = 6.31$). A 3(product type: Luxury vs. non-luxury vs. control) x 2(cultural differences: Collectivist vs. individualist) factorial designs was used to measure travel intention.

To rule out a potential alternative explanation, we include a Rosenberg's 10-item scale of self-esteem.

D. Results of study 2

The Cronbach's Alphas of two items of travel intention and three items of benign envy were 0.704 and 0.748 respectively. The mean (standard deviation) of travel intention benign envy were 4.042 (1.488) and 3.608 (1.277). Moreover, the effect of self-esteem on travel intention was insignificant, so that we exclude self-esteem in the further analysis.

Table 2.

Results of moderated mediation

Antecedent	Consequent					
	M			Y		
	Coeff.	SE	P	Coeff.	SE	P
X	-2.366	0.645	0.0003	-0.093	0.117	0.424
M	—	—	—	0.285	0.073	0.0001
W	-0.952	0.911	0.0014	—	—	—
X x W	0.846	0.359	0.0192	—	—	—
Constant	10.571	1.759	<0.001	3.187	0.398	<.001
	$R^2 = 14.03$			$R^2 = 0.065$		
	$F(3, 258) = 14.040$, $p < 0.001$			$F(2, 259) = 9.675$, $p = 0.0001$		

The effect of sharing luxury travel experience on travel intention was statistically insignificant, $\beta = -.093$, ($SE = .117$), $p > .05$. The effect of benign envy on travel intention was

statistically significant, $\beta = .285$, ($SE = .0073$), $F(2, 295) = 9.675$, $p = .0001$. Furthermore, benign envy was affected by cultural differences ($\beta = -.952$, ($SE = .911$), $p = .0014$). The interaction between sharing luxury travel experience and cultural differences affected benign envy, $\beta = .846$, ($SE = .395$), $F(3, 258) = 14.040$, $p < .001$. The conditional indirect effect of product type on purchase intention via benign envy with a 95% confident interval and CI did not include zero. Moreover, the moderated mediation impact of cultural differences was significant, $\beta = .169$, ($SE = .098$), with a 95% confident interval CI = .0012, .3902 (see Table 2).

III. DISCUSSIONS

The study aims to examine how sharing luxury travel experiences affects travel intention and how individualist and collectivist cultures differ in social comparison when viewing peers' sharing travel experiences on Facebook, which ultimately affects other potential travelers' behavior. The study's results reveal that exposure to a friend's sharing luxury travel experience triggers peers' feelings of benign envy, which ultimately affects their travel intention. Furthermore, cultural differences were moderated this relationship.

First, similar to previous studies (Latif et al., 2020; Lin, 2018; Liu et al., 2019), our results reinforce the important

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- Second, unlike previous studies that suggest no cultural differences in social comparison (Song et al., 2019), which affects travel intention, this study highlights the significant impact of cultural differences on travel intention. This can be explained as the very nature of interdependence invites social comparison, as the communal, collectivistic self must look to others to get a sense of social standards, norms, and values. Hence, they show higher benign envy and higher travel intention.

IV. CONCLUSION

The present study investigates how sharing luxury travel experiences affects travel intention. It is shown that potential travelers' intention is affected by viewing a friend's posting luxury travel experiences on SNSs. This sharing triggers benign envy and ultimately affects peers' travel intention. However, this study only examines travel intention, which does not always lead to actual purchases. Further research should investigate this effect on customers' actual purchase behavior.

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A CONCEPTUAL PAPER OF THE MEDIATING ROLE OF ROBOTIC TRUST BETWEEN HUMAN TASK CHARACTERISTICS AND EMPLOYEE JOB PERFORMANCE IN HOTEL INDUSTRY

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Abstract: It has been a long history of human issues in the hotel industry such as emotional labor, over-reliance on casual labor, discrepancy of job performance, unpleasant working condition, etc. that impact the outcome of the service. The introduction of service robots is expected to combat these human issues. Although the robotic solutions in hotel industry are yet limited to the minor tasks such as cleaning robots and delivery robots, it is estimated that over 375 million workers worldwide would be retrained for a new role as the automated labor would be progressively increased in coming. However, Henn-na Hotel (the world-first robotic hotel) has abandoned its robotic staff as they bungled the service operations. It creates doubts to the hoteliers of how possible service robots would dominate the future labor force. Therefore, effective deployment of robots becomes increasingly important to the managers who are to ensure robots would bring positive impact to the enhancement of the overall performance. Trust is an essential element in human-computer interaction, so as the human-robot interaction. It is suggested that an effective deployment of robots is subjected to the cognitive trust and affective trust level between the user and the robotic device. Cognitive trust plays a dominant role in the determination of trust. Yet, it has been argued that affect-based trust will take a more significant role in the overall perceived trust only if the users do not have sufficient knowledge of the systems. Given the task characteristics of hotel and industrial sector are different in nature, and the

cognitive trust and affective trust towards robots could be varied according to the cognitive bias and equity theory.

This paper intends to fill the gap in understanding the mediating role of trust in human-robotic trusts in the hotel setting and its corresponding impact on the self-related improvement of job performance through the application of robots. It reviews the literature of trust in technology and robotic applications and investigates the difference between cognitive and affective trust on service robots and their corresponding impact on the employees' self-related improvement in job performance. It will also discuss the potential attributes that influence the level of trust in service robots according to the task characteristics of the hotel industry. It highlights the relationship between task characteristics and trusting belief and its impact on the intended purpose of the robotic application. It will provide practical contributions to the hoteliers such as providing recommendations on an effective deployment of service robots by considering the human task characteristics and taking consideration of the employees' affective trusting beliefs towards robotic applications. For the academic contribution, this paper will develop a task-based employee-robot trust theoretical framework and suggest the potential attributes of its measurement scale.

Keywords: *Hotel robots, human-robotic trust, cognitive trust in robots, affective trust in robots.*

FILM TOURISM'S IMPACT ON DESTINATION AWARENESS IN ONLINE COMMUNITIES. A STUDY OF "A TOURIST'S GUIDE TO LOVE"

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Abstract: In recent years, researchers have debated the effectiveness of film-induced tourism as a means of destination promotion. Previous empirical studies on this topic have confirmed the favorable effects of film tourism on destination image and how it increased audiences' motivation to visit the debuted sites. However, the scope regarding audiences' perception in online communities has received little attention, as past studies focused mainly on on-site qualitative and quantitative interview methods with spectators. For this reason, a netnographic analysis will be conducted in the research to determine how viewers perceived and reacted to the destination picture, where it was shot, on social media/online communities. As a case study, "A tourist's guide to love," a newly released Netflix blockbuster depicting various Vietnamese landscapes, was chosen as a topic of conversation for targeted audiences. Comments and interactions on social media platforms (YouTube) and movie critic websites (Rotten Tomatoes and IMDB) were selected for qualitative data analysis using

thematic approach, and they were analyzed by the analysis tool MAXQDA. Results using netnography approach indicated that, online viewers expressed their opinions about the debuted place in the film in three cognitive, conative, and affective dimensions, although the frequency varied depending on their nationality and whether they have visited the presented area or not. The study findings will contribute to the existing literature of film-induced tourism by presenting a netnographic notion of audiences and demonstrating how advertising a place through a film can influence audience behavior on social media groups. This can also be considered as a resource for policymakers and authorities looking for successful strategies to promote national tourism to both international and domestic markets via movies.

Keywords: *Film Tourism, Destination promotion, Audiences' perception in online community.*

HOW TO INVOLVE WORKING HOLIDAY MAKERS INTO DESTINATION BRAND BUILDING - A CASE STUDY IN AUSTRALIA

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Abstract: In recent years, working holiday tourism is popular on social media among young group, thus, gained increasingly more attention from industry and academy. Working holiday makers (WHMs) are all young people with high education background based on the requirements of working holiday visa from the destination countries, and they are legally allowed to work during their journey. In particular, a great number of WHMs choose to work in the tourism and hospitality industry, so they could understand more about local tourism information. As a kind of sojourner, WHMs are different from normal tourists and local residents. While these young generations actively shared their experience on social media, they are likely to share more objective opinions and live details of the destinations. Thus, these more valuable and authentic contents are likely to attract more young generation's interest to join the working holiday travel. However, the role of WHMs in destination marketing rarely gain attention by both industry and academy. Therefore, it is meaningful to understand how to encourage WHMs to participate in the brand building of tourism destination.

For WHMs, their experience related to hospitality and tourism industry mainly includes the working experience as employees and the travel experience as tourists; therefore, this study takes into account both job satisfaction and tourist satisfaction as the antecedents of their subjective well-being (SWB), which can influence their branding building behavior on social media. Destination branding is significant in tourism marketing, and its development on social media highly depend on those brand builders. Furthermore, this study discusses how can tourism destination take good care of WHMs as their internal customers (industry employees) and external customers (tourists), in order to cultivate destination branding.

WHMs who work in hospitality and tourism industry in Sydney, Perth, Melbourne, Brisbane and Darwin are selected as the objects. These five cities are the best places to live for working holiday makers according to the official recommendation of Tourism Australia. Both quantitative and qualitative approaches will be used in this research. First, this

study would collect data from objects by purposive sampling method and distributing online questionnaires through social media (nearly 500 valid questionnaires). Questionnaires includes the measurement of job satisfaction, tourist satisfaction, SWB and destination brand-building behaviors. Demographics information such as gender, ages, nationality, monthly income and educational background would also be involved. Second, researchers would invite nearly 50 WHMs as interviewees to further understand whether their satisfaction and SWB would influence their destination brand building behavior. And also, whether or not they were attracted to this destination because of other WHMs sharing on social media.

To the best of our knowledge, most research only focus on WHMs from certain single country such as China or Korea. However, the destinations attract WHMs from different countries with various cultural backgrounds. Therefore, considering the practical level of tourism destination, it is meaningful to include more WHMs from different countries during the research. Meanwhile, this research highlights the WHMs' role as both employees and customers in hospitality and tourism industry, and thus, stressing industry to pay attention to their working satisfaction, tourist satisfaction and SWB.

As for practical contribution, this research make effort to raise WHMs gain increasingly more attention from industry. Normally for hospitality and tourism employers, WHMs are good source of labor force. However, they should also understand the value of WHMs for destination marketing, and therefore, care for their satisfaction and SWB during work. The WHMs who get higher level of SWB are expected to actively show destination brand building behavior. For example, they are expected to be more willing to promote the destination to friends and relates, and even attracting more potential working holiday makers, no matter online or offline. Also, they are expected to be more friendly and helpful when serving the customers and tourists.

Keywords: Working holiday makers, destination brand building, job satisfaction, tourist satisfaction, subjective well being.

EXPLORING FEMALE COLLEGE STUDENTS' SOLO TRAVEL TRAJECTORIES

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Abstract: Solo travel is a new trend in the tourism industry during the COVID-19 pandemic, especially for female tourists. Previous studies suggested that the generation Z has started to become the new market for the tourism industry. This research used semi-structured interviews to explore the motivation, travel experience, and personal development for the female college students' solo travel. In this research findings, female college students' motivations are included (1) freedom, (2) flexibility, (3) being alone, (4) escape from their comfort zone, and (5) exploring and searching for identity. Affective experience and social experience are the two elements of experience during female students' college solo travel, which both included positive and negative experiences. The positive affective experience is mainly for being alone; yet, loneliness, travel inconveniences, and language barrier are the negative ones. The positive social experiences included meeting new friends, interacting with others, and exploring local culture; whereas the negative experience included sexual harassment, discrimination, and concern about personal threats. Finally, personal development after female college students' solo travel can be divided into behavioral development and personal transformation. Behavioral development can be referred to enjoying solitary and changing perspectives; personal transformation included enhancing self-esteem and dealing with things flexibly. As a result, it is believed that the findings from this study can assist the tourism practitioners to understand the female college solo traveler's behavior and provide a new direction in study female solo traveler.

Keywords: Solo travel, female college students, travel motivation, female college travel experience, personal development.

I. INTRODUCTION

Since the outbreak of COVID-19 at the end of 2019, the tourism industry has been affected by the government's epidemic prevention policies, such as border controls, city lockdowns, and self-health management (Abdullah et al., 2020). As a result, travel behaviors have gradually changed due to concerns about social distancing. According to Booking.com (2020), the number of people planning to travel alone has started to increase from 17% before the pandemic to 30% after the pandemic. In addition, the keyword search for 'solo travel' on Google has grown by 131%

from 2016 to 2019 (Ferries, 2020). The above statistics indicate the growth of solo travel in the tourism market. Abdullah et al. (2020) pointed out that social distancing is an important consideration for travelers after the pandemic, and thus, tourism patterns have shifted from group travel to individual travel. In this respect, solo travel may become a preferred travel mode for post-pandemic tourists. However, current studies mostly have investigated solo travelers' motivations from a quantitative approach, the true reasons behind them are still unknown. Therefore, this study will delve into the underlying reasons for solo travelers to fill the gap in the current literature.

According to Ferries's (2020) study, 84% of solo travelers are women. In addition, Agoda conducted a survey on solo travelers in 2018 and found that 38% of solo travelers in Asia belonged to Generation Z (Agoda, 2018). Similarly, Klook's report indicated that 76% of tourists are considering or planning to travel alone, of which 80% are from Generation Z (Klook, 2019). College students of Generation Z are likely to become significant in the future tourist market, especially for female college solo travelers. In light of this, this study aims to explore the motivations for and travel experiences of female college solo travelers.

Coelho et al. (2018) categorized the types of emotions that arise from memorable travel experiences into positive and negative and further divided them into inward and outward emotions. Positive inward emotions include reward, freedom, recognition, nostalgia, and refreshment, while positive outward emotions include happiness, joy, enthusiasm, liveness, and excitement. Negative inward emotions refer to fatigue and frustration, while negative outward emotions refer to fright, despair, and anxiety.

According to Skyscanner (2021), reasons for restricting solo travel include personal safety, feelings of loneliness, helplessness, and higher budget constraints, which are closer to personal limitations. Su (2021) indicates that when women come into contact male strangers while traveling alone, both positive and

negative situations may occur. Positive situations include tidbits of travel, acts of kindness, company, and friendship, and affective relationships, while negative situation can include sexual harassment, which can also be a constraint for women who want to start traveling alone (Su & Wu, 2020, 2021). Previous studies have also noted that solo female travelers usually encounter sociocultural limitations, especially in traditional Asian cultures that prioritize males over females (Seow & Brown, 2018; Su & Wu, 2021). In this respect, female college students may have positive and negative situations and travel experiences while traveling alone. However, previous studies have predominantly focused on mature women, there remains a gap in our understanding of the travel trajectories of female college students who travel alone. Based on the aforementioned, the objectives of this study are to explore the motivations driving female college students to travel alone, to unveil their solo travel experience, and to understand the personal development they obtain from solo travel.

II. LITERATURE REVIEW AND METHOD

A. Female solo travel motivation

Motivation is defined as inner process that simulate an individual to have psychological or physical needs (Kleinginna & Kleinginna, 1981). Maslow's hierarchy of needs (Maslow, 1981) and the travel career ladder (TCL) (Pearce, 1988) are widely applied for the study of travel motivation. Maslow's hierarchy of needs proposes five categories of individual's needs, including physiological needs, safety needs, belonging and love needs, esteem needs, and self-actualization needs (Maslow, 1981). Furthermore, Pearce's TCL is based on Maslow's hierarchy of needs, including relaxation, stimulation, relationship, self-esteem and development, and fulfillment (Pearce, 1988). Previous literature shows that travel motivations are physical relaxation and mental escape from reality. The definition of female solo traveler is travelling without companions, and preferring to have flexible plans and self-guided tours (Su & Wu, 2021). Moreover, the motivation of female could be divided into four categories: (1) freedom and flexibility, (2) escape, (3) lack of companion, and (4) search of identity (Seow & Brown, 2018).

B. Solo travel experience

Experience is defined as an affective event or situation. Travel experience includes creating value for tourists (Bianchi, 2016), thus the value and satisfaction of travel experience will be affected by the interaction between individuals (Walls et al., 2011). According to Coelho et al. (2018), there are three core process of memorable tourism experience (MTE): ambience, socialization, and emotion and reflection.

- Ambience: This affects the most during the travel process. While tourists are collecting resources and

planning for travel, they connected their personal experiences with the culture from the destination.

- Socialization: This relationship is structured between people and may be established through communication, practical actions, and customer service while traveling. Moreover, the relationship between people and local area is also a result of socialization.

- Emotion and reflection: This is the core of a memorable tourism experience. Every memorable experiences includes unforgettable emotions, whether they are positive or negative.

Furthermore, the emotion in memorable tourism divided into four types, including positive-outward (i.e., reward, freedom, recognition), positive-inward (i.e., happiness, excitement), negative-outward (i.e., fatigue, frustration), and negative-inward (i.e., fright, anxiety) (Coelho et al., 2018). This shows that emotion is a major element in the travel experience. Therefore, according to Su and Wu (2021), positive encounters include tidbits of travel, acts of kindness, companionship, friendship, and affective relationships.

C. Personal development

For personal development, the scope of this research is focused on females in Generation Z, and most of whom are college-aged. Therefore, this research adapts Chickering and Reisser's (1993) seven stages of personal development to discover the personal development of Generation Z. The seven stages are: (1) developing competence, (2) managing emotion, (3) moving through autonomy toward interdependence, (4) developing mature interpersonal relationships, (5) established of identity, (6) developing purpose, and (7) developing integrity.

This research used semi-structured interviews to explore the motivation, travel experience, and personal development of female college students' solo travel. The semi-structured interview format allowed interviewers the flexibility to adjust the questions for each participant during the interview (Maxwell, 2012). A total of eight participants were interviewed, and the age range was mainly between 21 and 29 years old. Participants' travel destinations can be divided into Taiwan and abroad. Most of the participants have had at least three solo travel experiences. Thematic analysis was used to analyze the textual data with the aid of the NVivo 11 computer software.

III. RESULT AND DISCUSSION

Based on the findings from interviews, solo travelers' trajectories can be categorized into motivations, travel experiences, and personal development. First, the motivations for female college students to travel alone included five key factors, namely, (1) freedom, (2) flexibility, (3) being alone, (4)

escape from their comfort zone, and (5) exploring and searching for identity.

Second, affective and social experiences are the two elements of experience during female college students' solo travel, which included both positive and negative experiences. Positive affective experience identified from the data was mainly for being alone; yet, loneliness, travel inconveniences, and language barrier were the negative ones. Being alone and loneliness seemed to be the two sides of the same coin. Solo travelers who travel by themselves "passively" were likely to feel lonely while being alone in contrast to solo travelers who deliberately travel by themselves.

Positive social experiences included: meeting new friends, interacting with others, and exploring local culture; whereas the negative experience included: sexual harassment, discrimination, and concern about personal threats. Most female student solo travelers have chances to meet people from different countries or the locals while they stay at the hostel. They got the opportunity to exchange culture or ideas and even became companions during travel. This extends from the motivation of escape, helping them to step out of their comfort zone and try new things during solo travel. On the contrary, negative social experiences such as sexual harassment and discrimination usually happen to female college student solo travelers when travel abroad.

Finally, personal development after female college students' solo travel can be divided into behavioral development and personal transformation. Behavioral development can be referred to as enjoying solitary and changing perspectives, while personal transformation included enhancing self-esteem and dealing with things flexibly. Female college students who travel solo are usually limited by travel budget compared with mature female solo travelers, thus their travel periods are usually 1-3 days, and they mostly travel to domestic destinations. Furthermore, female college students who travel solo abroad were mostly during exchange programs or even studying abroad. As a result, it is believed that the findings from this study can assist tourism practitioners to understand female solo travelers' behavior and provide a new direction in the study of female solo travelers.

IV. CONCLUSION

Previous studies pertaining to solo travelers have mostly focused on mature travelers. This study explores female college students belonging to Generation Z, who are expected to play a significant role in the future tourism market. It is believed that the findings of this study can provide new insights into understanding solo female college travelers and assist tourism practitioners to design suitable products to cater to the needs of this new emerging market.

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THE EFFECT OF FOOD INVOLVEMENT AND COMMUNITY COMMITMENT ON THE RELATIONSHIP BETWEEN FOODSTAGRAMMING MOTIVATIONS AND INTENTION

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Abstract: With the rapid development of social media on the internet, the forms of user-generated content (UGC) on social media platforms have become diverse. Consumers have developed a phenomenon of taking their food photos before actually consuming their meals, which is called “foodstagramming”. Researchers have pointed out that there is a lack of studies providing a clear understanding of the motivations behind this phenomenon. A questionnaire survey method was adopted in this study. The questionnaire was distributed through an online platform, SurveyCake, using a purposive sampling method to recruit respondents who habitually engage in foodstagramming. Data were collected and analyzed using statistical software by SPSS 23.0 and SmartPLS 4. The main findings of this study are as follows: (1) food involvement and community commitment have a significant positive impact on foodstagramming motivations; (2) the partial foodstagramming motivation has a significant positive impact on behavioral intention; (3) the foodstagramming motivation of enrichment of dining experience partially mediate the food involvement and community commitment on behavioral intention. This study reveals the influence of food involvement and community commitment on behavioral intention. Market segmentation based on consumer clusters assists restaurant operators in considering consumers' needs, management, and marketing strategies.

Keywords: *User-generated content, Foodstagramming, Food involvement, Community commitment*

I. INTRODUCTION

The trend of user-generated content (UGC) is becoming increasingly popular. Instagram has become the top choice for the majority of young people when using social media. Nowadays, sharing food-related photos through “Foodstagramming”, the practice of sharing food-related photos, proves that social media platforms have become one of the primary ways of social interaction (Ferdian et al., 2019). Research on foodstagramming in the existing literature is still inadequate (Lin et al., 2022), and there is little research providing a clear understanding of the motivations

behind this phenomenon (Vila et al., 2020). The objectives of this study are: (1) to understand the current behavior and future development of foodstagramming, (2) to validate the possibility of using the foodstagramming scale in research conducted in the Taiwanese context, (3) to examine the effects of different foodstagramming motivations on the intention to engage in foodstagramming, and (4) to examine the effects of food involvement and community commitment on foodstagramming motivations and the intention to engage in foodstagramming.

II. LITERATURE REVIEW AND METHOD

A. Foodstagramming

Foodstagramming refers to the act of taking pictures of food or beverage and sharing them on social networking sites (Wong et al., 2019). Ryan and Deci (2000) proposed the Self-Determination Theory (SDT), which can be divided into autonomous motivation and controlled motivation. It consists of two parts, namely, intrinsic motivation and extrinsic motivation (Deci & Ryan, 2013). Wong et al. (2019) proposed five motivations driving foodstagramming, namely, self-expression, enrichment of dining experience, social connection, virtual community engagement, and special occasion memories. The foodstagramming scale has demonstrated good reliability and validity in both studies.

B. Food involvement

Food involvement refers to the importance of food in a person's life (Bell & Marshall, 2003). Food involvement may be the strongest factor motivating consumers to engage in interactions, although highly food-involved consumers may not necessarily participate in virtual communities (Jacobsen et al., 2017). Foodstagramming involves many behavioral motives and goals, and food involvement provides

researchers with a means to understand the relationship between food and consumers. Therefore, it is considered one of the influencing factors to be explored in this study.

C. Community commitment

Commitment plays an important role in consumer engagement in social media behavior and is a significant predictor of sustaining relationships (Chen et al., 2014). Kusumasondjaja (2017) suggests that social media commitment reflects the degree of emotional attachment an individual has to a specific online community. People with higher affective commitment will show higher levels of intrinsic motivation (Shen et al., 2018).

D. Behavioral intention

Behavioral intention refers to a person's clear statement of intention to engage in a particular behavior (Chen, 2016), and it is considered an important factor in predicting behavior. Javed et al. (2021) conducted a study to explore the factors that lead to the intention of posting food photos. Pember et al. (2018) found that entertainment and showing off home-made food were the two motivations that exert significant influence on the intention to post food-related photos.

E. Questionnaire survey design

This quantitative study adopted a survey approach and utilized a questionnaire to gather data. Measures of foodstagramming motivations were adapted from Wong et al. (2019) and included 27 items (which included 5 sub-dimensions: self-expression, enrichment of dining experience, social connection, virtual community engagement, and special occasion memory). Measures of food involvement were adapted from Bell and Marshall (2003) and included 5 items. Measures of community commitment were adapted from Apaolaza et al. (2020) and included 5 items. Measures of behavior intention were adapted from Zhang et al. (2021) and included 3 items. Each scale item was assessed using a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree).

F. Data collection

A purposive sampling was used to select respondents who had taken and shared food photographs on social media platforms in Taiwan. Data were collected from an online survey platform, the SurveyCake, between 14 March 2023 and 19 April 2023. A total of 539 individuals visited the online survey and 302 responded, with a response rate of 56.03%. After deleting 16 invalid responses, 286 valid samples remained, with a valid response rate of 94.7%. The data were analyzed with the IBM SPSS 23.0 and SmartPLS 4 statistical software.

III. RESULT AND DISCUSSION

A. Socio-demographic profile of the respondents

The majority of the respondents were between 21 and 30 years of age (77.6%). The primary social media for sharing food photography was Instagram (91.3%). The top foodstagramming motivations considered most important by the sample were "enrichment of dining experience" ($M = 5.76$; $SD = .865$). Among the demographic variables, only educational level showed significant differences in self-expression and food involvement.

B. Structural equation modeling analysis

During the validity testing of the measurement models, three items in the foodstagramming motivation scale were removed because their standardized factor loadings fell below .5 (Hulland, 1999). The composite reliability index was also calculated for all constructs, and all values were over the recommended threshold of .7 (Hair et al., 2019). The average variance extracted (AVE) was ranging from .508 to .768. By Fornell-Larcker criterion, the square root of the AVE for each construct on the diagonal is greater than the correlation coefficients between the constructs. This demonstrates good reliability and validity in the study. Results of the structural model show that food involvement has a significant impact on the foodstagramming motivations, with "self-expression", "enrichment of dining experiences", "social connection" and "special occasion memories" having a significant effect ($\beta = .188, p < .005$; $\beta = .326, p < .001$; $\beta = .252, p < .001$; $\beta = .139, p < .05$). Community commitment has a significant impact on the foodstagramming motivations, with "self-expression", "enrichment of dining experiences", "social connection", "virtual community engagement" and "special occasion memories" having a significant effect ($\beta = .500, p < .001$; $\beta = .289, p < .001$; $\beta = .498, p < .001$; $\beta = .580, p < .05$, $\beta = .154, p < .05$). Two foodstagramming motivations have a significant impact on the intention to engage in foodstagramming, with "enrichment of dining experiences" and "special occasion memories" having a significant effect ($\beta = .348, p < .001$; $\beta = -.143, p < .005$). Enrichment of the dining experience has a partial mediation effect on the relationship between food involvement ($\beta = .114, p < .001$) and community commitment ($\beta = .101, p = .003$) in behavioral intention.

IV. CONCLUSION

This study provides an important opportunity to advance the understanding of foodstagramming behavior in an Asian context. Additionally, this study investigates the effects of the antecedents constructs of motivation, food involvement and community commitment. In terms of theoretical contributions, this study validates the foodstagramming motivation scale

for the first time in Taiwan. Two out of the five underlying dimensions of foodstagramming motivations had significantly affected behavioral intention and food involvement and community commitment in the model exerted significant influences on both motivations and behavioral intention. The results offer useful practical insights for restaurateurs or hospitality marketers. The visual aesthetics, special memories, and social values of food and eating should be given greater consideration. For example, given the importance of the “enrichment of dining experiences” motivation, restaurant practitioners may emphasize on food presentation and

the atmosphere of the dining experience to encourage foodstagramming behavior.

B. Limitations and future research directions

One of the major limitations of this study is its region-specific sample and most of the respondents belonged to the younger age group. Future research may replicate this study in different cultural and socio-demographic contexts. Alternatively, interviews can be conducted with hospitality businesses to inquire about the marketing effects of encouraging consumers to engage in foodstagramming behavior.

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FORMATION OF THE NATIONAL MODERN IDENTITY CULTURE OF VIETNAM

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Abstract: This paper explores the role of traditional and modern culture in shaping Vietnam's national identity, with a focus on the impact of cultural industries on this formation. The paper provides a theoretical background on the concept of identity, which has interdisciplinary characteristics, and examines the three main approaches to defining national identity: personal, sociological, and civilizational. The author utilizes the historical, literary, and interpretive methods to examine the formation of Vietnam's national modern identity in popular culture, providing a comprehensive understanding of the role of popular culture in shaping the country's national identity.

Keywords: *National identity; popular culture; globalization.*

I. INTRODUCTION

Globalization is a general trend in the development of the modern world. It is both an opportunity and a great challenge for countries emerging from colonial domination, developing, and risking dependence on developed, more prosperous, and stronger capitalist countries. Some bourgeois theorists (Friedman, 2005) have emphasized cosmopolitanism and advocated the globalization of the world economy, political system, culture, and all spiritual needs of all peoples of the world.

When faced with a situation like this, many nations must simultaneously safeguard their national identities and build their economies, which entails participating in the globalization and unification processes. Every country in the process of formation and development should not lose or fade away to endanger the destruction of its national identity (Habermas, 1990). The preservation, education and promotion of national identity are really important issues, as is the fight against cultural assimilation in the modern global context. One of these problems - the problem of national identity - is the subject of this scientific work.

The focus of this research is to examine the role of both traditional and modern culture in shaping the national identity of Vietnam. Specifically, the study will explore the impact of the cultural industries in modern Vietnam on the formation of this identity. To achieve this aim, the study will analyze the role of key cultural aspects such as Vietnamese traditional puppet

theater on the water, Ao Dai women's dress and Vietnamese traditional crafts.

II. LITERATURE REVIEW AND METHOD

A. Literature review

The study of national identity in the context of globalization is at the intersection of various, but at the same time closely interrelated and overlapping scientific discourses (XXII World Congress of Philosophy, 2008). The concept of identity is regarded as a philosophical category, a category of social knowledge, a category of psychological knowledge, and a category of multidisciplinary knowledge (Lamont, M., & Molnár, V, 2002). Thus, this term acquires an interdisciplinary character. The expansion of the meaning of the term "identity" is since the social reality reflected by this concept has shifted. The richness of shades of national identity issues reflects its real scope and versatility.

The development of identity and identification problems has been actualized since the middle of the XX century. This is largely since the concept of "identity" has become widespread in various branches of scientific knowledge in connection with the assertion of a non-classical paradigm of social research in them (Bauman, 2002)

In general, approaches to the definition of the concept of national identity can be conditionally divided into three main groups: personal, sociological, and civilizational.

According to the first approach, the concept of identity is very actively developing in modern psychology and is the object of analysis of many different directions (Erikson, 1968) (Burns, 1986) (Mead, 1930) (James) (Jung, 1994) (Giddens, 1991) (Fromm, 2009). Of which, Erickson (1968) has an outstanding representative of the psychoanalytic method of studying identity. He introduces the concept of crises of personal identity and emphasizes their inextricable connection with the crises of the development of society. In brief, the personal approach mainly explores the processes of individual identity or individual culture and personal identity.

Regarding the second approach – sociological one, sociologist Giddens (1991) deals with society and its relationship with the construction of self-identification. The past development and the present state of modernity is a fundamental sociological problem that he develops to characterize the ways of organizing and reproducing a social system through the interaction of agents and groups through the application of rules and means (Polyakova, 2017). The identity of a modern person turns out to be an important factor that is subject to constantly evolving control. Giddens (1991) refers to the concept of "self", focusing on the individual's own "I". In other words, the sociological approach explores the complex relationships between individual and collective identities, social groups and civilizations mediated by thought processes.

Lastly, the civilizational approach focuses on the national identity of civilizations as separate socio-cultural historical subjects. Jade thinks: "Civilizational identity can be conceptually defined as a category of socio-political theory, denoting the identification of an individual, a group of individuals, a people, etc. by their place, role, system of connections and relationships in a particular civilization." (Jade, 2008)

B. Methodology

The research utilized various methods to examine the formation of Vietnam's national modern identity in popular culture. Firstly, the historical method, which includes comparative and diachronic analysis, was employed to reconstruct the history of Vietnam's identity formation. Secondly, the literary method was used to analyze and characterize the works of Vietnamese and international writers relevant to the topic. Lastly, the interpretive method allowed us to trace the influence of various factors on the formation of modern cultural identity in Vietnam. These methods provided us with a comprehensive understanding of the role that popular culture has played in shaping Vietnam's national identity.

The analysis of the scientific literature on identity issues allows author to conclude that this problem is considered from different sides and is being investigated by specialists of various scientific disciplines. The developed methods, in our opinion, are quite applicable for studying the formation of national identity in the modern popular culture of Vietnam since Vietnam with a population of about 100 million is also one of the most "active players" in the process of exchange and international integration. In modern Vietnamese culture, the problem of national identity is being developed in connection with the study of the national identity of traditional culture, that is, within

the framework of a civilizational approach. Raised the question that national identity is a question of the formation of modern national thought, first of all, should be the object of philosophical reflection, and then the basis of national ideology and national identity.

III. RESULT AND DISCUSSION

The research conducted has significant contributions to both theoretical and practical aspects. In terms of theory, the study revealed the link between the classification of identity and the formation of national identity in Vietnam with its Agricultural Civilization. On the practical side, the research found that Vietnamese people have embraced their cultural heritage as a means of defining their contemporary identity. The revival and modernization of traditional clothing such as Ao Dai is a prime example of this trend. The study suggests that this cultural re-appropriation has helped promote a sense of national identity and pride among the Vietnamese people.

The study emphasizes the importance of popular culture, specifically the cultural industries, in shaping Vietnam's national modern identity. The unique cultural phenomena analyzed, including the puppet theater on the water, Ao Dai, and folk crafts, have played a vital role in reflecting and preserving the national identity of the Vietnamese people. Despite the influences and borrowings from other cultures, these cultural aspects have retained their distinctiveness and remained integral to Vietnam's cultural heritage. The research highlights the significance of preserving and promoting national identity in the face of globalization and the role of popular culture in this process.

Overall, the study contributes to the understanding of how national identity is formed and shaped in the context of Vietnam. The findings of this research can inform policy decisions and cultural initiatives aimed at safeguarding and promoting national identity in the face of globalization.

IV. CONCLUSION

In conclusion, we can say the following all three phenomena of Vietnamese culture involved for analysis – puppet theater on the water, Ao Dai, folk crafts – best reveal the formation of the national identity of the people of Vietnam, since they are unique phenomena of Vietnamese culture, formed in ancient times, transformed over the centuries and, despite the active borrowing of achievements of other cultures, enriched by they did not lose their identity and uniqueness.

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SUSTAINABLE TOURISM DEVELOPMENT IN LY SON (QUANG NGAI PROVINCE): CHALLENGES FOR A SMALL ISLAND

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Abstract: Ly Son is an island district of Quang Ngai province and is an example of a small island with an area of just over 10 square kilometers. In particular, this island possesses a rich and diverse tourism resource system, becoming its own advantage for tourism development. However, with the characteristics of a small island, Ly Son is facing many challenges in sustainable tourism development related to capacity, resource limitations, environmental pollution and diversity biology, seasonality in tourism, socio-cultural issues and national security. Further studies on challenges and level of challenges are highly recommended to better understand our results and offer solutions for the sustainable tourism development of Ly Son island.

Keywords: *sustainable tourism development, small island, Ly Son island.*

I. INTRODUCTION

The attraction comes from the unique history, diverse coastal and ocean ecosystems, indigenous cultural values of the islands, especially small islands, which are increasingly attracting the attention of tourists. Therefore, in the world, island tourist destinations are always the most attractive places for tourists. This increases the opportunities for tourism development but also exposes small islands to many challenges.

Ly Son - an island district of Quang Ngai province, with an area of just over 10 square kilometers, can be considered as a small island. This island possesses a system of tourism resources in nature and culture, which is considered attractiveness and competitive advantage in tourism development. However, with the limitations of a small island, Ly Son is facing challenges when aiming for sustainable tourism development. This study clarifies the challenges facing the island now and in the future. The research results are not only meaningful for tourism activities of Ly Son island but also are lessons for other tourist islands of Vietnam, especially small islands.

II. METHODS/APPROACHES

The database for making the study includes primary data and secondary data. Primary data was collected through direct observation method:

approach, review, collect data from practice in Ly Son island. Secondary data are collected from state administrative documents, domestic and foreign scientific research works, articles on reputable websites, etc.

Classification technique combined with systematization to arrange the data into a logical system strictly according to each different scientific problem. Techniques of analysis and synthesis to analyze document sources, select the necessary information for the research topic; then synthesize documents according to the issues to be studied.

III. RESULT AND DISCUSSION

A. Ly Son Island in Tourism Context

Ly Son is a pre-consumption island in Quảng Ngai province and is located in the northeast of this province. Ly Son Island has all the characteristics of an island with strong tourism development. This island belongs to the group of tropical islands - the most attractive to tourists; it is a small island, just over 10 km², the coastline is over 25 km; 15 nautical miles from the mainland (about 28 km), visitors who want to go to the island can go by speedboat, departing at Sa Ky Port (taking from 30 to 45 minutes); including Big island, Small island and Mu Cu island.

In terms of natural value, Ly Son is characterized by volcanic geology. This island also has many scenic spots characterized by volcanic geological tectonics and many of them have been recognized as national-level scenic spots. Biological resources in the coastal waters of Ly Son island are also relatively rich and diverse. Around Ly Son island, there exist a number of ecosystems, the most important being coral reefs and seagrass beds.

In terms of cultural value, this small island contains precious and extremely rich treasures. Archaeologists have confirmed that the earliest inhabitant class of Ly Son island is Sa Huynh resident who existed about 3,000 years ago. Following the Sa Huynh culture class is the Champa culture. The Vietnamese have had more than 400 hundred years of living here. Many cultural values

have been acclimatized and created, bearing a very specific cultural identity of the sea and islands. At present, the islanders also perform traditional beliefs and festivals such as fishing festival, Nghinh Ong festival, boat racing ceremony, etc. On the island, there are also many ancient cultural and historical relics on the island. such as communal house, Am Linh temple, pagoda, Ong fish temple, etc.

In particular, Ly Son is the homeland of the Hoang Sa navy - cum managing Bac Hai since the Nguyen dynasty. Therefore, this small island also plays a very important role because it is storing many evidences for the affirmation of Vietnam's sovereignty over the sea and islands.

Nowadays, Ly Son is also known as the "garlic kingdom" which has a famous brand name and is the most delicious specialty of the country, bringing very high economic value to the people on the island.

With the common advantages of an offshore island and its own unique values, Ly Son has many opportunities to develop tourism. In recent years, this small island has become a new destination and attracts the attention of visitors. The number of visitors to Ly Son increases rapidly every year. Before 2015, there were only a few small motels on the island, now the whole island has 133 accommodation establishments, including 14 hotels, 57 motels, 62 homestays with 1,069 rooms; at peak times, it can serve over 3,000 guests/day. Tourist services have actually become the key industries, the number of workers only 35%, but contributes more than 50% of the local economic structure (N.V. Vy, 2021). These are good signs for the tourism development of Ly Son. It proves that, besides fishing and farming, tourism can also contribute to the socio-economic development of the island district. Tourism is a new wind that brings freshness, dynamism and a different look to Ly Son in the future.

B. Facing Challenges of Ly Son Island in Sustainable Tourism

Ly Son located completely separate from the mainland (15 nautical miles away). It often suffers the direct impact, heavy due to natural disasters. People on the island exist based on the conditions existing on the island, some needs to depend on the supply from mainland, subsistence economy based on the sea so the life is distinctly seasonal. In addition, most of Ly Son's population are indigenous people, many generations have lived on the island for a long time, with a history of exploiting the island and a sustainable culture to this day. Therefore, this island will very vulnerable when affected by external factors.

Ly Son island district is under the management of Quang Ngai province so the policies and activities of the island must still be approved by the inland management agency. The migration of people, especially young people so much. Local human resources is now the object elderly or low level. This affects the quality of human resources for tourism development, especially in developing community-based tourism (people actively participate, implementation, coordination and decision-making).

The resource base of the island quite limited, especially freshwater resources are missing serious. Small island is complete without fresh water naturally. More than 70% of agricultural land is used for the purpose of growing annual crops (Most of them grow onions and garlic), just over 19% for protection forests [17]. Ly Son is lacking clean land for farming, planting perennial trees and planting protection forests. Therefore, when developing sustainable tourism, Ly Son faces many challenges from the requirement of harmonizing economic development with environmental protection and ensuring socio-cultural conditions. It is not a simple challenge.

Besides, Ly Son, as mentioned above, is also an island forerunner. Ly Son is only 120 nautical miles from the Paracel archipelago, which is the A10 point to draw the baseline in the sea of Vietnam. Besides playing an important role in economic development, this small island also plays a great role in ensuring national security. Facing with the tense situation in the East Sea, the task of protecting the sovereignty of the sea and islands is always a top priority. Leaders, soldiers and people of Ly Son island district also face challenges from the requirements of socio-economic development associated with maintaining security and defense.

Therefore, the challenges of Ly Son island when developing economic tourism sustainable are more than other islands. The locality is facing challenges from the requirements of sustainable tourism development and also challenges from the requirements of socio-economic development associated with ensuring national security. Sustainable development in Ly Son is not only based on 3 main pillars (economic - environment and socio-cultural) but also 4 main pillars (economic - environment - socio-cultural and national security).

In the journey to find sustainability in tourism development, Ly Son is facing the following challenges:

Carrying Capacity

Ly Son island has an area of 10.39 square kilometers and a population of 18,550 (in 2019). Thus, the population density is 1,785 people/km² (2019). Meanwhile, Phu Quoc island has a natural

area of 589 km², the population density in 2019 reached 248 people/km². Con Dao has a natural area of 76 km², a population of about 7,000 people, and a population density of about 116 people/km². Thus, it can be seen that Ly Son island district has a relatively high population density. In 2019, Ly Son welcomed 265,000 visitors, making the population density increased nearly twofold. In the future, if the number of tourists continues to increase, the island's limited resources, especially natural fresh water, will not be able to meet the needs of locals and visitors. Therefore, the first challenge for the sustainable tourism development of Ly Son island is the problem of capacity. The locality needs to recalculate the capacity of attractions on the island and the natural capacity of the whole island. The issue of capacity needs to be considered from the perspectives: biological, psychological, social and management

Limited resources

According to the statistics of Ly Son, up to this point, the total number of wells dug and drilled in the whole island district is estimated at up to 2,200 units with a total water exploitation reserve estimated at 21,100 m³/day, while the reserve is forecasted only 15,700 m³/day. Because the need to get water to grow onions and garlic, serve tourism business is too large in recent years, Ly Son's underground fresh water source is overexploited. Although the current water storage wells are abundant, usable water is becoming increasingly rare because of salinity. People still have to use wells with milder saline water for irrigation; bathing, washing, living using well water; eating and drinking still have to buy water from the mainland to move out. Small island does not even have a natural fresh water source. In order to have water for daily life, the people of the Small island have to use jars or build large lakes to store rain water or buy it from the factory (but it is controlled). Particularly for households doing business in tourism services to serve tourists in Small island, it is mandatory to buy water from Big island and transport it at a rather high price. This not only increases the cost of tourism, but also makes visitors feel that their basic needs are not met when visiting

Environmental pollution

Currently, Ly Son island district is facing the problem of environmental pollution. Isolated location, increasing population, along with the rapid development of tourism activities, Ly Son island is not able to handle or give appropriate strategies to the problem of environmental pollution. The waste treatment factory is overloaded. A part of the local people are not aware of environmental protection. In the rainy season, garbage from other places drifts here a lot. All of those are making the problem of environmental pollution even more serious than. This

affects the general landscape of a peaceful small island.

Biodiversity

The natural environment, especially the coastal ecosystem, is very fragile. Even the relatively low level of organization of sightseeing activities threatens biodiversity. Ly Son's marine protected area covers an area of 7,925 hectares (sea surface area is 7,113 hectares). Of which, the strictly protected area accounts for 620 hectares, the ecological restoration area accounts for 2,024 hectares, the rest is the development area. The locality is actively protecting and restoring the ecosystems of the intertidal zone, seagrasses and coral reefs. Therefore, the impacts from environmental pollution and tourism activities will affect the coastal ecosystem.

Equity in economic development

Developing tourism to achieve long-term, sustainable and equitable prosperity among stakeholders is a big challenge for Ly Son island. Tourism development means exploiting natural and cultural values. Tourism activities can cause negative effects on nature and social culture. The work of conservation, protection, restoration and embellishment should be carried out in parallel with tourism activities to be able to both preserve and promote the heritage value for tourism. Meanwhile, at present, the destinations on this island have not yet sold tickets to visit. This makes heritage management difficult because it does not receive any economic support from tourism. In addition, local people are not capable of operating and developing tourism activities. Only a small part are owners of motels, hotels, small eateries; the rest are from outside investors and local people just work for hire. It can be seen that the local people have not yet enjoyed the benefits commensurate with what tourism has exploited from their island and the consequences they have suffered from the impact of tourism.

The seasonality in tourism

The seasonality in tourism development in Ly Son also affects the sustainability of the economy. Transport to the island currently depends entirely on speedboats. Therefore, a year, about 3-4 months, Ly Son island does not welcome tourists because of stormy weather, ships cannot operate or cold weather interferes with sightseeing and bathing activities. Once the structure of the economic sector has shifted to tourism services, it means that in Ly Son, there are many industries operating thanks to the association with tourism and a force of human resources for tourism. Tourism in Ly Son is creating jobs for 1,861 direct workers and about 5,000 indirect workers. Seasonality greatly affects these subjects. If the low

season lasts, it will greatly affect related industries and workers in the tourism industry on the island because they cannot operate in production, business or have no jobs. How to make tourism human resources in the island work safely and reduce the time of the low season is a big challenge for the local government.

Cultural and social issues

Tourism activities on islands, especially small islands, bringing locals and visitors into closer contact than land-based destinations. This can contribute to the spread of indigenous cultural values more easily, but in the opposite direction can also cause problems of conflict or disrupt the social structure. Residents on the island have a rich cultural life, especially focusing on spiritual factors. Tourists easily touch these sensitive issues, causing misunderstandings and conflicts about perceptions and values between the two parties. Tourism also makes it possible for crime, traditional non-cultural elements or incompatible with fine customs and traditions to infiltrate people's lives; do lose lifestyles, traditional ethics, local living standards.

National security issues

Socio-economic development in Ly Son is always accompanied by the task of ensuring national defense and security, preserving sovereignty over sea and islands. The construction plan of economic development - society must conform to the national defense and security, guaranteed medium to promote the potential and strengths, has no effect on how the game of defense and security. Many tourist destinations have great potential for tourism development, but they are in the security and defense areas, difficult to exploit. The projects to develop essential economic and social infrastructure of the island district are strictly appraised, ensuring high dual-use, such as: Project of mobile roads around the island combined with sea embankments to prevent landslides; Ben Dinh port; water supply project; mooring berths for boats; Thoi Loi reservoir, etc.

IV. CONCLUSION

Islands, especially small islands, bring their attraction from being "separate" and "different" in terms of geographical location, diverse natural conditions and unique local culture. This makes visitors fascinated and often come to experience and explore. However, islets are vulnerable destinations because of their natural, cultural and social features. Therefore, in sustainable tourism development, many challenges arise for small islands.

The article studies Ly Son island (Quang Ngai province) as a typical example bearing the characteristics of a small island. The island district is

facing its own challenges from ecological, economic, socio-cultural and national security issues. The results of this study are lessons learned for small island tourist destinations in Vietnam in resolving the conflict between tourism development and ecological environment protection and conservation and promotion of cultural values. traditional festivals.

Facing challenges, Ly Son island district still orients to develop tourism into a spearhead economic sector and is always determined to implement sustainable tourism development. The spirit of accepting the challenge and not rejecting the sustainable development trend of the people and local leaders is highly appreciated. However, on the road towards sustainable tourism development, there are still many problems that this beautiful island rich in historical and cultural traditions must solve.

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WILLINGNESS TO DISCLOSE PERSONAL INFORMATION VIA TRAVEL MOBILE APPLICATION IN CHINA: A COMMUNICATING PRIVACY MANAGEMENT PERSPECTIVE (CPM)

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Abstract: Information privacy has become a topic of interest in academics. Tourism is at the forefront of embracing information technology to collect data in order to create customized services. However, much attention from previous research has been devoted to this issue in the context of generic online environments, failing to recognize the use of new research contexts that encompass new aspects of traveler privacy. As a result, this research proposes a theoretical framework to investigate factors that influence user decisions on whether reveal information. The communication privacy management theory (CPM) was adopted to identify how the coordination boundary rules affect customers' revealing of personal information. Structural equation modeling was applied to analyze data from 400 travel app users. The model was assessed for its predictive validity in its relationships with privacy concerns, risk, and disclosure willingness. This study provides a reference for service innovation of travel application marketers.

Keywords: *Privacy concern, Mobile application, Information discourse.*

I. INTRODUCTION

Since the tourism market is at the forefront of adapting mobile applications and accompanying digital technology, tourism service providers apply mobile applications and advanced digital technologies to generate personalized service (Ioannou, Tussyadiah, and Miller, 2020). But data breach scandals could present a challenge because they have raised privacy concerns and aroused subsequent resistance to information disclosure. Nevertheless, despite the growing importance of customer information privacy issues in both academics and the market industry, research about privacy concerns in the tourism context remains limited (Ozturk et al., 2017). Previous studies focus on the factors that influence user decisions on whether reveal information and measurement of privacy concerns in generic online environments, such as social media and websites (Ioannou, Tussyadiah and

Miller, 2020). As information privacy is generally examined in an institutional context, privacy concerns are suggested to be highly relevant to how data is collected and used by the relevant organization (Ozdemir et al., 2017). The complexities of privacy concerns of data usage in the different institutional organization contexts might generate different levels of privacy threats. The current study intends to address this gap in the relevant literature by achieving the goals of adjusting previous measurements of privacy concerns to fit the mobile tourism app context. Specifically, grounded on the Communication Privacy Management (CPM) theory framework (Petronio, 2002), it proposes that both parties need to agree on common rules to secure the information boundaries to prevent information from being leaked on a larger scale and therefore generate privacy concerns over three aspects of the information disclosure (i.e., collection, usage, and sharing). This study contributes to the development of privacy concerns measurements in mobile tourism environments for measuring the different aspects of privacy concerns over privacy boundaries on travel apps and provides empirical support to untangle the relationship between privacy concerns, risk, and disclosure willingness.

II. LITERATURE REVIEW AND METHOD

A. Literature review

Research about information privacy in the tourism context remains limited. The emerging traveler privacy behavior needs to be comprehensively examined as the impact of digital technology and tourism context-specific environments may lead to less awareness of privacy threats and greater vulnerability to violations for travelers (Tussyadiah, Li and Miller, 2019). Due to the specificities of the mobile tourism context, the complexities of information privacy in the travel app context might create different privacy threats

stemming from other institutional contexts. Consequently, it is essential to systematically improve current measures of willingness to disclose information and privacy behaviors by incorporating different aspects of information privacy in the travel app context and validating the measures with travelers. On the other hand, privacy is difficult to measure owing to the complexity of the concept of privacy itself and the plurality of perceptions of privacy, thus many scholars have tended to explore the measurement of privacy concerns as a proxy (Ioannou, Tussyadiah and Miller, 2021). To meet the varying needs and scenario settings, there are several privacy concern measurement models were generated. The model of CFIP and IUICP have been proposed to classify privacy concerns measures into different dimensions (Malhotra, 2004). Many scholars attempt to refine the items of existing scales by adjusting them to different contexts. As the context and scenario setting of this study is tourists' willingness to disclose personal information on travel APP, this study referred to the above-mentioned measurement model to apply to this study which further validates and refine existing measures of privacy concerns in the travel app context.

This study focuses on three privacy concern types of features related to privacy boundary coordination rules, namely, boundary permeability, boundary linkages, and boundary co-ownership. These represent three ways of coordinating privacy boundaries in respect of how personal information is collected, used, and shared, respectively (Petronio, 2002). Olasumbo (2021) indicate that privacy concern can be interpreted that how an individual is concerned about transparency and accessibility of personal information, specifically, it deals with user who does not trust the company to access and use their personal information appropriately. Perceived privacy risk can be referred to as the "expectation of losses associated with the disclosure of personal information online" (Xu et al. 2008). Ozturk (2017) indicated that customers with higher concerns over their privacy are more likely to perceive high risk in service, further affecting their disclosure willingness. Thus, this study hypothesizes:

H1: The privacy concern about data collection positively affects the perceived risk of mobile users.

H2: The privacy concern about data usage positively affects the perceived risk of mobile users.

H3: The privacy concern about data sharing positively affects the perceived risk of mobile users.

In existing research, the customer's perceived privacy risk plays a critical role in significantly affecting customer willingness and behavioral intention (Malhotra, 2004). It has been suggested that increased perceived privacy risk of mobile users decreases disclosure willingness (Ioannou, Tussyadiah, and Miller, 2020). Therefore, this study hypothesizes:

H4: The travel app user's privacy risk negatively affects the willingness to disclose information.

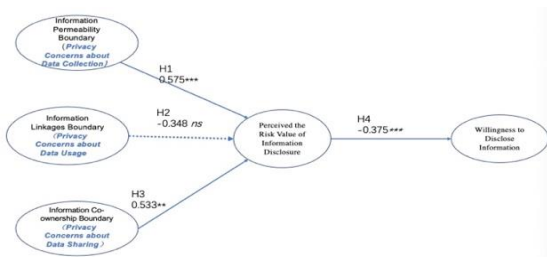
B. Method

This research developed a theoretical model to explore the determinants affecting travel app user privacy concerns and disclosure willingness. An online survey was distributed by Credamo survey company which can provide large-scale data collection service to China residents in September 2022, targeting travelers who use online travel apps. All measurement items were modified from the previous mature scale in the relevant literature due to their existing validity and reliability and further tested in the mobile travel context. All items adopted a 7-point Likert scale. A total of 440 responses were collected in the main survey, there are valid sample size was 400 after screened responses with missing data and survey which answers from the same IP address. Among the respondents, over half of the interviewees are female (61.8%) while 38.3% are male. The frequency analysis indicated that relatively young interviewees share the largest proportion as seen that 64.3% of all respondents are aged between 21-30. For the privacy concerns construct, an exploratory factor analysis (EFA) was performed to confirm the type of privacy concerns based on the information boundary. Then, a confirmatory factor analysis (CFA) was performed to examine the measurement model. Finally, SEM was conducted by SPSS and Amos to test the structural model.

III. RESULT AND DISCUSSION

An exploratory factor analysis (EFA) was applied to reveal the underlying structure of the privacy concerns on the information boundary. Factor extraction uses Maximum Likelihood (ML) with Promax rotation based on eigenvalues of more than one and the factor loadings of less than 0.5 were eliminated to ensure a simple factor structure. The KMO measure of sampling adequacy (.876) and the Bartlett's test of sphericity ($p=.000$) supported the appropriateness of the factor analysis. All items' reliability alpha showed a high level of internal consistency because it was greater than 0.7 which also shows the acceptable reliability of the current adapted scale (DeVellis, 1991). The multidimensionality of the scale was identified by the result of EFA which shows a final solution of three factors consisting of 9 items. The variance explained was 23.08%, 22.48%, and 22.30% for the three factors, respectively. Emerging factors were confirmed as representing privacy concerns about data collection, data use, and data sharing. Normality tests were performed before testing the proposed model. Then, a confirmatory factor analysis (CFA) was performed to examine whether the data fit the proposed model and to check for the validity and reliability of the measured constructs. All item of average variance

extracted (AVE) values exceeds 0.50, while composite reliability (CR) values are above 0.70, so this result met the criteria to confirm convergent validity (Hair et al., 2014). To check the discriminant validity, the squared correlation coefficients of AVE were compared with the corresponding variables. The squared correlations value of the AVE of each construct was higher than the whole data set. Thus, the result of discriminant validity is satisfying. Several goodness-of-fit indices showed that the data fit the final model well and the fit indices fall between the suggested thresholds ($\chi^2 = 176.893$, $df = 97$, $\chi^2/df = 1.824$, $RMSEA = 0.045$, $CFI = 0.964$, $TLI = 0.956$). The accepted level of model fit indices can explain the relationship among latent variables and test predetermined hypotheses. The standardized structural path estimates and direction of the estimated unstandardized will be demonstrated. There are 3 hypotheses supported, while the 1 hypothesis is not supported.



The model tests the effect of privacy concerns on the perceived risk of information disclosure. These findings are in line with the studies of Osatuyi (2018) confirm that users' concerns about information being collected and shared by travel apps in the information permeability boundary and information co-ownership boundary positively influence the perceived risk value of information disclosure. This means that the higher the level of travel users' concern about data being collected and shared illegally, the higher their perceived risk of personal information disclosure. Although the result of H2 indicated that users' concerns about their information being used had no significant effect on the perceived risk value of information disclosure. Social crisis event factors were also mentioned in the initial CPM theory and these unexpected crisis events frequently require changes in the way that people control their privacy boundaries. In the case of the present study, the travel app users were already aware that their data would be used to generate health codes to keep citizens safe in 2022, so their perception of their private data being used did not significantly affect the perceived risk. Besides, the findings showed that risk has a significant and positive relationship with disclosure willingness. These findings are compatible with a previous study by Xu (2009), which found that users' perceived privacy risk

hurt their willingness to disclose information in a general e-commerce context.

IV. CONCLUSION

This study is one of very few that examines traveler privacy in the mobile commerce context and has developed a context-specific measurement scale, Privacy Concerns of Mobile Travel App (PCMTA). This study provides empirical evidence to confirm PCMTA as an appropriate and valid instrument to quantify the key dimensions of online mobile travelers' privacy concerns: customer concerns about data being collected, and concerns about data being shared. Then, this study offers empirical support to explain the relationships among privacy concerns, perceived risk, and willingness to disclose information. On the other hand, this research also provides an understanding of the tourist privacy decision-making process to offer better suggestions for travel app service providers.

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FILM-INDUCED TOURISM: THE IMPACT OF PERCEIVED ATTRACTIVENESS OF SCENES IN A FILM ON AUDIENCES' INTENTION TO VISIT THE FILMED SITE. A CASE STUDY: "YELLOW FLOWERS ON THE GREEN GRASS" IN PHU YEN PROVINCE

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Abstract: Film-induced tourism plays a significant role because it undeniably impacts destination image and visit intention. This study investigates the impact of destination image on visit intention in film tourism field. In the survey, three semantic differential questions were employed to measure the feelings toward a scenery. At the same time, fifteen items of natural, local life image, and visit intention were presented on a 5 points scale. The survey was completed with 299 usable samples. After being collected, the data were analyzed by descriptive, t-test independent and correlation coefficient analyses. Overall, the results showed that the higher the perceived attractiveness of scenes in a film was, the stronger the audience's intention to visit that filmed site would be.

Keywords: *film-induced tourism, destination image, intention to visit, perceived attractiveness.*

I. INTRODUCTION

Thanks to both the development of the entertainment industry and the upward trend in international travel, film tourism is becoming more popular over the world (Hudson & Ritchie, 2006b). Television is considered as a more biased information source than other promotion campaigns, which can influence destination images when audiences watch television programs (Connell, 2005). In addition, films have played a more and more significant role in boosting a destination image widely (Croy, 2018), which can encourage tourists' visit intention to be higher. As a result, film-induced tourism makes a substantial contribution to the economy. For instance, according to The Economic Impact of the UK Film Industry (2010), in 2009, it was estimated that the film-induced tourism obtained £1.9 billion in visitor spending.

In Viet Nam, there is a range of potential to promote destination images as well as encourage travellers' visit intention through film-induced tourism. However, we have not seized the opportunities of film-induced tourism thoroughly. Consequently, this study aims to examine how destination image affects visit intention in through film-induced tourism field. Through this article, destination organizers can take advantage of film-induced tourism effectively to build the destination and encourage tourists' visit intention. Particularly, this study chosen the "Yellow flowers on the green grass" film as a case study to examine the influence of destination image in Phu Yen province on visit intention.

II. LITERATURE REVIEW AND METHOD

A. Experience design

In the beginning, a 2-min edited clip from the movie "Yellow Flowers On The Green Grass" was shown to the participants. After that, the participants who were students were asked about their feelings about the scene and perceived image in terms of nature and local life aspects. Lastly, the participants gave feedback about their intention to visit that filmed site. Three semantic differential items which were unpleasant/ pleasant, sleepy/lively, gloomy/exciting were employed to measure the feelings toward a scenery (Russell, 1980). Besides, there are fifteen items of natural, local life image, and visit intention, which were presented on a 5 point likert scale from 1 (totally disagree) to 5 (totally agree) (Beerli & Martín, 2004; Coeterier J.F, 1996).

B. Analysis parameter

The descriptive analyses were used to assess the participants' perceived attractiveness. Secondly, the t-test independent method was used to check differences between people who had not and had known the movie before. Thirdly, the data were analyzed by correlation coefficient analyses to examine the relationship between independent variables, including affective attractiveness, nature image, and local life image, and the dependent variable, visit intention. Finally, the t-test independent method was applied again to determine the difference in intention to visit the filmed site between low and high perceived attractiveness of scenes in a film.

C. Statistical analysis

Table 1.

Descriptive and independent t-test results

(* $p < 0,1$; ** $p < 0,05$; *** $p < 0,01$)

Items	Mean	Had known the film before		
		Yes (192)	No (107)	t-value
Affective attractiveness				
Unpleasant/ pleasat	3,9	3,95	3,81	1,188
Sleepy/lively	4,17	4,19	4,13	0,619
Gloomy/exciting	3,58	3,6	3,52	0,622
Local life image				
Offers personal safety	3,94	4,04	3,76	3,106***
A good quality of life	3,53	3,54	3,51	0,23
Clean	3,72	3,69	3,78	-0,919
A good name and reputation	3,63	3,73	3,45	2,765***
Unusual ways of life and customs	3,64	3,6	3,69	-0,841
Natural image				
A lot of green cover	4,28	4,31	4,21	1,118
Few other people	3,46	3,42	3,55	-1,422
Nature can run its own course, no human interference	3,5	3,51	3,5	0,079
Attractive water surface, river, lake or sea	4,09	4,15	3,99	1,572
Panoramic and open views	4,25	4,32	4,12	2,083**
Visit intention				
I look forward to visiting this site	3,85	3,92	3,73	1,690*
I will actively seek information about this site in order to visit	3,78	3,84	3,67	1,689*
It is very likely that I will visit this site	3,83	3,89	3,72	1,579
I will definitely visit this site	3,49	3,52	3,44	0,641

All responses were categorized and scaled, and put into Statistical Package for the Social Sciences (SPSS) 26.0 for statistical processing. The differences among items were measured at $p < 0.1$, 0.5 and 0,01.

III. RESULT AND DISCUSSION

A. The participant's perceived attractiveness

In terms of emotion affective attractiveness, the mean of sleepy/lively was the most highly appreciated ($M=4,17$), while the mean of gloomy/exciting was the most negative evaluation ($M=3,58$). At the same time, about the local life image items, the highest and lowest mean were "offer personal safety" ($M=3,94$) and "a good quality of life" items ($M=3,58$) respectively. Relating to natural items, the "a lot of green cover" item obtained the most positive appreciation ($M=4,28$), in contrast, the few other people item was considered as the worst assessment ($M=3,46$). Lastly, concerning the visit intention items, the "I look forward to visiting this site" ($M=3,85$) and the "I will definitely visit this site" items ($M=3,49$) got the best and worst means respectively.

B. The differences between groups who had known/had not the film before

In table 1, there were 5 items which were different significantly (*offer personal safety, a good name and reputation, panoramic and open views, I look forward to visiting this site, I will actively seek information about this site in order to visit*). All of the differences showed that the respondents who had known the film before evaluated more positively. As a result, the conclusion indicates that the group who had known the film before paid more attention to the film sites.

C. The relationship between variables

The significance levels of the relationships between independent variables (affective attractiveness, nature image, and local life image) and the dependent variable (visit intention) were 0 ($\text{sig} < 0,005$). Besides, all of the Pearson correlation coefficients are . Therefore, the result showed that these are linear relationships which are positive. In other words, the higher the perceived attractiveness of scenes in a film was, the stronger the audience's intention to visit that filmed site would be.

Table 2.

Pearson correlation results

		Visit intention	Affective attractiveness	Natural image	Local life image
Visit intention	Pearson correlation	1 1	0,267**	0,217**	0,276**
	Sig (2-tailed)		0,000	0,000	0,000
Affective attractiveness	Pearson correlation	0,267**	1	0,15**	0,268**
	Sig (2-tailed)	0,000		0,000	0,000

Natural image	Pearson correlation	0,217**	0,15**	1	0,357**
	Sig (2-tailed)	0,000	0,010		0,000
Local life image	Pearson correlation	0,276**	0,268**	0,357**	1
	Sig (2-tailed)	0,000	0,000	0,000	

D. The difference in intention to visit the filmed site

According to table 3, there were two groups which were separated based on median score. The t-test independent method was used to analyze the difference between these groups in intention to visit the filmed site. In general, these linear relationships were positive but at different levels. In particular, the t-value of the local life image element is the highest (-4,557), which meant this item had the biggest impact on visit intention. Contrastly, the natural image feature had the smallest influence on visit intention because of the smallest t-value (-2,418).

Table 3.

The t-test independent results in intention to visit the filmed site

Affective attractiveness			
	Negative evaluation (N=165)	Positive evaluation (N=134)	t-value
Visit intention	3,5896	3,8576	-3,321***
Natural image			
	Negative evaluation (N=117)	Positive evaluation (N=182)	t-value
Visit intention	3,6154	3,8159	-2,418***
Local life image			
	Negative evaluation (N=165)	Positive evaluation (N=134)	t-value
Visit intention	3,5531	3,9134	-4,557***

IV. CONCLUSION

From a theoretical view, this study provides a deep insight into the influence of destination image on visit intention. It is indicated that the visit intention is influenced by particular elements of destination image. The survey's results highlight that the impact of the perceived attractiveness of the destination image on visit intention is positive and direct but at different levels. Therefore, destination organizers can take advantage of film-induced tourism as a productive tool to boost destination image attractively, this can lead to positive changes in visit intention. The further research in the impact of destination image on behavioral intention plays a crucial role in building and developing destination image to not only attract but also retain tourists visiting the filmed site.

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SPATIAL DISTRIBUTION CHANGES OF HOTELS IN CHENGDU CITY BASED ON KERNEL DENSITY ANALYSIS AND STANDARD DEVIATIONAL ELLIPSE

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Abstract: The COVID-19 pandemic has greatly impacted the tourism and hospitality industries. This paper aims to explore the spatial distribution changes of hotels in Chengdu city before and after the COVID-19 pandemic, using kernel density analysis and standard deviational ellipse based on geographic spatial analysis. The data sources are the hotel POI data of Chengdu City in 2018 and 2022, which are obtained from online platforms. The kernel density analysis tool in ArcGIS is used to calculate the density of hotel points in each output raster pixel within a specified neighborhood. The standard deviational ellipse tool is used to measure the direction, dispersion, and geographic mean of hotel points. The results showed that the spatial distribution of hotels changed significantly from 2018 to 2022, with hotel density and trend centers shifting from the city center to the periphery, and hotel size and star rating exhibiting a decreasing trend from the inner areas to the outer areas. The results also showed that different types and star ratings of hotels had different spatial patterns and characteristics and that different districts of Chengdu had

different influencing factors on hotel distribution. The paper discusses the possible reasons and implications of these changes, such as market demand, government policies, and environmental and social factors. The paper has important academic and practical significance for understanding the spatial distribution characteristics and influencing factors of hotels in Chengdu City, one of China's major tourist destinations and economic centers. The paper also contributes to the literature on hotel spatial analysis by applying geographic spatial analysis methods such as kernel density analysis and standard deviational ellipse, which can reveal the spatial patterns and trends of hotel distribution more intuitively and accurately than traditional descriptive statistics. The paper can also provide reference and guidance for hotel investors, managers, and planners to make rational decisions and improve their competitiveness in the post-pandemic era.

Keywords: hotel, spatial distribution, kernel density analysis, standard deviation ellipse, Chengdu.

COMMUNITY TOURISM DEVELOPMENT ACCESSED FROM THE CORE ATTRACTION OF THE DESTINATION: A CASE STUDY IN DONG VAN ROCK PLATEAU

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Abstract: Community-based tourism (CBT) can be understood as an approach to tourism development that emphasizes the active and active participation of the community in the tourism development process. This approach to tourism development is significant in terms of sustainable development in destinations with low-income communities such as those in the Dong Van rocky plateau. This study aims to synthesize CBT development methods based on the core attractiveness of the destination. Through the study of typical CBT development cases, the study has synthesized 5 CBT development methods based on the core attraction of the destination. Combined with the results of the field survey on tourism resources of the Dong Van rock plateau, the study determines the mode of CBT development in this locality.

Keywords: Sustainable tourism, destination, Dong Van Rock plateau

I. INTRODUCTION

Community-based tourism is a type of tourism that emphasizes the role of the local community of the tourist destination (Lucchetti & Font, 2013). Local people are directly involved in the process of providing tourism products to visitors (Thị Quỳnh Nga et al., n.d.), they are empowered to manage and develop tourism products (Tasci et al., 2013). CBT is sustainable when the local community is involved in planning tourism development strategies at the destination (Lucchetti & Font, 2013), creating jobs and increasing tourist incomes, contributing to poverty reduction for the people of the destination (Tasci et al., 2013). Dong Van rock plateau belongs to the administrative territory of four northern districts of Ha Giang province, including Quan Ba, Yen Minh, Dong Van, and Meo Vac. This area was recognized as a Global Geopark for the first time in 2010 with unique geological and cultural values on the limestone plateau. This area is geographically bordered to the north by China, to the east by Bac Me district and Cao Bang province, and to the south and southwest is Vi Xuyen district with a total area of

2356km², home to 17 ethnic groups such as Mong, Dao, Pu Peo, Na Chi, Giay... Studies have confirmed that Dong Van Karst Plateau has great potential for tourism development, including community tourism. What unique and outstanding cultural values do the communities in the Dong Van plateau have to create their current ability to attract tourists? What makes the attraction of the CBT destination in this area different from other CBT destinations? This study focuses on analyzing the core attraction of the CBT destination in the rocky plateau based on sustainable CBT development methods.

II. LITERATURE REVIEW AND METHOD

A. Community-based tourism

Community-based tourism is understood as a type of tourism developed, managed, and provided by indigenous communities within a clearly defined territory (Terencia, 2017). In another view, community-based tourism is planned, built, developed, owned, and managed by the community, the object of which is to benefit the community in all aspects; driven by accountability, ownership, and economic, social, and environmental benefits. All these characteristics are collective, for collective (Tasci et al., 2013). The views are different with different approaches, but the content of community tourism is determined as follows: (i) local people are the main beneficiaries of CBT activities, (ii) local people are the co-creators of tourism products, (iii) local people are the subjects of CBT from policy making, participating in activities and monitoring products. community tourism (Asker et al., 2010).

B. The core attraction of the destination

According to the supply and demand approach (Formica & Uysal, 2006), the attractiveness of a tourist destination is determined by the factors of tourism services, dining, accommodation, and historical and cultural values. According to the

Supply approach, the attractiveness of the tourist destination is the intrinsic factor of the destination that attracts the attention of tourists and is the motivation for tourists. to the destination to satisfy the needs of tourists during the trip. According to the demand approach, the attractiveness of a tourist destination is understood as a reflection of the beliefs, opinions, and feelings of tourists toward the services, resources, and other factors of the destination (Hu & Ritchie, 1993). The combined studies of Vegesayi et al. suggest that assessing the attractiveness of a destination should be predicted based on the synthesis of many attributes, in which the authors introduce 3 large groups of attributes, including i) Attractions; ii) support services; iii) human factor. Attractions can be understood as tourism resources, which are the key motivation to motivate tourists to choose a destination during a trip (Leask, 2010). Supporting services such as accommodation, transportation, dining, and entertainment are the outcomes that the destination implements to create a local consumption environment for tourists (Vengesayi et al., 2009). Human factors such as the staff's professionalism, the residents' friendliness, the destination's security and safety issues, and the destination's cleanliness of the destination... create a good or bad feeling. to tourists about the destination (Vengesayi et al., 2009). The attractive attributes of the destination that create the initial motivation for tourists are considered to be the core attributes that make up the attractiveness of the destination (Vengesayi et al., 2009).

C. Research Methods

To carry out this study, the authors used expert methods to identify methods of community tourism development, answering the question: are there methods of community tourism development based on attractiveness? The core of tourist destination? Is the core appeal of a community-based destination different from other types of destinations? The core attractiveness of a community-based tourism destination was evaluated by field survey method in the Dong Van rock plateau.

III. RESULT AND DISCUSSION

Methods of developing community-based tourism based on the core attraction of the destination in the Dong Van Karst Plateau include tourism resources of the destination, additional services, and human factors. Dong Van rock plateau is an attractive destination as a form of community tourism development. For a destination with unique natural landscapes and cultural values such as the Dong Van rock plateau, the core attractiveness is based mainly on tourism resources and human-related factors (cultural values). indigenous peoples, farming traditions, festivals, traditional customs, etc.).

A. Community tourism is associated with the unique cultural values of the community living on the rocky plateau

Materials for building community tourism products in Dong Van Stone Plateau are mainly based on the unique cultural values of the ethnic groups living within the rocky plateau such as the Mong, Dao, Pu Peo, Lo Lo... Those values are reflected in housing architecture, customs, festivals, fairs, and traditional costumes... The system of homestays is built and developed based on indigenous houses of Vietnam. Local people and tourists have the opportunity to learn about local architecture and the values of the traditional way of building. The customs and habits of the Mong, Lo Lo, and Dao ethnic groups are an attraction for domestic and foreign tourists. Upland fairs are a unique cultural tourism resource of the mountainous region of Vietnam, in which the Dong Van rocky plateau area with fairs held according to the calendar in different localities creates a characteristic color of the area.

B. Community-based tourism is associated with the tradition of terracotta cultivation on rock holes

The tradition of soil cultivation on rock niches is a special traditional value, formed and developed in the conditions of limestone topography, lacking agricultural land for cultivation. This is how indigenous people grow corn and vegetables on rock holes, which is the main source of food and food in the absence of agricultural land and lack of water. This farming method creates unique indigenous cultural values and is an attraction for tourists.

C. Community-based tourism is associated with special itineraries and geological values of the global geopark

In this mode of development, a special route will connect attractions with the same special attraction value. The operation of the itinerary route is realized by a package tour, which is usually taken care of by professional travel businesses. In attractions, services that satisfy tourists' needs can be provided by the local community. The condition for developing community-based tourism, in this case, is that a number of attractions can be connected according to a topic enough to attract tourists, and the distances between the points are relatively close to ensure the seamlessness of time. visitor experience. Tourism products provided to visitors include: Visiting attractions in the itinerary; Staying and enjoying food on the route and surrounding areas, and additional activities such as experiencing special transportation, collecting souvenirs...

The reality of community-based tourism development in the case studies shows that indigenous residents are involved in the supply of tourism products in activities such as motel business

and catering business, and vehicle rental, special-use transportation facilities, and trading souvenirs.

D. Community-based tourism associated with conservation areas and national park

Protected areas, world and national heritage sites often have a special appeal for visitors. However, the development of tourism here always faces a challenge in terms of the harmony between exploitation and conservation as well as the conflict of interests between tourism businesses, tourists and local communities. Therefore, creating opportunities and enticing the local community to participate in tourism business is also a solution to develop tourism in these particular tourist destinations. Research results from community-based tourism projects around the world show that the condition for the development of community-based tourism is that biodiversity needs to be conserved and recognized by international organizations such as UNESCO. protected areas) or international/national recognized cultural, historical, artistic, landscape values (in the case of heritage sites).

In addition, the exploitation of protected areas and heritage sites to serve the needs of visitors to learn and enjoy can be reconciled with the preservation of the status quo of these attractions. In this mode of community tourism development, tourism products can be provided to visitors including visiting protected areas or heritage sites; In-depth study of preserved objects, special values of heritage; Stay and enjoy food in the reserve or in the vicinity; Other additional activities such as participating in conservation activities, buying souvenirs associated with conservation areas, heritage... On the part of local residents, they can participate in activities of providing tourism services such as transporting guests in protected areas and heritage areas; Guide to visit conservation areas, and heritage areas; business homestay; catering; sale of souvenirs and other goods.

E. CBT develops from the attraction of lifestyle, activities and village setting

Modern life in big cities brings people many conveniences but also forces them to face a lot of pressure and suffer from a polluted environment. In that context, the need for a slower, more peaceful, healthier life has spurred the development of a new tourism trend. Since then, tourism products have been developed from the daily life of residents in the area and the surrounding village landscape. The condition

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for developing community-based tourism in this way is that the destination must have a typical village scene, unique customs and habits or nostalgia. Tourism products are formed from activities of visiting the landscape in the region, participating in staying and living with residents, participating in family production activities and other complementary activities. The reality of developing community-based tourism in the case studies shows that local residents often participate in activities such as homestay business, local sightseeing guides, practical guidance on production activities of the local community, family, providing necessary services.

Thus, in the above 5 methods of community tourism development, although the attractive attribute of the destination from which CBT develops is not the same, it is considered as an initial motivational factor. for tourists to arrive at the destination, acting as a core attractive attribute. These attributes are all attractions. There are attractions that initially appeared and existed naturally but over time have been promoted for tourism development (heritages, protected areas, cultural-historical events, lifestyles, etc.) and village setting) but also features attractions that were purposely developed for tourism in the first place (unique events, special itineraries). That means that a destination poor in tourism resources still has the opportunity to develop tourism if it knows how to create unique attractions aimed at the target tourist market. Of course, although the attractive attributes of the destination that play the role of a foundation for tourism development are different, the common point of the above tourism development methods is that there is always the participation of the community - the factor that creates a unique identity for each destination.

IV. CONCLUSION

This study has identified methods of developing community-based tourism based on the core attraction of Dong Van plateau destination with 5 main methods: community-based tourism associated with indigenous cultural values, traditional cultivation, the value of the geological plateau, the traditional festivals, the conservation area and especially the daily routines of the ethnic groups living on the rocky plateau. These development methods are the basis for building and developing a system of community-based tourism products with specific characteristics of the Dong Van rocky plateau.

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ENHANCING ENVIRONMENTAL CONSERVATION IN RECREATIONAL SPORTS TOURISM: A SHARED RESPONSIBILITY PERSPECTIVE

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Abstract: The significance of environmental conservation and the potential demand for recreational sports tourism in urban destinations has been recognised by hospitality and tourism sectors (Alexandris & Kaplanidou, 2014; World Tourism Organization, 2023). Due to the growing trend in sports and awareness of health care (Jaksic, Jankovic & Seric, 2019) as well as the worsening mental status resulting from the pandemic in recent years (Mesci, Pekerşen & Mesci, 2020; United Nations, 2020), a trend of recreational sports tourism, which provides physical and mental pleasure and enjoyment to tourists by combining tourism and fitness (Liu, Lai & Yuan, 2020), has been amplified by COVID-19 (United Nations, 2020). However, despite a wealth of literature relating environmental conservation to tourism activities, the domain of research that deserves more attention is the responsibility of each stakeholder toward the conservation of nature. Meanwhile, although current research discovered the need for environmental sustainability in sports tourism, major concentration was scrutinized on mega sports events instead of recreational sports tourism (Carneiro, Breda & Cordeiro, 2016). In order to address this gap, the objectives of this paper are to examine the roles of different stakeholders in recreational sports tourism from a shared responsibility perspective (Gstaettner et al., 2019) and recognise the opportunities for environmental conservancy in urban destinations.

The literature review defines recreational sports tourism due to the unexhaustive investigation done by previous studies following with identifying the co-relationship of environmental conservation and recreational sports tourism as well as integrating the theory of shared responsibility into the topic in the literature review. The methodology details by conducting in-depth interviews with 28 respondents in three study groups, including recreational sports tourism business owners, employees and tourists in Hong Kong, who have a high intervention in environmental conservation in the sector. This is one of the minorities of papers gathering expositions from diverse parties in the recreational sports tourism field and recognises the co-relationship between them.

In general, the present study provides theoretical and managerial contributions to destination development and tourism resources management in the long run by presenting

a conceptualization of the mutual relationship among key stakeholders for the tourism literatures. The existing literatures identified the unidirectional relationship between the major stakeholders while this paper discovered the bidirectional relationship by adopting the theory of shared responsibility and sharing the perspectives of each actor toward others. The data also comprehends the framework by introducing stakeholders' contributions towards environmental conservation and supplementing other related stakeholders, including government institutions, non-profit organisations and the local canoe union. Furthermore, this study illustrates future opportunities on how diverse stakeholders could adopt insights from this research and help increase policymakers' understanding of the real-world perception of sharing responsibilities between producers and consumers among stakeholders to facilitate accurate policies and interventions.

Keywords: *Recreational Sports Tourism, Environmental Conservation, Shared Responsibility, Urban Destination.*

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RESEARCH OVERVIEW OF TOURISM BUSINESS LINKAGE ON THE WEB OF SCIENCE DATABASE

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Abstract: In recent years, tourism business linkage has been mentioned in works with many different research contexts, theoretical frameworks, and research methodologies. The author used bibliometrics to analyze 559 research works stored in the international databases for scientific research Web of Science (WOS). From this point, it is necessary to make a clarification of the concept of tourism business linkage and analyze the published documents in perspectives as: (i) published magazine; (ii) the number of publications from time to time; (iii) leading authors; (iv) outstanding publications related to the research topic.

Keywords: *linkage, tourism business, enterprises, bibliometrics.*

I. INTRODUCTION

Tourism business linkage is a cooperative activity between enterprises in order to carry out a specific business activity in the aspects of tourism, rising capability of competitiveness, and bringing benefits to the involved parties. Tourism enterprises participating in the tourism business linkage have their aspects comprising hotels, restaurants, travels, transportations, etc. With the development of technology and globalization trend, business linkage plays an indispensable role in the scope extension and scale of operations of enterprises as well as helps them with the cost reduction or competitiveness increase (Cao Trung Kien & Le Thi Van Dung, 2020). Linkage is necessary for businesses to achieve business goals and learn from the businesses who participates in the linkage. Joining the linkage group will help the businesses to have more investment capital for products/services, to expand customer markets, to increase business capabilities, and to add human resources to the organization and coordinate. Linkage is also a way to minimize investment costs, risks and more resources to create many competitive products/services in the market (Ha Nam Khanh Giao et al., 2021). Business linkages are carried out on the basis of the principles of voluntariness, equality, mutual benefits or through economic contracts signed between the parties and within the legal framework of the States (Do Thi Dong, 2011).

There are many research works on economic linkages, linkages among businesses in the world. Due to the differences between purposes, subjects, contents, scope of research, and approaches, there would be the diversity and diverse in the research approaches presented in each scientific work. This research set its aim to analyze published literature in the perspective of: (i) published magazine; (ii) the number of publications from time to time; (iii) leading

authors; (iv) outstanding publications related to the research topic. The research consists of the main contents: (1) Research methodology, (2) Results of literature review, (3) Discussion, conclusions, and limitations of the research.

II. LITERATURE REVIEW AND METHOD

The research uses the Bibliometric method, which is the preferred method used in the aspect of social science research. Bibliographic analysis method is used to examine trends in the scientific research of a particular field (Wang et al., 2022). According to author Reem Alkhamash (2003), bibliographic analysis uses scientific and statistical mapping methods to quantify research contributions (Reem Alkhamash, 2003). According to author Ninh Thi Kim Thoa (2021), bibliometrics is also known as statistical analysis of published works. This method first studied by Pritchard (1969) and is defined as the application of mathematical and statistical methods to quantitatively evaluate the content of books and other materials. Bibliometrics is often used for statistical research from many aspects, including statistical analysis research of the characteristics of publications (authors, keywords) for the quantification, description, and prediction of the process of written communication. Bibliometrics is also adopted to analyze the network of related bibliographic elements of documents, including analysis of co-authoring network, co-citation, co-occurrence of keywords, and bibliographic coupling (Ninh Thi Kim Thoa (2021); Phan Thi Thanh Thao (2022)). The author executed the query statement at 14:00 on 14 May 2023 at the international scientific database Web of Science (WOS) using the research keywords "*Tourism business linkage*". After the process of searching for information on the WOS database, there were totally 559 suitable scientific works synthesized, including articles and books/ chapters for bibliographic analysis. The research applied two methods of analysis: descriptive statistics and co-word network analysis. Descriptive statistical analysis aims at statistics on the number of publications by year and the number of publications by each country. Keywords co-occurrence network analysis to identify key research contents. The author uses the analytical technology Biblioshiny (<https://www.bibliometrix.org/>). The results of the analysis are presented in subsequent sections of the research.

III. RESULT AND DISCUSSION

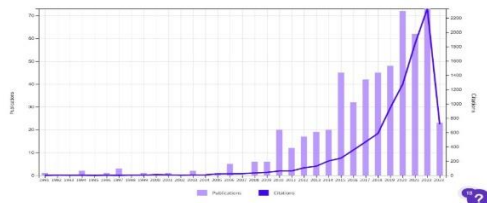
A. Statistics on number of researches on the topic of tourism business linkage in the world

The analytical dataset consists of 559 articles/seminar papers/chapters with a publication period of 33 years, from 1990 to 2023. The annual number of researches on the topic

of tourism business linkage on the WOS database illustrated in Figure 1. At the initial stage, the number of publications was small (about 3.4 researches), and unstable. In 1991 there was only 1 research, from 1994 to 2009 from 1-6 researches. Starting in 2010, the number of researches increased to 20 researches/year, the highest in 2022 with 73 researches. From the beginning of 2023 to the present, there are 23 researches in all (Figure 1).

Figure 1.

Number of researches on the topic of tourism business linkage in the world in the period from 1990 to 2023



Source: Web of Science

B. Statistics of the number of researches of magazine in the world

The combined results from the dataset (Table 1) show that Hospitality Leisure Tourism magazine topped the list with 232 researches, accounting for 41,503% of the total, followed by Management magazine with 87 documents, equivalent to 15,564%, Business magazine has 72 documents, accounting for 12,880%, the rest of the other magazines in the group of 10 leading magazines in research related to the topic of tourism business linkage with range from 60-16 researches.

Table 1.

The number of publications of 10 leading magazine on research related to the topic of tourism business linkage in the period from 1990 to 2023

No.	Name of magazines	Number os researches
1	Hospitality Leisure Tourism	232
2	Management	87
3	Business	72
4	Economics	63
5	Environmental Sciences	58
6	Environmental Researches	58
7	Green Sustainable Science Technology	57
8	Geography	19
9	Social Sciences Interdisciplinary	17
10	Regional Urban Planning	16

Source: Web of Science

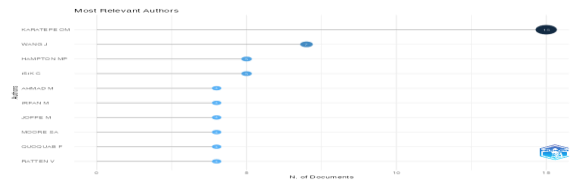
C. Researching authors on the topic related to tourism business linkage

In Figure 2, statistics of the authors having the highest number of research on the topic of the tourism business linkage, author Karatepe Om has 15 researches, author Wang J has 7 reserarches, two authors Hampton MP and Isik C have

5 Researches on this field, authors such as: Ahmad M, Irfan M, Joppe M, Moore SA, Qouquab F, Ratten Vm Rehman A, Thomas-Francois K, Von Massow M, Wong Ika all have 4 researches.

Figure 2.

Statistics of the most researching authors on the topic of tourism business linkage



Source: Web of Science

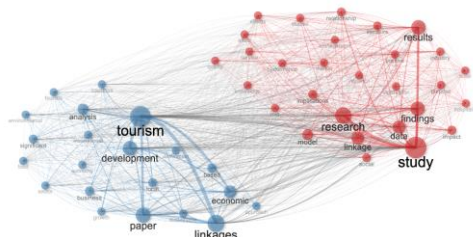
The latest research, titled "Non-collaborative behaviour of accommodation businesses in the tourism business linkage" by Alexander Safonoy, C. Michael Hall and Girish Prayag, was published in the of Hospitality and Tourism Management with the volume 54 on pages 98-107. This article presents research on non-cooperative behaviour among accommodation businesses in Christchurch, New Zealand. The authors discovered three non-cooperative factors that influence business behavior, including (1) resource-based time-relating factors related to time, finance, and knowledge; (2) sociocultural factors such as personal, cultural, and professional differences; (3) factors based on how they feel when working together or rooted in relationships that have formed with other businesses. This is a useful research with high theoretical value making it possible for the author to develop more researches in the future. The topic of the tourism business linkage is published in reputable magazines/publishers for that the theoretical basis and scientific content in this field are highly appreciated.

D. Co-citation analysis

Many researches on scientific analysis and co-citation have been performed to assess their relevance and connection level to research topics (Wang et al., 2022). The objective is to extract a sample of relationships in the targeted research to advise researchers of the core articles in this topic and to show the relationships in the research, thereby suggesting and recommending ideas for future researches (Reem Alkhamash, 2003). Keywords are phrases or words that have been selected by the authors to ensure the highlight of the content of the article and the suitable focus on the field of research. The purpose of using keywords is to make it easy for readers to search through automated search engines (Google Scholar, Web of Science, Mendeley, etc.). Co-citation coupling is a type of linking determined by the fact that different documents are similarly cited by a document/other documents – thus, similarities exist between these documents in terms of content themes (Tran Manh Tuan, 2009). Figure 4 shows the network of simultaneous occurrences of the keywords "tourism business linkage" in the title, keywords, and abstracts of the Web of Science (WoS) database.

Figure 4.

The simultaneous appearance network of keywords on the topic "tourism business linkage" of the Web of Science (WoS) database



Source: Web of Science

Network clusters are displayed as circles linked together creating 2 groups of research topics on tourism business linkage with 50 main keywords. In which, topic group 1 has keywords such as: role, hotel, performance, social, management, quality, model, destination, quality, model, destination, effects, hospitality, perspective, employees, exploring, satisfaction, service, leadership, tourist, behavior, engagement. Topic group 2 with keywords: tourism, development, analysis, evidence, economic, sustainable, linkages, research, linkage, growth, local, business, china, impact, international, energy, environmental, south, impacts, research, sustainability, approach, environment, innovation, rural, countries, economy, travel, developing, nexus.

As a result through the use of bibliometric methods and content analysis methods to review the literature on the research problem, the author found that there are 5 research groups drawn with the following contents:

Table 2.

Key research groups in co-citation analysis

Group	Typical researches
Group 1: Research on supply chain linkages in tourism business	Christian Bechtel & Associates (1997); Rungtusanatham et al. (2003); David W. Marcouiller et al. (2005); Chang Won Lee & Associates (2007); Mark Barratt & Associates (2011); Kimberly Thomas-Francois & Associates (2016); Bright Adiyia & Associates (2018)
Group 2: Research on factors affecting tourism business linkage	Dima Jamali & Associates (2010); Bright Adiyia & Associates (2018)

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Group 3: Research on the role, meaning and relationship of tourism business linkage	Mark Freel (2000); Schulenburg (2006); United Nations Conference On Trade and Development (2010); Dima Jamali & Associates (2010); Mark Barratt & Associates (2011); Martin Falk (2017); Geeta Singh & Associates (2019);
Group 4: Research on tourism business linkage with sustainable development in destinations	Dorothea Meyer (2010); Pietro Beritelli (2011); Chachaya Yodsuwan et al. (2019)
Group 5: Business linkage situation among tourism enterprises	Marie Kirsten et al. (2002); Nelson J (2006); Jane Nelson (2007); Andreas B. Eisingerich Simon J. Bell (2008); Iza Lejorruga & Associates (2010)

Source: Synthesized by the author

IV. CONCLUSION

Tourism business linkage is an activity derived from economic benefits between enterprises in the process of linkage. The intense attachment of enterprises in the linkage process increases the attractiveness and value of products, improves business efficiency, and makes an important contribution to the sustainable development of tourism activities. Business trends focus on performance and cost savings, strategic alignment increase, focus on quality and customer satisfaction. In this research, the author reviewed related research works by collecting, analyzing, and evaluating secondary information through the use of scientific publications analysis methods (Bibliometric). The author found that this topic has caught the attention of domestic and foreign scientists and managers. The author clarified the number of articles published in prestigious magazine; statistics of outstanding researches related to the research topic. In addition, statistics on content groups related to the topic of tourism business linkage are as follows: (1) Research on supply chain linkage in tourism business; (2) Research on factors affecting tourism business linkage; (3) Research on the role and meaning of tourism business linkage; (4) Research on linking tourism business with sustainable development in destinations; (5) The situation of tourism business linkage between tourism enterprises. The above research results are an important theoretical and practical foundation for the author to continue developing research activities towards building a model of factors affecting linkage activities to bring linkage benefits to tourism businesses.

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UNDERSTANDING NEGATIVE META-STEREOTYPES AT SERVICE WORK IN THE HOSPITALITY SECTOR

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Abstract: In the post-pandemic era, front-line hotel employees have experienced a growing prevalence of occupational stigmatization and discrimination, which has intensified the emergence of front-line hotel employees' negative meta-stereotypes. Despite the growing importance of this issue, there is limited literature exploring the characteristics of negative meta-stereotypes among front-line hotel employees. The aim of this study is to identify the features of negative meta-stereotypes held by these employees. A qualitative research approach was employed, with data collected from 19 front-line hotel employees through in-depth interviews. The findings reveal eight sub-themes of negative meta-stereotypes among front-line hotel

employees, including lack of respect, low salary, low level of education, limited career development opportunities, servile roles, cleaning and maintenance, poor work conditions, and low social status. These sub-themes were categorized into four major theme: physical taint, social taint, financial rewards, and employee qualities. The findings of this study present significant implications for research, practice, and future examination of meta-stereotypes within the hospitality industry.

Keywords: *Negative meta-stereotype; occupational stigma; front-line employees; hospitality.*

WORK AND NON-WORK INTERFACE OF RURAL TOURISM IN ETHNIC MINORITY AREAS: A CASE STUDY OF AZHEKE, CHINA

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Abstract: Work and non-work conflict has become a core issue in human resource development. This study is based on the observation made by the authors in Azheke, China. Azheke is a microcosm of Chinese villages in ethnic minority areas, which still maintains a largely intact traditional village style and customs. The discussion is mainly the product of four months' fieldwork in Azheke in 2021 and the authors did ethnographic observations and in-depth interviews. Based on the boundary theory, this research has two objectives. Firstly, it will analysis the role boundaries of village employees in tourism enterprises of Azheke and examine how community groups construct the boundaries of Azheke. Secondly, the research will explore how communities adjust boundaries and promote a relatively balanced state through various methods. The research helps to understand work and non-work issues in multicultural contexts and offers suggestions for practical employment issues in rural tourism.

Keywords: *work and non-work conflict, work-life balance, rural tourism, Azheke, tourism labor.*

I. INTRODUCTION

Tourism is a labor-intensive industry and the development of the industry is fundamentally dependent on people directly employed in the tourism sector (Baum et al., 2016). However, the field of work and non-work interface research has received little attention in the context of rural tourism in China. In fact, rural tourism employment is a major issue in China, particularly in regions with a high ethnic minority population and few economic opportunities.

This study is based on the observation made by the authors in Azheke, China. Azheke is located in southwest China, which is in the spectacular Honghe Hani Rice Terraces, the World Cultural Heritage. There are currently over 400 residents living in Azheke, with the ethnicity of most villagers being Hani. Due to the excellent preservation of cultures and the ecosystem, Azheke was listed in the third batch of Chinese traditional villages in 2014. Before the official tourism development, the source of livelihood of the villagers mainly relied on farming and migrant

workers. Since 2018, Azheke has steadily developed tourism attraction rights and established a collective tourism firm with the assistance of a team of academics in order to grow rural tourism. The authors find that, when village residents of Azheke village employees participate in tourism employment, they must simultaneously assume the roles of members of the traditional local society and the needs of modern society for labor force. The problem of balancing tourism work is difficult because there are too many village community affairs such as funeral and sacrifice, which has become an important contradiction in the development of local sustainable tourism.

This study, which is grounded on boundary theory, examines issues related to work and non-work in the setting of China's traditional ethnic minority communities. Community, a significant sphere established by boundaries, is introduced based on the conventional binary scope between home and work field. Empirical research helps to understand work and non-work issues and provides a new angle of coping with employment issues in rural tourism.

II. LITERATURE REVIEW AND METHOD

A. *Work and non-work conflict*

Work life balance can improve organizational performance and job satisfaction, and it has become a core issue in human resource development (HRD) (Grzywacz & Carlson, 2016). Over the past few decades, most of the attention in this research field has focused on the conflicts between work and family needs (Kreiner et al., 2009). However, some scholars also notice the existence of third places (first and second places refer to home and work), which includes potential conflicts from social domains such as church and school (Ashforth et al., 2000).

B. *Boundary theory*

Boundary is the limitations defining the physical, temporal, emotional, cognitive, and/or relational independence of entities. 'Boundary theory' refers as a

framework that individuals create and maintain boundaries to simplify and order their environment (Ashforth et al., 2000). In that case, boundary theory provides a theoretical perspective for understanding work conflict studies (Nippert-Eng, 1996).

C. Method

The research in the field of work and non-work conflict is dominated by highly standardized and rigorous quantitative methods (Eby et al., 2005). However, in China's ethnic minority rural areas, as in the case of Azheke, qualitative research can be a useful method for generating, developing, and improving novel theories in unique circumstances (Lin et al., 2013). This study adopts a qualitative approach, and the data was obtained through semi-structured in-depth interviews and participatory observations from January, 2021 to May, 2021. The research question can be segmented into three sub-research questions: (1) What are the role boundaries of village employees in tourism enterprises of Azheke? (2) How are the community groups constructing the boundaries of Azheke? (3) How can communities adjust boundaries and promote a relatively balanced state through methods such as collective negotiation?

III. RESULT AND DISCUSSION

Permeability and flexibility of a role boundary are two key concepts which influence the process of role transitions in the micro scale (Ashforth et al., 2000). Permeability refers to the degree to which a person is allowed to be physically in the field of that role, but psychologically and/or behaviorally involved in another role. Flexibility is the degree that the spatial and temporal boundaries are pliable (Hall & Richter, 1988).

The boundary of migrant workers' roles is a "thick boundary", and the flexibility and permeability of the boundary are limited, making it less possible for individuals to transit roles when necessary to solve role conflict. Compared with that, when they choose to come back to their hometown and work for the collective tourism company in Azheke, the collective tourism company in Azheke has a more porous work boundary than a traditional workplace, making it possible to balance the various responsibilities of tourism company workers in the work field and family members in the family field.

[A female manager narrative] My husband and I used to work outside and I couldn't take care of the elderly and children.....It was convenient to take care of them when I came back to work.

However, when villagers work in their hometown, they also need to balance the affairs of the "rural community" (known as "bangmang", which means

assistance in Chinese), such as weddings, funerals, traditional festivals, and sacrifices, which belongs to the third domain, the social domain. The erratic nature of rural community affairs has made tourist work more difficult.

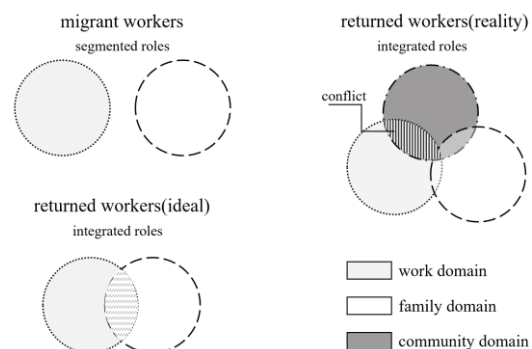
[A female employee narrative] We have to go offer assistance (bangmang). We need to lend a hand when someone else needs to do something. When our family face some problem, we also require assistance from others. People will gossip if you don't offer assistance.

Azheke is a rather small village regarding its population with strong clan notions, strong communal cohesion, and a high degree of ethnic customs retention. For instance, practically everyone participates in weddings, funerals, the Angmatu Dragon Festival and other ceremonies. "Bangmang" is not only a spontaneous act of mutual aid, rather, it is a mutually advantageous process that rural civilization has long developed. Weddings, funerals, traditional festivals, and sacrifices are examples of "ceremonial favor" that are constructed in a way that allows for emotional expression. It is through the interaction of "giving" and "owing" that villagers build the cohesiveness of rural communities.

The work and non-work boundary of workers in rural tourism companies is not only controlled by individuals, and collective norms can be developed regarding the permeability of specific fields (Kreiner, 2006). Villagers need to take on a portion of the substantive affairs of the community, and even in the case of rotating positions, they still care about the views of other members of the community on the work and non-work boundary.

Fig 1.

The roles and boundaries under different conditions



IV. CONCLUSION

Firstly, the contribution of this study to the literature is that our research deepens the understanding of work and non-work conflict phenomenon in China, particularly in regions with a high ethnic minority population and few economic

opportunities. We introduce a significant domain established by the boundary, community, to the conventional binary work-life structure.

Secondly, practical implications are provided mainly for rural tourism practitioners. The importance of rural community affairs must be considered into practices. Work and non-work conflict can be alleviated by adjusting the boundaries of community roles through collective negotiations or properly dividing the boundaries of roles, such as cultivating a sense of work, establishing rules in the work environment and so forth.

A limitation of this study is that we only focus on the villagers working in the rural collective tourism company in Azheke, a particular case. In the future, research is needed to understand other types of villagers participating in various tourism activities. Additionally, the number of interview samples in this study is relatively small, so it cannot be represented comprehensively enough, and may not fully reflect the work and non-work conflict in ethnic minority areas of China.

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HUMAN VS ROBOT SERVICE FAILURE: INVESTIGATING CUSTOMERS' FORGIVENESS AND SERVICE RECOVERY EXPECTATION

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Abstract: This research investigates customer responses to service failure when engaging with different service provider agents (SPAs) in terms of forgiveness and service recovery expectation (SRE). A 3 (humans vs humanoid robots vs non-humanoid robots) \times 2 (process vs outcome failure) between-subjects experimental design was utilized. One-way ANOVA was performed to test the mean difference of forgiveness and SRE when engaged with different SPAs under different types of service failure. Correlation and linear regression were adopted to explore their relationships with customer dissatisfaction. The findings demonstrated that customers experiencing service failure delivered by SPAs with higher humanness have lower forgiveness and higher SRE in the process failure situation, while service failure delivered by SPAs with lower humanness have higher forgiveness and lower SRE. However, there is no significant difference in the outcome failure situation. Furthermore, forgiveness and SRE have negative and positive relations with customer dissatisfaction respectively. This study has both theoretical and managerial implications.

Keywords: *Service provider agent, Humanness, Service failure, Customer forgiveness, Service recovery expectation, Dissatisfaction.*

I. INTRODUCTION

The trend of humans and service robots working together as service provider agents (SPAs) is on the rise. Robots can be categorized into humanoid robots and non-humanoid robots based on robot anthropomorphism (Gong & Nass, 2007). Service failures are inevitable regardless of the SPAs involved in the service delivery due to a variety of technical issues and uncertainties (Honig & Oron-Gilad, 2018).

This study investigates customers' level of forgiveness and service recovery expectation (SRE) toward different SPAs (humans vs humanoid robots vs non-humanoid robots) in the event of two types of service failure (process vs outcome). Also, the impact of forgiveness and SRE on their level of dissatisfaction was assessed. Customers' willingness to forgive and SRE are two important indicators of their perception towards the business and willingness to re-patronize. In most Human-Robot Interaction (HRI) failure studies, the type of failure has not been identified. Furthermore, most scholars address customer responses to service

failures based on how they evaluate the service organization, rather than the SPAs. Understanding how customers perceive different SPAs can help companies rationalize service scenarios for SPAs and minimize the negative impact of service failures.

This study aims to answer the following research questions: 1) Do customers have varying levels of forgiveness when experiencing different types of service failures involving different types of SPAs? 2) Do customers have varying levels of SRE when experiencing different types of service failures involving different types of SPAs? 3) How will customers' forgiveness and SRE affect their level of dissatisfaction after a service failure?

II. LITERATURE REVIEW

A. Mind perception theory

According to the mind perception theory (Bigman & Gray, 2018), both human and non-human entities are perceived in terms of two dimensions: agency (i.e., thinking, planning, and acting ability) and experience (i.e., the ability to experience pain, pleasure, and emotions). In contrast to human adults who are thought to have both high agency and high experience, robots are often thought to have low experience and intermediate agency. When SPAs have high perceived agency and experience, they will be considered autonomous and trusted, namely, they are capable to make decisions, act intentionally and volitionally, and more likely to take more responsibility when services fail (Schein & Gray, 2018).

B. Prospect theory

Previous studies (Bitner, Boom, & Tetreault, 1990) divide service failure into process failure (i.e., fundamental needs are met yet flawed or inadequate) and outcome failure (i.e., basic requirements are not met). Prospect theory indicates that individuals evaluate the outcome based on their perceived gains and losses rather than the absolute value of the object (Kahneman & Tversky, 1979). People are more sensitive to losses than to gains and may be more willing to tolerate minor process failures, which are

perceived as a lower loss, than basic outcome failures, which are perceived as a higher loss. Customers may experience a sense of injustice or inequity due to there is a mismatch and imbalance between the service received and the price paid when their basic needs are not met, which may lead to a similar level of grievance and dissatisfaction regardless of the type of SPAs.

H1a. In the event of a process failure, there is a significant difference in customer forgiveness for different SPAs, such that the lower the humanness of SPAs, the greater the forgiveness from customers.

H1b. In the event of an outcome failure, there is no significant difference in customer forgiveness for different SPAs.

H2a. In the event of a process failure, there is a significant difference in customers' SRE for different SPAs, such that the higher the humanness of SPAs, the higher the SRE from customers.

H2b. In the event of an outcome failure, there is no significant difference in customers' SRE for different SPAs.

B. Expectancy disconfirmation theory

The expectancy disconfirmation theory (Pizam & Milman, 1993) defines disconfirmation as the gap between customers' anticipated expectations and actual performance outcomes. The higher their SRE, the more resources or efforts the SPA needs to invest to make up for the failure. Conversely, a low SRE is more likely to be met or satisfied, thereby mitigating the dissatisfaction. Similarly, forgiveness means low intention to call to account and lower SRE, which alleviates the dissatisfaction.

H3. Customers' SRE is positively related to customer dissatisfaction following a service failure.

H4. Customer forgiveness is negatively related to customer dissatisfaction following a service failure.

III. METHOD

Research design and sample

A 3 (humans vs humanoid robots vs non-humanoid robots) \times 2 (process vs outcome) between-subjects experimental design was adopted in this study. The selection of SPAs are all female as Seo (2022) found that female service robots generated more pleasure and higher satisfaction than male ones. Respondents were randomly assigned to read one of the service failure scenarios and answer questions related to their perception and demographic and behavioral characteristics. The scenario setting was adopted from Smith, Bolton, and Wagner (1999) in a hotel check-in context: process failure (inattentive service: passionless receptionists addressing the guest by the wrong gender, i.e., Mr. as Ms. or Ms. as Mr.) and outcome failure (unavailable service: actual room type is not the type of room that the guest reserved).

All the instruments measuring forgiveness (Xie & Peng, 2009), SRE (Lin, 2010), and dissatisfaction (Sarofim et al., 2022) were adapted from prior research. The questionnaire was translated into Chinese by back-translation method to eliminate linguistic bias. A manipulation check was conducted to ensure the scenarios were distinct from each other. The population of interest for this study consists of individuals who are 18 or above and have stayed in a hotel within the past two years. The data was collected from 396 participants with monetary compensation (9 CNY per respondent, 1.27 USD equivalently) at online platform wjx.cn.

IV. RESULT

A. Respondents' demographics and reliability analysis

The majority of the respondents were female (56.8%), between the ages of 30–39 (51.5%), completed tertiary education (86.9%), had 6–10 times (41.2%) hotel stay experiences in past two years, and had 3–5 times (39.1%) robot interaction experiences. Cronbach's Alphas indicate that all three variables are reliable ($\alpha_{\text{forgiveness}}=0.832$, $\alpha_{\text{SRE}}=0.777$, $\alpha_{\text{Dissatisfaction}}=0.772$).

B. Differences in the event of process failures

The homogeneity of variance assumption was satisfied due to a non-significant result both on forgiveness ($p = .236$) and SRE ($p = .952$). One-way ANOVA was performed and the result showed a statistically significant difference does exist in three types of SPAs on customers' forgiveness ($F(2, 193)=7.844$, $p = .001$) and SRE ($F(2, 193)=8.789$, $p = .000$) in the event of process failures (Table 1). Post Hoc tests indicated that the significant difference lies between humans & non-humanoid robots ($p = .000$) on forgiveness, while it lies in humans & non-humanoid robots ($p = .001$) and humanoid robots & non-humanoid robots ($p = .003$) on SRE, that means the significant difference was only found between SPAs with the highest and lowest humanness on both forgiveness and SRE. Specifically, Non-humanoid robots had the highest level of forgiveness, followed by humanoid robots and last humans ($M_{\text{Non-humanoid-robots}}=4.106$ vs $M_{\text{Humanoid-robots}}=3.710$ vs $M_{\text{Human}}=3.373$), whereas human had the highest SRE, followed by humanoid robots and last non-humanoid robots ($M_{\text{Human}}=5.582$ vs $M_{\text{Humanoid-robots}}=5.524$ vs $M_{\text{Non-humanoid-robots}}=5.036$; Fig 1). Thus, H1a and H2a were supported.

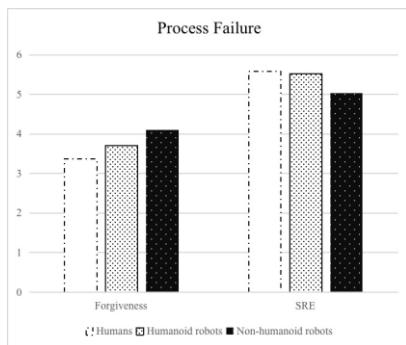
Table 1.

One-way ANOVA results in process failure

DVs	Sum of Squares	Mean Square	F	Sig.
Forgiveness	17.89	8.945	7.844	.001
SRE	11.833	5.916	8.789	.000

Fig 1.

Mean difference in the process failure



C. Differences in the event of outcome failures

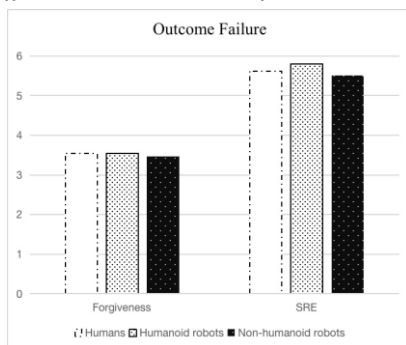
The homogeneity of variance assumption was also satisfied both on forgiveness ($p = .691$) and SRE ($p = .125$). One-way ANOVA results in outcome failure (Table 2) indicated that there is no significant difference in customers' forgiveness ($F = .085, p = .919$) and SRE ($F = 1.925, p = .149$) among three types of SPAs. The mean of forgiveness and SRE presented a similar situation (Fig 2). Therefore, H1b and H2b were supported.

Table 2. One-way ANOVA results in outcome failure

DVs	Sum of Squares	Mean Square	F	Sig.
Forgiveness	.229	.114	.085	.919
SRE	2.902	1.451	1.925	.149

Fig 2.

Mean difference in the outcome failure



D. Relations exploration

Table 3 and 4 presented the hypothesis testing results of the relationship between forgiveness, SRE and dissatisfaction. According to the result, customers' SRE is positively related to customer dissatisfaction, support H3 ($\beta = .246, t = 6.581, p < .001$). H4, which states that customer forgiveness is negatively related to customer dissatisfaction was supported ($\beta = -.604, t = -16.188, p < .001$).

Table 3.

Means, standard deviations, and correlation

	1	2	3
1. Forgiveness			
2. SRE	-.420**		
3. Dissatisfaction	-.707**	.499**	
Mean	3.6218	5.5126	4.9621
Std. Deviation	1.13454	0.87157	1.25328

** $p < .001$.

Table 4.

Multiple linear regression analysis results

IVs	β	t-value	Sig.	Adjusted R Square
Forgiveness	-.604	-16.188	.000	.547
SRE	.246	6.581	.000	

DV=Customer dissatisfaction

V. DISCUSSION AND IMPLICATION

Previous studies offered controversial arguments for robot anthropomorphism and have been debated. Some indicated that the humanness of SPAs has a predominantly positive impact on customer satisfaction, acceptance of the robot and willingness to engage. On the other hand, a probable pitfall for humanoid robots is suggested by the "uncanny valley" (Mori, 1970), which asserts that people's attitudes toward robots shift to negative, unsettling and eerie at a certain inflection point. In reality, more and more humanoid robots are being deployed in hospitality settings. This study combines humanness of SPAs and types of failure to provide an unprecedented perspective. These results broaden the literature on service failure and HRI, and provide some managerial implications to hotel businesses. It gives a fresh angle by addressing customer responses to service failures based on individual personnel, rather than the service organization. The findings will also be useful for hotel managers to design which particular type of SPA will be appropriate for specific types of guest contact situations in anticipation of the occurrence of possible types of service failures.

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THE SOCIO-CULTURAL IMPACT OF VIRTUAL FESTIVALS IN THE COMMUNITY AMIDST THE COVID-19 PANDEMIC

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Abstract: This research study aimed to determine the socio-cultural impact of Virtual festivals on the community during the Covid-19 pandemic. The survey questionnaire was the primary data collection technique. The findings showed that the Covid-19 virtual festival celebration had a social influence on people's lives by increasing entertainment and opportunity and had a positive cultural impact through the discovery and development of local residents' art skills and abilities. The main challenges encountered during the virtual festival celebration were a lack of audience participation, a lack of time, and a poor internet connection. As part of the research study's recommendations, it is recommended that Consistent and ongoing support from the community's local government unit and cultural sector, publicity efforts, an awareness of the viewers' appropriate use of social media platforms, and an upgrade and progress in the audio and visual aspects of the virtual festival celebration.

Keywords: *Social Impact, Cultural Impact, Socio-cultural Impact, Covid-19, Virtual Festival.*

I. INTRODUCTION

Events are significant feature of the tourism system, which is one of the affected areas, because they serve as critical elements in the promotion and development of the destination both at the point of origin, such as events as push factors to travel, and at the point of destination, such as events as a pull factor (Getz & Page, 2016).

With a decline in travelling due to pandemic, a greater focus on local and virtual communities, smaller, more inexpensive community gatherings and virtual or online festivals have the potential to expand in number and importance. Many tourism service providers and organizations have recently specialized in planning and executing one-of-a-kind events, such as community fairs and local festivals, which attract residents and visitors while also providing social and cultural benefits (Maguire & Hanrahan, 2017).

Thus, there is a need to study the socio-cultural impact of covid-19 on festivals which will be useful for future research purposes in terms of academic, event planning development, management and evaluation, and all other relevant programs from the research study

that can be used for promoting the social and cultural identity of the community.

II. LITERATURE REVIEW AND METHOD

A. Theoretical Framework

Figure 1.

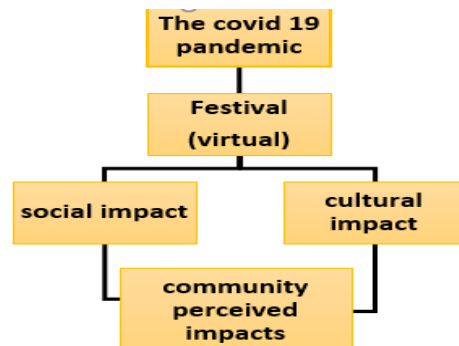
Social Exchange Theory



The social exchange theory is used to assess local community support for events, as it can explain both positive and negative perspectives and analyze interactions at the individual or collective level. Empirical findings show that people will act to maximize benefits and minimize costs. Waitt (2013) states that the social exchange theory demonstrates that an event is either positive or negative in terms of the expected benefits or expenses acquired from the occurrence. This idea assists in assessing local community support for events since it tackles both positive and negative factors.

B. Conceptual Framework

Figure 2.



The Covid-19 pandemic has had a significant effect on many tourism activities such as big events, particularly festival celebrations. Due to rigorous

lockdowns, health regulations, and the Covid-19 pandemic, the virtual festival provides an alternate way to commemorate these kinds of events. The perceived social and cultural impacts of virtual festival celebrations during the Covid-19 pandemic, as well as the perception of community activities as the study's output, will be defined and supported by the perceived social and cultural impact of virtual festivals.

III. METHOD

A. Research design

The study used a quantitative method, namely the descriptive technique, to gather data on the socio-cultural impacts of virtual festivals in the community during the Covid -19 pandemic. Data collection and tabulation are only one of the descriptive research processes. The descriptive research strategy will be used in this study because it effectively assesses what the aims want to explain or analyze using statistical tools.

B. Sampling technique

Purposive sampling was utilized by the researcher to select respondents for the study. Furthermore, the quantitative method's criterion sampling methodology will be applied, which entails include individuals who fulfill the study's pre-determined criteria

C. Statistical analysis

The following statistical techniques will be utilized in the study after the data has been gathered, encoded, and tabulated. The percentage and frequency of distribution will determine the respondent's demographic profile and possible problems that may arise when celebrating virtual festivals. The weighted mean will determine the socio-cultural impact of the virtual festival as well as the significance of celebrating the virtual festival.

IV. RESULT AND DISCUSSION

A. Table 1. Social Impact Statement

Table 1 shows the social impact statements of Covid-19 on the festivals. The results showed that the residents strongly agreed that the festival increases entertainment opportunities for local people or residents with a weighted mean of 4.63. In general, based on the overall ranking of results from the gathered data, the residents agreed that there is a social impact of covid-19 on the festivals, with a grand mean of 4.07.

Social Impact Statements	Weighted Mean	Descriptive Index	Rank
The festival increases entertainment opportunities for local people.	4.63	Strongly agree	1
The online festival acts as a showcase for new ideas.	4.32	Agree	2
The community is enhanced through the virtual festival	3.93	Agree	5
Friendships are strengthened through participating in the virtual festival	4.01	Agree	3
The locals avoid participating in the virtual festival.	3.54	Agree	6
There is a decreased sense of community involvement in the virtual festival.	3.97	Agree	4
Grand Mean	4.07	Agree	

B. Table 2. Cultural Impact Statement

Cultural Impact Statements	Weighted Mean	Descriptive Index	Rank
The virtual festival provides an opportunity to discover and develop cultural skills and talents	4.23	Agree	1.5
There is a sense of pride and recognition through participating in a virtual festival.	4.23	Agree	1.5
The virtual festival enhances the image of the community.	4.19	Agree	3
The virtual festival leaves an ongoing positive cultural impact on the community.	4.18	Agree	4
There is an Increased pride in the community because of the virtual festival.	4.04	Agree	7
There's an exposure to a variety of cultural experiences through the virtual festival	4.11	Agree	6
The virtual Festival maintains the community's cultural identity.	4.17	Agree	5
The online festival strengthens cultural experience and awareness.	4.01	Agree	9
The virtual festival increased residents' interest in the history of heritage.	3.93	Agree	10

The community's art and music have been well preserved due to the virtual festival.	4.02	Agree	8
Grand Mean	4.11	Agree	

Table 2 is all about the cultural impact statements of Covid-19 on the festivals, and the results revealed that the residents agreed that the virtual festival provides an opportunity to discover and develop cultural skills and talents and a sense of pride and recognition through participating in the virtual festival with a weighted mean of 4.23. Based on the overall ranking from the obtained result data, the residents agreed that there's a cultural impact of Covid-19 on the festivals, with a grand mean of 4.11.

C. *Table 3. Reasons of Celebrating Virtual Festival*

Reason Statements	Weighted Mean	Descriptive Index	Rank
Foster social and cultural life	4.39	More important	2.5
Attract possible investments	4.30	More important	6
Improve community image	4.44	More important	1
Unity in family	4.29	More important	7
Inherit and celebrate community festival	4.33	More important	5
Improve community togetherness	4.39	More important	2.5
Online Socialization opportunities	4.38	More important	4
Grand Mean	4.36	More important	

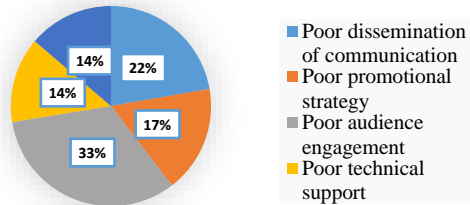
Table 3 shows why the community and residents celebrate festivals, and the results indicate that it is more important to celebrate festivals. It improved the community image with a weighted mean of 4.44. Therefore, to the overall ranking of the gathered data results, the local community believed that celebrating festivals is more important, as revealed from the study with a grand mean of 4.36.

D. *Table 4. Demographic Profile of the Respondents According to Age, Gender, civil status, years of residency, role of festival and occupation.*

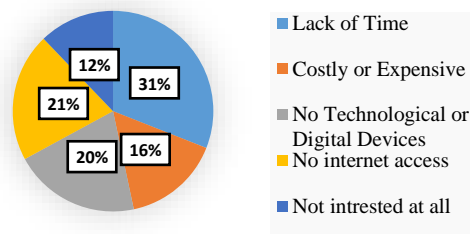
Age	f	%	What is your role in festival?	f	%
below 18	73	48.67	Audience	8	5.33
18-23	48	32.00	Volunteer	1	0.67
24-28	14	9.33	Watcher	4	2.67
29-33	5	3.33	audience	2	1.33
34-43	6	4.00	organizer	7	4.67
44-48	3	2.00	participant	41	27.33
49 and above	1	0.67	performer	14	9.33
Gender	f	%	spectator	60	40.00
female	69	46	viewer	2	1.33
male	81	54	Occupation	f	%
Civil status	f	%	Business owner	1	0.67
married	14	9.33	Elected official	1	0.67
single	135	90.00	Government employee	26	17.33
widowed	1	0.67	Private employee	64	42.67
Years of Residency	f	%	Watcher	1	0.67
0-5	4	2.67	not employed	8	5.33
6-10	10	6.67	self-employed	8	5.33
11-15	8	5.33	student	41	27.33
16-20	13	8.67			
21-25	72	48.00			

As shown in table 4, the majority of the respondents belong to the age range of 31-40 years old, with the frequency of 73 or 48.67%, are teenagers. Most of the respondents are male, with the frequency of 81 or 54%, and 69 or 46% are female. The majority of the respondents are single, with a 135 or 90% frequency. Most of the respondents have stayed in the community for almost 21 to 25 years, with a frequency of 72 or 48%. The majority of the respondents in the festival are spectators with a frequency of 60 or 40% and most of the respondents are employed in the private sector with a frequency of 64 or 42.67%.

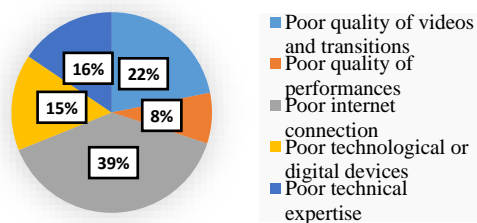
E. **Figure 3.** Problems Encountered during Virtual Festival in terms of Lack of Information



F. **Figure 4.** Problems Encountered during Virtual Festival in terms No Desire or Need



G. **Figure 5.** Problems Encountered during Virtual Festival in terms Technical Issues



The figures 3-5 presented the problems encountered by the residents. The respondents revealed that in terms of lack of information, poor audience engagement is the main problem, with regards to no desire or need, the lack of time is the main concern. In contrast, having a poor internet connection is the main technical issue.

IV. CONCLUSION

The Covid-19 virtual festival celebration has had a social and cultural impact on people's lives by increasing entertainment and opportunities for local people in the local community, as well as discovering and developing local citizens' cultural skills and talents and providing a sense of pride and recognition.

One of the reasons the local community is honoring the Covid-19 pandemic situation with a festival is to

boost the community's image. The local community values community image because it reflects the local people's behavior, beliefs, culture, and social identity. The main problems encountered during the virtual festival celebration in the community were a lack of audience participation, a lack of time, and a poor internet connection. These concerns are related to information dissemination, the lack of participant involvement, and the insufficiency of internet connection.

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CONSERVATION OR DEVELOPMENT? SUSTAINABLE TOURISM DEVELOPMENT OF LIVING HERITAGE IN THE PROCESS OF SOCIAL TRANSFORMATION: THE CASE OF HANI TERRACES

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Abstract: Conservation of living heritage sites emphasises the active participation of indigenous people in heritage conservation practices, while a people-centred approach emphasises respect for the economic and cultural choices of indigenous people. In the case of the Hani Terraces, a typical living heritage site, even today, when tourism is gradually converging there, the economic and cultural choices of the indigenous people are increasingly inclined to go out to work and abandon the way of life and terraced heritage that their ancestors have maintained for over a thousand years. Why this phenomenon has occurred, how to resolve this contradiction, and how to effectively balance and reconcile the conservation of living heritage with the development of the indigenous people themselves, has become a major challenge for the conservation of the living heritage of the Hani Terraces, and indeed for modern heritage conservation. I take the Hani Terraces, the world's cultural landscape heritage, which is one of the most difficult of living heritage to conserve as research case. Starting from the change of the symbolic meaning and spatial positioning of the Hani terraces during the process of social transformation, this study explores the relationship between the conservation of the Hani terraces and the survival and development of the indigenous people of the heritage site at different stages. And find: 1) Selling differences help to resolve the contradiction between the preservation of the Hani terraces and the development of the indigenous people themselves. 2) As a special type of tourism product, the production chain of the living landscape product is easily overlooked in the Market Segment. 3) The introduction of tourist attraction rights will help to solve the problem of the neglect of the production chain of living landscape products, thus resolving the contradiction between the conservation of heritage and the development of the indigenous people themselves. This study refines the theory of tourist attraction rights, identifying a reasonable market-oriented development method, resolves the conflict between terraced field conservation and the survival and development of the community residents, and achieves the sustainable development of the living heritage of the Hani terraced rice fields. The study provides a theoretical and methodological reference for large scale, holistic, functionally renewed, and

unclear rights and responsibilities living heritage conservation, as well as a case reference and policy basis for rural revitalization of heritage sites in China.

Keywords: *Sustainable tourism development, Living heritage, Social transformation, Hani Terraces.*

THE IMPACT OF INTANGIBLE ASSETS ON THE FINANCIAL PERFORMANCE OF HOTEL COMPANIES: A PANEL DATA ANALYSIS

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Abstract: In the past two decades, a new trend has emerged in the hotel industry, with the proportion of intangible assets of hotel companies significantly increasing. This study aims to explore this trend, whether the financial performance of companies is reasonably in line with it, and whether there is a certain relationship between them. This study reviewed the annual reports of all listed hotel companies in the United States from 2000 to 2018 to extract relevant panel data. Companies with missing data will be excluded. Using the proportion of intangible assets to total assets as the independent variable, and ROA and ROE as the dependent variables to establish a fixed effects model. Introduce leverage, liquidity, firm size, and firm age as control variables. After conducting descriptive analysis and Pearson correlation analysis on the data, regression analysis was conducted by using the least squares dummy variable.

The expected result is that the intangible asset proportion of a listed hotel company has a significant positive influence on its financial performance. The implementation of this study is that the board officers of the hotel companies can better understand the development trend, and reasonably adjust the asset structure to keep an adequate proportion; managers of hotel companies can subjectively strengthen the control of risks and opportunities when investing in intangible assets; the government regulatory authorities can improve regulations to conduct macro-control of the hotel industry more effectively.

Keywords: *Intangible Asset, Financial Performance, Hospitality and Tourism Financial Management, Panel Analysis.*

EXPLORING THE SYMBIOTIC RELATIONSHIP BETWEEN RURAL B&BS AND LOCAL COMMUNITIES: A CASE STUDY OF HEDULI B&B IN GUANGDONG, CHINA

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Abstract: In recent years, the revitalization of rural communities in China has been driven by the development of rural Bed and Breakfasts (B&Bs) that operated by external personnels. These B&Bs contribute to the creation of jobs and revenues, and bring advanced business ideas and modes to villages. However, sometimes there are conflicts over resource allocation and cultural norms between non-local B&Bs and local stakeholders. Things are different in Xiahe Village in Guangdong, China, with harmony relationships among all stakeholders established, especially between the non-local B&B and local community. Academically, the symbiosis theory places a strong emphasis on collaboration among all stakeholders and has been widely adopted. By means of this theory, this study examined the tourism-based symbiotic relationship between Heduli B&B and Xiahe Village, and identified the dynamic development trend. Data were collected via non-participant observations and semi-structured interviews. The study first uncovered that tourism

symbiosis units of Heduli B&B and Xiahe Village consist of local villagers, local operators, external operators, and superior government. A spontaneously developed continuous reciprocal symbiosis was then identified given minimum governmental intervention. The transition of symbiosis model was also seen, from favoritism to multicentric mutualism. And the first generation of migrant workers' wealth accumulation and the Corporate Social Responsibility (CSR) taken by operators greatly benefitted this change. Dynamic change, ripple effect, and intergenerational disparities were discovered to be major traits of the symbiosis. The findings of this study make a substantial contribution to the ongoing discourse on the role of non-local B&B in fostering rural revitalization.

Keywords: *Symbiosis; Rural B&B; Local community; Ripple effect; Intergenerational differences.*

AN OVERVIEW OF RESEARCH ON TOURISTS' MOTIVATION WHEN PARTICIPATING IN CREATIVE TOURISM TYPE

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Abstract: This research aims to identify and analyze documents related to craft village tourism, especially to analyze the needs and motivations of tourists to develop innovative tours and products in traditional craft villages in Ninh Thuan Province, of which are two prominent handicrafts in Bau Truc and My Nghiep Villages. Database from Web of Science (WoS) and Scopus for publications extraction and the software Rstudio are applied for analysis. The research approaches concepts and models proposed in tourist research; demands for creative tourism, thereby making research recommendations towards creative tourism in different regions, awakening and developing tourism in potential tourist destinations in the future.

Keywords: creative tourism, motivation tourism, craft village tourism.

I. INTRODUCTION

The traditional craft villages of an ethnic group are intriguing to numerous domestic and international tourists and are one of the products appealing to tourists. Studies on tourists' motivations, perceptions, and attitudes towards traditional craft villages in the world have not been analyzed much and there is even less research available when it comes to the context of craft villages by separated countries, comprising Vietnam.

Figure 1.

Steps to use Biblioshiny and VOSViewer Bibliography

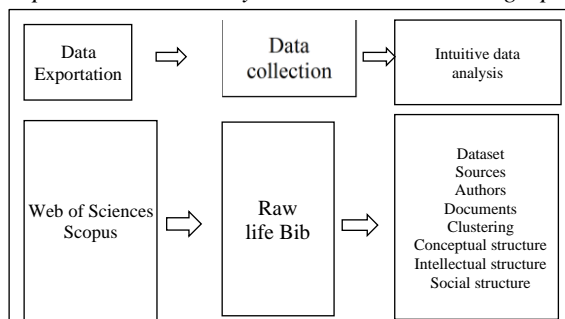
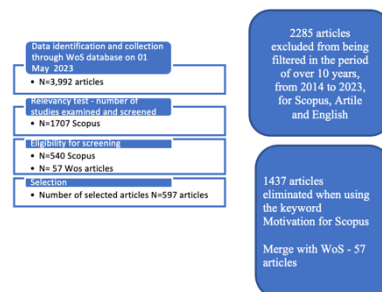


Figure 2.

PRISMA steps conducted in related articles



II. LITERATURE REVIEW AND METHOD

Bibliographic research has been carried out mainly through databases such as Web of Science (WoS/WoK), Scopus, Dimensions, Lens.org, PubMed, Cochrane Library. However, this research was primarily applied the WoS data. Steps of PRISMA have been performed in this research involving criteria for inclusion in the study (Moher et al., 2009).

III. RESULT AND DISCUSSION

A. Journals with the highest number of articles on "craft village tourism"

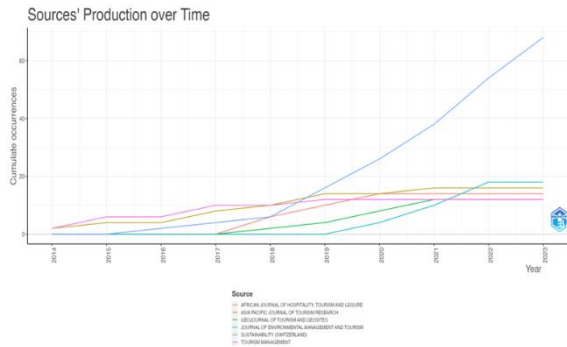
Figure 3 shows that the journal with the most articles on craft village tourism is the journal Sustainability (Switzerland) with 68 articles. Other journals are Journal of Environmental Management) and Tourism (18 articles), Asia Pacific Journal of Tourism Research (16 articles), African Journal of Hospitality, Tourism and Leisure (14 articles), GeoJournal of Tourism and Geosites, Tourism Management (12 articles), and some other journals.

Figure 3 illustrates that studies on craft village tourism have taken place from 2014 to 2023 and there are totally 6 journals having the highest number of articles. There is a relationship between the study of craft village tourism and sustainable tourism, which

articles have been published most by scientists specializing in environment, tourism, and tourism management and researchers in the field of geography. In the timescale of 2019 and 2023, reaching their peak, journals on craft village tourism have had the number of articles been stable and remarkably increased.

Figure 3.

Journals with the highest number of articles on “craft village tourism”



B. Countries with the most research on craft village tourism

Figure 4.

Countries with the most research on craft village tourism (1)

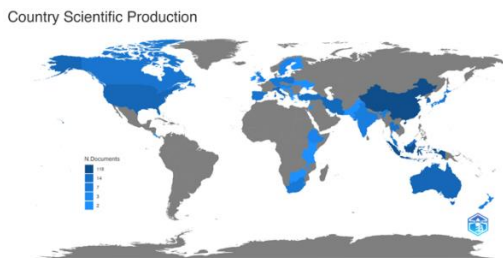
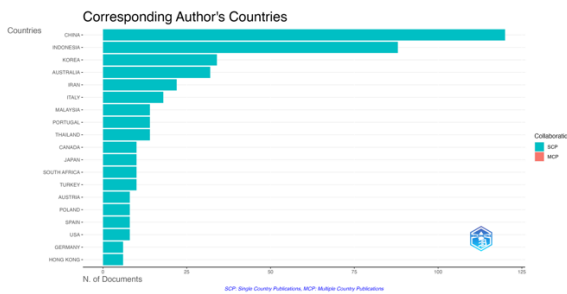


Figure 5.

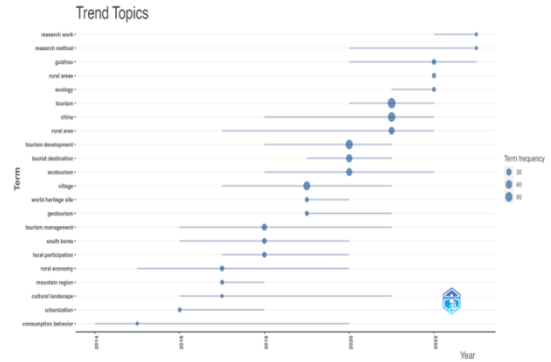
Countries with the most research on craft village tourism (2)



C. Trending Topics

Figure 6.

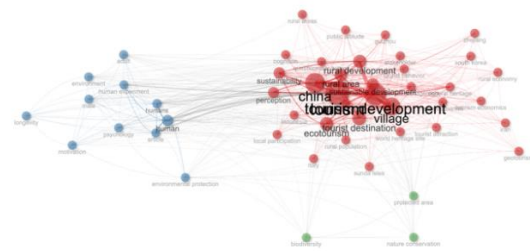
Diagram of Trending Topics



D. Co-occurrence network

Figure 7.

Co-occurrence network



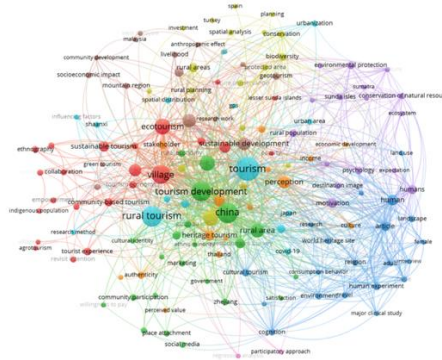
Meanwhile, Figure 10 demonstrates that there are a total of 49 keywords classified into 3 main topic groups which would be mentioned after analyzing the Co-occurrence Network.

E. Keyword Network

With the aim of highlighting outstanding topics related to research and future research trends, the keyword network, created by the software VOSviewer (Eck & Waltman, 2011), is collectively presented by keywords, appearing most frequently, from various studies. Figure 10 indicates the network of craft village tourism keywords in sections such as title, keywords, and summary in two large databases, Scopus and Web of Science (WoS). There were 146 words found, classified into 9 clusters. The size of the linking line and the circle of a word is determined by the size and the color depth of the link, thereby showing the appearance frequency of the keywords. The top keywords (with higher numbers) are tourism development (108 appearances and 574 total link strength); sustainable development (69 appearances and 260 total link strength); rural tourism (68 appearances and 282 total link strength); craft villages (89 appearances and 444 total link strength); and

tourist destination (79 appearances and 308 total link strength).

Figure 8.
Keyword Network



The co-citation network analyzed by VosViewer software is divided into 2 groups (cluster) as follows:

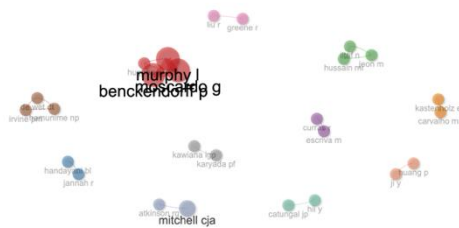
Figure 9.
Co-citation network map



Table 1. Two groups of co-citation authors

Group 1	Group 2
Ahmad, Kang, Lee, T.J, Park. E, Park.Y	Lee, Zhang.Y, Li.z

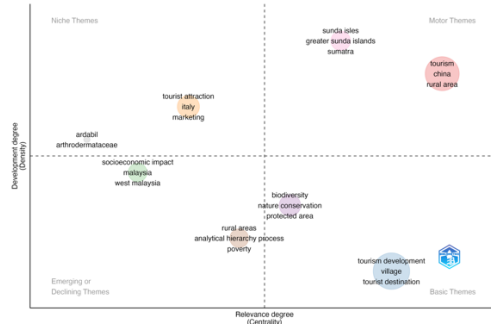
Figure 10.
Appearance frequency of keywords over time from 2007 to 2023



When analyzing Words' Frequency over time, article titles with the words Villages and Village appeared continuously from 2001 to 2023. The keyword "Creative" (Creative Tourism) appears in 22 years (from 2001-2023), the keyword Culture in articles appeared from 2013-2023. The "Minimum word frequency" parameter was obtained as five, and

the "word count per year" parameter was obtained as three when building trending topic charts.

Figure 11.
Thematic Map



In thematic map analysis, clusters of networks are concurrently shown as bubbles in the graph according to Callon's density and center ratings (Callon, 1991). The word occurrences of the cluster were determined by bubble size. The X-axis describes the centrality of the network cluster or the degree of interaction with other chart clusters and measures the importance of the research topic. The Y-axis denotes density and a measure of the internal strength of a cluster network and the topic development (Cahlik, 2000).

Figure 12.
Concept structure map



According to the results of the Concept Structure Map, when the keywords of the articles on "craft village tourism" were examined in this study, the following concepts were placed in the first cluster with high factor loading in the first dimension, including: marketing, culture, heritage, sustainability, stakeholder, rural area, perception, cognition, human experiment, human, psychology, environment protection, biodiversity, nature conservation, local participation, eco tourism, landscape, social economic impact, livelihood.

IV. CONCLUSION

Tourism offers visitors the opportunities to develop their creative potential through active participation in courses and learning experiences that are originally characteristics of their destinations for travel. Zhang (Zhang, 2022) explores the influence of the factors on travelers' loyal attitudes, including cognitive, affective,

and formative aspects, on ethnic cuisine through the acceptance of authenticity, positive emotions, and perception value. (Chirieleison, 2021) argues that many historic villages try to exploit the appeal of cultural heritages, authentic atmosphere, and beautiful landscapes to become rural tourist destinations. Xiang Li (2021) clarifies tourists' motivations, perceptions, and attitudes towards ethnic minority village tourism in order to determine motivations, perceptions and attitudes towards ethnic minority village tourism. The findings indicate that travel experiences include natural aesthetics, cultural aesthetics, service, interaction, and entertainment. The main motivation is to experience unique cultural activities (Choong-Ki Lee, 2021) and the experience economy (Pine and Gilmore, 1998). Studies on tourists' motivations, perceptions, and attitudes towards traditional craft villages in the world have not been analyzed much and there is even less research available when it comes to the context of craft villages by separated countries, comprising Vietnam. Through this research, it is possible to identify factors that can help to predict the behavior of tourists in the future, which can support the change of craft village tourism products in an innovative way to be able to meet the increasing demand of visitors.

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ALTERNATIVE PRACTICUM PROGRAM ASSESSMENT FOR HOSPITALITY AND TOURISM STUDENTS DURING PANDEMIC: A CASE STUDY OF INNOVATIVE LEARNING

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Abstract: The world health crisis brought tremendous challenges to the entire world and it paralyzed varied sectors including the academe. Due to the closure of physical classrooms and social distancing measures, alternative measures of learning and assessment were necessary for the continuity of education specifically Tourism and Hospitality education. Leyte Normal University, conducted an alternative practicum program in Tourism and Hospitality Management. On-campus faculty collaborated with industry experts for assessment. Aiming to evaluate its effectiveness. The study showed positive student perception and feedback, with suggestions for improvement including more training time, feedback, and tailored workshops.

Keywords: *Innovative learning, alternative practicum, assessment, tourism students, pandemic.*

I. INTRODUCTION

The COVID-19 pandemic presented unprecedented challenges, impacting various sectors including education, particularly Tourism and Hospitality education. The closure of physical classrooms and implementation of social distancing necessitated alternative learning and assessment methods. While negative impacts were felt (Seo and Kim, 2021), the crisis also provided opportunities for engaging student experiences (Zhong, Busser, Shapoval, & Murphy 2021). Industry collaboration, research, and disciplinary identity were highlighted as important coping strategies (Wassler & Fan, 2021; Tiwari, Seraphin & ChowhDRY, 2021). However, competency evaluation posed as a challenge to maintain its authentic assessment despite the remote mode of learning.

Thus, this case study is conducted to assess effectiveness of the practicum assessment scheme as perceived by the students and ways of improving it were shared by the practicum faculty and the industry experts.

II. LITERATURE REVIEW AND METHOD

An application of mixed-method descriptive case study research design, including a survey and focus group discussions with students, instructors, and industry partners were utilized. The survey gathered data on the participants' perceptions of the alternative practicum program's effectiveness, including its relevance to industry, and its impact on students' learning outcomes. The focus group discussions provided insights into the program's strengths, weaknesses, and areas for improvement, as well as identify innovative practices that can enhance the industry-based skills assessment.

Purposive sampling was employed for both the quantitative and qualitative studies which consisted sixty actively engaged hospitality and tourism students in the alternative practicum assessment program and team of evaluators.

Two sets of data were collected: one from a Google survey distributed to the fifty participating students who completed a two-week workshop and alternative assessment, and the other from a focus group discussion involving eight assessors. The data collection instruments, which consisted of researcher-developed tools, underwent validation by three practicum assessment experts.

III. RESULT AND DISCUSSION

1. Quantitative Data

A. Effectiveness of the Alternative Practicum Assessment

As reflected in figure 1, hospitality and tourism students agreed ($m=4.16$) that the alternative practicum program assessment helped them improve their skills and knowledge in their field of study. But they have a neutral answer ($m= 3.33$) when asked if the program gave them a chance to work with industry experts. Their response supports the pragmatic learning of John

Dewey which states that students learn from their experiences and interactions with the world (McDowell2002).

Fig. 1.

Effectiveness of the alternative practicum assessment

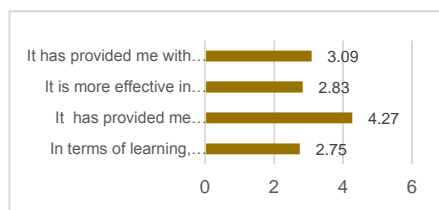


B. Comparison of traditional practicum experience and alternative assessment

Figure 2 shows that students have neutral answer ($m=2.75$) when asked if learning is better in the alternative practicum assessment than in the traditional assessment. It is because one of the essential elements for authentic assessment was not felt by the students and that is the actual knowledge (Hammond, 2000) or the real experience of serving guests or clients was missing since the assessment was done through simulation and role-playing. But in terms of acquiring skills, the students find the alternative practicum program better than the traditional program as it provided them more practical activities compared to the traditional program, there is a more engaging feedback given by the industry experts (McDowell 2002).

Fig. 2.

Comparison of traditional practicum experience and alternative assessment



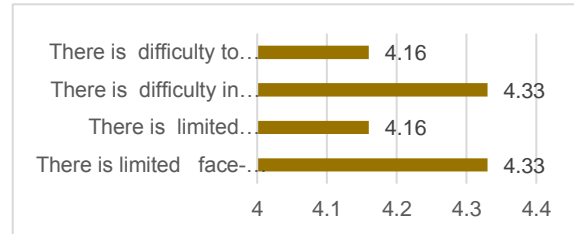
C. Challenges Experienced During the Pandemic Assessment

Figure 3, shows the challenges experienced by students on this pandemic assessment. Among the four identified challenges they have chosen two which they find challenging; there is limited face to face interaction with the industry experts ($m=4.33$) and they find it difficult to work with team because due to limited face to face interaction ($m=4.33$). This is natural reaction coming from them while the situation halted them to have an open face to face communication both to industry experts as well as to their colleagues or classmates for limited number of

participants were allowed during their simulated activities

Fig. 3.

Challenges experienced during pandemic



2. Qualitative Data

Theme 1 *Students' suggestions to improve the alternative assessment program*

Figure 4 displays a word cloud depicting their responses. The dominant theme (Figure 5) that emerged from the open-ended question was students' learning needs. Bold words in the word cloud include "more workshops," "more activities," and "virtual simulation." The students expressed a desire for increased hands-on activities to enhance their competencies, both in face-to-face and virtual or off-site practical applications. "I suggest that instructors can give their students more workshops to see their students improved despite of pandemic" -Participant no,15 The demand for increased practical activities aligns with Dewey's pragmatic learning approach, emphasizing the importance of experiential learning for students to gain confidence in interacting with the world and sharing their competence. Figure 4 presents the key words extracted from the generated word cloud.

Fig. 4.

Students' suggestions to improve the alternative assessment program

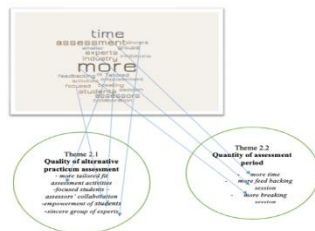


Theme 2 *Suggestions from the team of assessors*

They identified areas for improvement in implementing the alternative practicum assessment, which were categorized into two themes: the quality of the assessment and the quantity of the assessment period. Figure 5 displays the dominant words extracted from the generated word cloud, including "more time," "more feedback sessions," and "more break sessions."

Fig. 5.

Suggestions from the team of experts



Theme 2.1 *Quality of Alternative Practicum Experience*

The assessors who are experts on their respective field in the tourism industry valued the conduct of alternative practicum assessment to continuously upgrade the competencies of the future tourism professionals. However, they need to upgrade or improve the manner of conducting it. “*Divide the students not according to section but probably according to interest or desired activity. Mas I pattern or I tailored r-fit sa perceived needs/interest nila*” (Divide the students according to interest or desired activity and pattern or tailored fit it according to perceived needs/interest). “Intensive narrations of the participants support the first theme, that they are aiming for an authentic assessment which is actively participated by students, and will result to a desirable social experiences during the internship period. It will eventually decrease negative perceptions on their career in the tourism and hospitality industry (Kim & Park, 2013 & Booger & Lim, 2005). Focused assessment is sustained if industry experts such as lodging professionals collaboratively develop effective internship program designs as perceived by students (Kay and Devau, 2003, Billet, Cain & Lee, 2018 & Turangil & Atlintas, 2018).

Theme 2.2 *Quantity of assessment period*

“*The alternative practicum assessment program is a good avenue to get to know the students better – their demeanor when under pressure, eloquence, sense of leadership and overall confidence in presenting themselves, but to maximize the effort given by the faculty, making this a multi-day event.*” Participant no. 3 (events operations manager). The narration of participant no. 3 supports the findings of Francis, Moses & Nehirmia (2017) that tour guides require more training irrespective of their level of education, certification and work experience, and training duration mediates training evaluation (Asadullah, Peretti, Ali, & Bourgain, 2015). The faculty members who handle in campus training managed the students during pandemic got the realistic evaluation on how their students fare and their level of competencies. “*There should be more comprehensive training done by industry experts longer than just a two week-*

training period” Participant no. 4 (Events Management Practicum faculty) Participant no. 5 (Hotel Practicum faculty). There is a need to re-shift the training pedagogy in the tourism and hospitality education post pandemic to on site learning and doing.

IV. CONCLUSION

Innovative learning experienced by tourism and hospitality practicum students in Leyte Normal university during pandemic is anchored on the following factors; embracing the importance and so with the limitation in conducting a short duration industry-based face to face competency assessment, irreplaceable role of industry experts in the competency assessment, the collaborative partnership of educators and industry experts in building the confidence of pandemic students, and lastly, the consistent conduct of the authentic and engaging assessment after the suggested training period.

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SPATIAL COUPLING OF LEISURE INDUSTRY PATTERN AND POPULATION DENSITY IN SHANGHAI

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Abstract: Taking Shanghai as an example, a coupling model was constructed to explore the coupling coordination effect between the leisure industry layout and population density based on the analysis of the leisure industry layout using POI data and to reveal the allocation profile of leisure resources in each district. The results show that: 1) leisure resources are significantly agglomerated in spatial distribution, and the degree of the agglomeration is: catering > accommodation > sports > shopping > cultural and entertainment > tourism. 2) leisure resources are generally distributed in a "core-periphery" pattern, and there are differences in the layout of various types of resources. 3) The coupling results of the leisure industry and population density are mainly in the moderate and low coupling coordination, and the coupling areas show a "descending from the core to the periphery" feature.

Keywords: *leisure resources, population density, spatial coupling, POI, Shanghai.*

I. INTRODUCTION

Leisure is one of the basic functions of cities, and urban space should be created to meet the tourism and leisure needs of both external visitors and residents, and efficient urban leisure space is conducive to enhancing the charm and economic dynamics of cities. The degree of urban casualization is consistent with economic development, and the two are characterized by interactive development. The larger the scale of the city and the higher its functional level, the more significant the advantage of urban leisure development. Cities with high-quality leisure equipment also have better development in terms of economy and industry, traffic construction, and safety level (Xu et al, 2020). In addition, the leisure time, space, and satisfaction of city inhabitants also significantly affect the generation of subjective well-being (Wang & Sun, 2019). Therefore, it is necessary to explore the spatial characteristics of the urban leisure industry and its relationship with the population distribution, so as to provide theoretical reference for urban leisure space programming and construction.

Additionally, with the advent of the information age, big data has broken through the limitations of

traditional data collection technology by providing new perspectives for tourism research. For example, photos were used as a source of data to study the behavior and perception of tourists (Zhang et al., 2019). Taxi trajectory data was used to assess the spatio-temporal pattern of urban leisure functional areas (Jing et al. 2021). POI, as a kind of big data, is spatial data containing information on names, categories, coordinates, and classifications, which has the advantages of large volume, high precision, and easy access compared with traditional data, making up for the shortcomings of classical field research-based techniques. It plays an essential role in identifying the spatial layout of the urban business. The study of urban leisure resources layout can refer to this approach.

In this regard, this study explores the distribution pattern of various types of leisure resources in Shanghai by capturing leisure POI data, and moreover establishes a coupling coordination model to reveal the relationship between the layout of the urban leisure industry and population distribution. This study is expected to provide a practical reference for the overall planning of urban leisure industry arrangement and enrich the theoretical research on urban leisure space.

II. RESEARCH DESIGN

A. Research Area

Shanghai is a representative of China's modern metropolis. It is located at the confluence of the Yangtze and Huangpu rivers into the sea with a total area of 6,340.5 km². The city's resident population is nearly 25 million, and reached GDP 4.47 trillion yuan in 2022. Shanghai has 16 districts under its jurisdiction, of which Huangpu, Xuhui, Changning, Jing'an, Putuo, Hongkou, and Yangpu, which occupy a smaller area, are the 7 central areas of Shanghai.

B. Data Sources and Methodology

The POI data of leisure resources in Shanghai were collected by obtaining developer keys through the open platform of Gaode Map. Based on data availability, this study classified the leisure resources into six

categories: catering, accommodation, shopping, tourism, culture and entertainment, and sports. By deduplicating, classifying, and cleaning the collected data, a total of 118,833 catering POIs, 16,685 accommodation POIs, 30,027 shopping POIs, 5,852 tourism POIs, 11,929 cultural and entertainment POIs, and 8,668 sports POIs were obtained. The raster data of Shanghai's population density are obtained from the Resource and Environment Science and Data Center of the Chinese Academy of Sciences, and each raster represents the number of people within a grid of 1 km².

To analyze the distribution characteristics and patterns of Shanghai's leisure resources, Nearest Neighbor Indicator (NNI) and Kernel Density Estimation (KDE) are measured. Meanwhile, the coupled coordination analysis of population density and the spatial distribution of leisure resources is conducted through a coupling model.

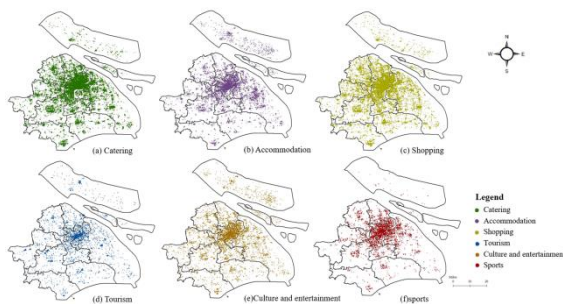
III. RESULT AND DISCUSSION

A. Spatial clustering characteristics of leisure resources

The spatial distribution map of various types of leisure resources in Shanghai (Figure 1) was obtained by visual representation of the classified and cleaned POI data. The basic distribution of POI shows that all kinds of leisure resources show a tendency to spread from the center 7 districts to the periphery, with dense distribution of points in the center and fragmented distribution of points in the periphery. The intuitive judgment is that there are more POI of catering and shopping, and the central area with dense distribution of points is larger, accommodation, sports and culture and entertainment are the second, and the central area with dense distribution of tourism POI is the smallest.

Fig 1.

Distribution of various leisure resource sites in Shanghai



Meanwhile, the analysis results of the nearest neighbor indicator (Table 1) show that all types of leisure resources show significant spatially clustered distribution characteristics. And the spatial clustering degree of various leisure resources in Shanghai is as follows: catering > accommodation > sports > shopping > cultural and entertainment > tourism.

Table 1.

Results of Nearest Neighbor Indicator Analysis

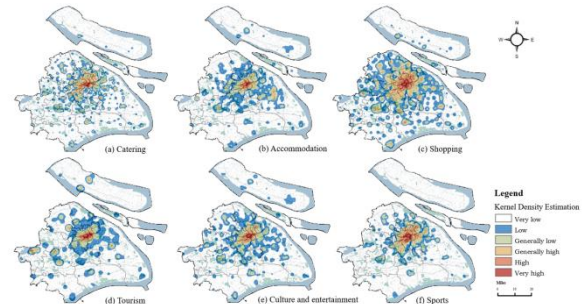
Classification	NNI	Z value	P value
Catering	0.145	-563.86	0.000
Accommodation	0.229	-190.40	0.000
Shopping	0.303	-231.10	0.000
Tourism	0.383	-88.80	0.000
Cultural and entertainment	0.344	-137.03	0.000
Sports	0.254	-132.84	0.000

B. Spatial distribution characteristics of leisure resources

By analyzing the KDE of six major categories of leisure resources, a kernel density map was drawn, as shown in Figure 2. On the whole, the distribution of the six types of resources all show the characteristic of gradually spreading to the peripheral areas with the seven districts in the center of Shanghai as the core which is consistent with the core-periphery theory of urban business development. Specifically, there are also some differences in the spatial distribution of the six types of resources. To summarize the regulations, the areas with "high" and "very high" kernel density values are regarded as core areas, the areas with "generally high" to "generally low" kernel density values are regarded as sub-core areas, and the areas with "low" kernel density values are regarded as low-core areas while the "very low" areas are considered as non-core areas.

Fig 2.

Kernel density analysis results of various leisure resources



(1) Catering and shopping. The results of kernel density analysis showed that both catering and shopping resources are characterized by a distribution of "grand core area - multiple scattered sub-core points - low core belt - non-core area". (2) Accommodation and cultural and entertainment. There are similarities in the allocation of accommodation and cultural and entertainment resources, showing the distribution characteristics of "large core area - few sub-core points/low core area - non-core area". (3) Tourism resources. Tourism resources include not only natural scenic tourist attractions such as parks, botanical gardens, and city squares, but also humanistic tourist

destinations such as memorials, red scenic spots, and world heritage sites, and their distribution shows the characteristics of "large core area - low core belt - sub-core point - non-core area". (4) Sports resources. The distribution of sports resources is characterized by a "mega-core area - sub-core point - non-core area", and the high kernel density of sports not only completely covers the central area of Shanghai, but also spills over to the adjacent areas, covering a wide area.

C. Spatial coupling of leisure industry layout and population density

The spatial coupling relationship between leisure resources and population density in Shanghai is dominated by low and moderate coupling coordination degrees, with few high and extremely high coupling coordination. Specifically, regions with coupling coordination degrees in the range of 0-0.2 account for more than 60% of Shanghai's total area, and the area of all types of leisure resources except for shopping, as well as the whole of leisure resources, even approaches 80% of Shanghai's total area. The area proportion of coupling coordination degree in the range of 0.8-1 is less than 1%, indicating a high degree of discordance between the configuration of Shanghai's leisure resources and the distribution of its population. The positive contribution of the arrangement of Shanghai's population to the development of the leisure industry has yet to be enhanced. The trend toward benign coordination between the two subsystems is only seen in a minority of areas, and the coordinated role of the leisure industry and the urban population allocation has not yet been reached in most areas of Shanghai. Meanwhile, in terms of coupled coordination between various types of leisure resources and population density, shopping has the largest proportion of moderately coordinated and high-quality coordinated areas, followed by sports and catering, and finally cultural and entertainment, tourism, and accommodation. Besides, the morphology of the coupled areas also shows a "descending from the core to the periphery" trend, with better coupling in the center and worse coupling in the edge areas.

Fig 3.

Area proportion of coupling coordination degree at each level

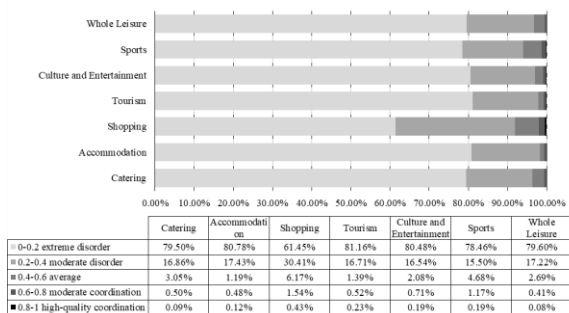
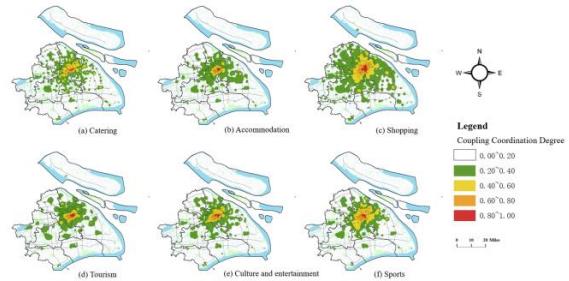


Fig 4.

Results of coupling between various leisure resources and population density



IV. CONCLUSION

Based on the overall sample data, the study provides new ideas for identifying and analyzing urban business layout problems. The spatial distribution of leisure resources in Shanghai shows significant clustering, and the degree of aggregation is specifically as follows: catering > accommodation > sports > shopping > cultural and entertainment > tourism. The distribution of recreational resources follows the "core-periphery" theory, and is unevenly distributed spatially, clustered in populated urban centers. The coupling of leisure resources allocation and population density is mainly characterized by moderate to low coordination, and the coupling areas of various leisure resources show a "descending from the core to the periphery" feature. The central urban area has achieved relatively ideal coordinated development, while the peripheral suburbs show a lack of coordination.

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STATUS CONSUMPTION IN THE CONTEXT OF HOTEL INDUSTRY: FOCUSING ON THE MODERATING ROLE OF BRAND PROMINENCE

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Abstract: Although the growth of hospitality markets is fueled by luxury consumption, there has been limited research on the factors that drive this trend. For the reason, the present study attempted to investigate the theoretical framework link among bandwagon effect, snob effect, status consumption and post-consumer behavior such as price sensitivity considering the moderating role of brand prominence in an upscale hotel setting. The study's findings added up new relevant constructs that are intricately linked to the original variables contributed to a deeper comprehension of the status consumption theoretical mechanism in the hotel context.

Keywords. Status Consumption, Snob effect, Bandwagon effect, Brand Prominence, Price Insensitivity.

I. INTRODUCTION

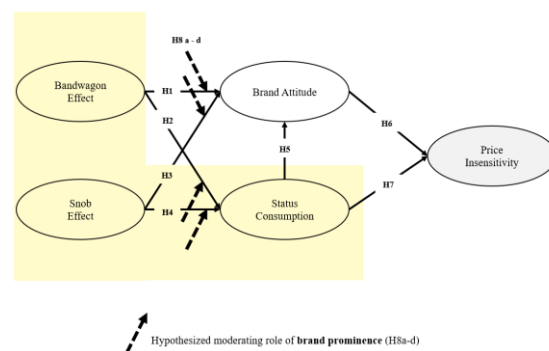
Despite the category of luxury consumption drives the expansion of hospitality markets, there is less study on the underlying causes. Moreover, as personalized marketing is taking place, it is essential to figure out whether the snob effect or the bandwagon effect motivate target consumers more as marketing strategies should vary depending on each cause. The conceptual framework of the study expands link among bandwagon effect, snob effect, status consumption and post-consumer behavior such as price sensitivity with the moderating role of brand prominence. Specifically, current research attempted to broaden status consumption elements by incorporating multidimensional features of the demand. It also deepens the bandwagon and snob effect theories in the hotel industry by investigating at potential differences among study variables across multiple types of consuming behaviors. Moreover, the study identifies the moderator mechanism of brand prominence in the research constructs.

II. METHOD

Figure below displays the conceptual model of the relationships among bandwagon effect, snob effect, brand attitude, status consumption, price sensitivity and brand prominence.

Figure 1.

Proposed Conceptual Model



A web-based survey was conducted via online marketing research company. A total of 325 respondents participated in the survey. To evaluate the validity and reliability of measurement items, a measurement model utilizing a confirmatory factor analysis (CFA) was initially done. Next, a Structural Equation Modeling (SEM) was run to evaluate the feasibility of the suggested conceptual framework and the hypothesized theoretical relationships. Finally, to determine the moderating impacts of brand prominence, multiple group analysis was conducted.

III. RESULTS

The detailed results of examination of the hypothetical relationships are illustrated in the following table.

Table 1.*Hypotheses Outcomes*

Number	Hypothesis		Results
H 1	Bandwagon Effect	→ Status Consumption	Supported
H 2	Snob Effect	→ Status Consumption	Supported
H3	Bandwagon Effect	→ Brand Attitude	Supported
H4	Snob Effect	→ Brand Attitude	Supported
H5	Status Consumption	→ Brand Attitude	Supported
H6	Brand Attitude	→ Price Insensitivity	Supported
H7	Status Consumption	→ Price Insensitivity	Supported
H8-a	Bandwagon Effect	→ Brand Attitude	Not supported
H8-b	Bandwagon Effect	→ Status Consumption	Not supported
H8-c	Snob Effect	→ Brand Attitude	Supported
H8-d	Snob Effect	→ Status Consumption	Supported

IV. DISCUSSIONS AND IMPLICATIONS

Theoretically, the study's findings indicate that the bandwagon and snob effect factors significantly influenced positive brand attitude and status consumption, ultimately impacting price insensitivity. This research extends previous studies on status consumption as the followings. First, the present study examined and tested the antecedent and consequences of status consumption in the context of hotel industry. This study is unique in that it verified the relationship among these constructs within a single framework, which has not been done before. The complex roles of status consumption components in the hospitality and tourism sectors have been largely unexplored, making this study particularly meaningful. Secondly, the study investigated the potential impact of the bandwagon and snob effects on the path of status consumption. This confirms that some customers are driven by the need to conform to others' consumption patterns (bandwagon effect), while others are motivated by the desire to differentiate themselves from others (snob effect). Thirdly, the study confirmed that consumers seeking status are less sensitive to price changes in the hotel industry. Lastly, unlike previous research, this study

identified and examined the moderating role of brand prominence. This finding is noteworthy because limited research has explored the measurement and structural differences of brand prominence in the hotel industry.

Practically, the study showed both bandwagon effect and snob effect affect intention of demand in status consumption. The study implies that marketing should be implemented differently based on which effect that customers are driven by. Moreover, the research has identified the moderator – effect of brand prominence - that connects status consumption to price insensitivity for the first time. People who are impacted by the snob effect are helped by such brand prominence to enhance their status consumption as well as their favorable attitude toward the brand.

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EMERGING PET TOURISM - COGNITION, CHALLENGES AND PROSPECTS OF PET OWNERS

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Abstract: A great deal of research has been done to date on animals/pets in the fields of veterinary medicine, human development, animal behavior, and psychology. However, the focus on tourism has been rather limited. This study combines pet-friendly destination attractiveness, travel motivation, and pet attachment to expand the theoretical framework of pet tourism research. This study will explore the research subjects through a quantitative research method. The data sample will be collected through a questionnaire from a professional research organization in China. Participants of the survey are Chinese people who live with pets. The collected data will be tested for multivariate normality and descriptive statistics will be observed through SPSS 26.0. AMOS 26.0 will be used for confirmatory factor

analysis (CFA) and path analysis using structural equation modeling (SEM) analysis techniques. The findings will provide a theoretical foundation for an in-depth study of the predictors that influence pet owners' travel behavior. It will also provide managers and operators of pet-related industries with effective strategies to promote pet owners to travel with their pets. Rather than providing a valuable basis for improving the current phenomenon in the pet travel industry, it will also provide a reference for future market trends in pet travel.

Keywords: *pet tourism, pet-friendly destination attractiveness, constraints, motivations, pet attachment.*

UNLOCKING THE KEY FACTORS BEHIND RECURRING PATRONAGE IN OPEN KITCHEN RESTAURANTS

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Abstract: This study investigates customers' revisit intention in the restaurant industry by applying the push-pull-mooring (PPM) migration theory to open kitchen restaurants. The survey data from 425 participants were analyzed using structural equation modeling in SPSS. Open kitchen restaurants have emerged as a new trend, and customers may choose alternative dining options based on various factors. Revisit intention is crucial for both diners and businesses. Our model, based on the PPM framework, examines the impact of push, pull, and mooring factors on revisit intention, considering potential variables within each category. The analysis demonstrates that only mooring factors show

significance, while the influence of *push* and *pull* variables on revisit intention is not significant. This highlights the distinct characteristics of open kitchen restaurants compared to traditional ones studied previously. Given the significant role of mooring factors, such as individual tendencies, customized marketing tailored to individual characteristics becomes vital for increasing revisit rates in open kitchen restaurants.

Keywords: *open kitchen restaurant, push-pull-mooring, revisit intention*

THE EFFECT OF KIOSK CHARACTERISTICS ON USAGE ATTITUDES AND INTENTION TO USE: FOCUSING ON THE MODERATING EFFECT OF THE MIDDLE - AGED AND THE ELDERLY

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Abstract: As kiosks are increasingly common, there are cases where users make mistakes when pressing the text on the small screen of kiosks, and when people start to line up in the back, they panic and cannot order (Dong-A Ilbo, 2022). Therefore, this study extracts the factors that affect the intention to use kiosks for the middle-aged and the elderly-aged through a review of previous studies, identifies the relationship with attitudes of use, and analyzes the characteristics of kiosks and attitudes of use on intentions of use. I tried to identify the influence relationship. In addition, we tried to verify the moderating effect according to the middle-aged and elderly generations. In this study, in order to verify the relationship between the use attitude and the intention to use kiosks in the middle-aged and older generations, the research subjects were selected based on Nahana (2020)'s study on the middle-aged and elderly. A total of 300 responses were collected, and 295 samples were finally used for empirical analysis, excluding 5 cases of insincere responses. This study was conducted through the following process for empirical analysis. The collected data was analyzed using statistical analysis programs SPSS 26.0

and AMOS 24.0, and the detailed analysis method is as follows. It is believed that there is a need for It will be more meaningful if the study is conducted by adding cases such as the current state of the kiosk. Second, this study targeted the middle-aged and older generations, and used four characteristics: usefulness, ease of use, self-control, and technostress. However, looking at the research literature of Park Seung-hyun (2022), Park Jin-hyung (2019), Ko Seon-jin (2021), Bae Jeong-ryeol (2021), Lee Hwa-ran (2020), and Na Hana (2020), the characteristics that affect kiosks include relative profit, reliability, There are various characteristics such as performance expectations, effort expectations, social influence, and risk of loss of human value. Therefore, in future studies, it is necessary to conduct additional analysis and discuss in depth targeting the middle-aged and older generations, including various factors.

Keywords: *Perceived usefulness, Perceived Ease of use, Self-control, Technostress, Attitude, Use of intention, The middle-aged, The elderly.*

TWIST & TURN: BUILT LANDSCAPE CHANGING AND PUBLIC IMPLEMENTATION IN PROTECTED AREAS TOURISM

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Abstract: Facing the gap between theory and reality of landscape protection in PAs tourism, this research intended to explore the built landscape change in PAs tourism and its relation with protection implementation. The case of implementation in Kanas, China is selected and the protection actions of local public sector in past twenty years is investigated. The results show that the built landscape in experiencing rapid stage changes in PAs tourism, which directly influenced by the implementation of demolition

control, and planned reconstruction. But incomplete implementation leads to the time-sequence problem. Its unintended consequences created by changing market values, resulting in a systemic blockage in the regulatory system theoretically designed in the planning..

Keywords: *Landscape, Implementation, Planning and policy, Protected Areas (PAs) Tourism, Kanas China.*

TRAVEL MOTIVATION AND PERCEIVED AUTHENTICITY FOR CREATING INTENTION TO VISIT HERITAGE SITES: AN fsQCA APPROACH

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Abstract: This research aims to investigate the impact of travel motivation and perceived authenticity on intention to visit heritage sites. It is found that both travel motivation and perceived authenticity are important factors for predicting the intention to visit heritage sites, and they need to be considered and studied together. The study employs symmetric and asymmetric methods and utilizes fuzzy set qualitative comparative analysis (fsQCA) to investigate the relationship between travel motivation, perceived authenticity, and the intention to visit heritage sites. The

findings of this research will have practical implications for improving the development strategies and models of heritage sites, providing guidance for managers and practitioners. They can leverage the optimal combination of travel motivation and perceived authenticity to attract potential visitors and optimize management and develop new services.

Keywords: *Travel motivation, Perceived authenticity, Intention to visit, Heritage sites, fsQCA method.*

INVESTIGATION OF THE INFLUENCE OF CULTURED MEAT ATTRIBUTES ON CONSUMER BEHAVIOR BASED ON THE INTEGRATED MODEL OF NAM AND TPB THEORY

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Abstract: This study explores attributes of cultured meat since cultured meat start to be interesting to many researchers and individuals. The development of cultured meat not only satisfies the needs of the population but also reduces greenhouse gas emissions and prevents animal slaughter. Therefore, this study is designed to identify visit intentions for a cultured meat restaurant by combining NAM and TPB theories. In order to achieve this objective mixed method will be used. A qualitative approach (i.e., interview) will be initially employed to identify possible cultured meat attributes in Chinese population. Next, an

online survey (quantitative approach) will be conducted by applying the coupling theory of NAM and TPB. This study will use SPSS and AMOS programs to test the proposed model. In addition, the results obtained in this study will provide theoretical implications to researchers in related fields as well as useful practical implications to restaurant industry managers and marketers.

Keywords: *Cultured meat attributes, Consumer behavior, Theory of NAM, Theory of TPB.*

CORPORATE ENVIRONMENTAL RESPONSIBILITY, GREEN SATISFACTION, AND GREEN VALUE CO-CREATION

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Abstract: This study explores the relationship of corporate environmental responsibility (CER) image to green value co-creation, including brand love, purchasing intention, and electronic word of mouth (E-WOM), via green satisfaction among customers in restaurant groups. The structural equation model was developed based on 314 valid responses and tested using PROCESS. The findings reveal that CER image is positively associated with brand love, purchasing intention, and E-WOM as mediated by green satisfaction. Theoretically, the gap between value co-creation and behavioral intentions in the environmental context concerning corporate environmental responsibility image and green satisfaction was filled. To maximize green satisfaction and value co-creation, quality vegetarian dishes or items featuring organic ingredients should be prioritized to build a positive CER image of the firm.

Keywords: CER, satisfaction, co-creation, brand love, behavioral intentions

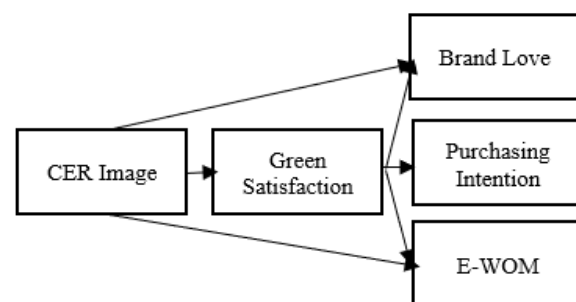
I. INTRODUCTION

Value co-creation is a collaborative process where a service provider and a customer work together on a co-creation platform. During this process, the service provider's service/products process and the customer's consumption and value creation process merge into one process of direct interplays. A considerable amount of literature on value co-creation of the hospitality and catering industry has been investigated, with increasing attention to this area in recent years (Carvalho & Alves, 2022). Antecedent factors including customer behavior (González-Mansilla, 2019), organization (Li & Hsu, 2018) and technology facilitation (Zhang *et al.*, 2022) are quite readily available. However, there is relatively small amount of literature on social environment factors let alone those specifically on the topic of green value co-creation. There is a gap for the investigation of value co-creation by customers in the environmental context (Carvalho & Alves, 2022). Despite the findings disclosed from previous studies, most literature was unable to reveal a full framework of the linkage between corporate environmental responsibility (CER) image of the brand of catering outlets and customer green satisfaction among customers (Shanti & Joshi, 2022). Therefore, this study explores the relationship of CER image to

green value co-creation, including brand love, purchasing intention and E-WOM, via green satisfaction of customers on restaurant groups. The current study aims to respond to a call for more investigation on value co-creation by customers in the environmental context (Carvalho & Alves, 2022). In addition, to examine and find new insight regarding the ecological-friendly contributions of corporates to create a more comprehensive understanding of the impacts on the industry. The authors believe that due to the great importance of studying the results of green value co-creation, green satisfaction and its relationship with green value co-creation and the CER image of restaurant brands should be investigated. A more competitive business model with lower risks, more sustainable financial performance, and recognition from diners can be created. It is also necessary to conduct an extensive analysis of how CER image has induced customer green satisfaction and green value co-creation.

Fig.1.

Research Model



In light of the above, the five objectives of the current study are as follows:

1. To investigate if there is any association between a CER image of restaurant brand and diners' green satisfaction;
2. To assess the mediating role of green satisfaction in promoting green value co-creation in restaurant groups;

3. To investigate if there is any association between green satisfaction and brand love;
4. To investigate if there is any association between green satisfaction and purchasing intention;
5. To investigate if there is any association between green satisfaction and E-WOM.

II. LITERATURE REVIEW AND METHOD

A. Definition

CER - It is generally defined as an organization's additional efforts in integrating environmental protection and commitment into the business management model, beyond the primary goal of profit-making, to add value to both the shareholders and stakeholders (Dimitropoulos & Koronios, 2021).

Green satisfaction - Martínez (2015) defined green satisfaction as practicing a joyful consumption behavior to fulfil one's environmental achievement and endurance to green belief. Consumers are evaluating the service performance of ecological contributions of firms to proceed green satisfaction.

Value Co-creation - The Service-Dominant (S-D) Logic of Marketing formulated by Lusch *et al.* (2006) could be recognized as the primary foundation for the concept of value co-creation, which is defined as the joint efforts of stakeholders contributing to enhance the mutual benefits.

Brand Love - It is a higher-order emotion, directing consumers to a brand with attachment and loyalty (Bergkvist & Bech-Larsen, 2010). Schmid and Huber (2019), have recently declared that brand love is one of the strongest relationships between consumers and brands, out-competing with the degree with close friends.

Green purchasing behavior - It represents the consumption of decomposable or recyclable products, responsive to the environmental issues and beneficial to the ecology (Mostafa, 2007).

E-WOM - It is known is the communication initiated by former, current and potential customers about a brand or product on social media sites, while the information delivered is non-commercial (Hennig-Thurau *et al.*, 2004).

B. Participants

Based on quantitative research method, questionnaires were distributed purposely to target group in Hong Kong. Around 230 physical vegetarian restaurants are available in Hong Kong, and delivery service from green brands further extend the network of green food offerings. A cluster sampling method was adopted to select study sample from individuals attending in university, community college or secondary school.

C. Statistical analysis

SPSS version 27 is employed for data analysis for this study. PROCESS, including regression were employed to test the proposed model.

III. RESULT AND DISCUSSION

A. results

Cronbach's alpha was calculated for all variables; CER = 0.794, green satisfaction = 0.775, brand love = 0.784, purchasing intention = 0.723, E-WOM = 0.720. The results show that study measurements are reliable ($\alpha > 0.7$). Factor loadings analysis results also showed that all items placed significantly on the relevant variables, and no cross-loadings were reported. The preliminary results show that the study measurements are valid. The findings reveal that the data almost support the study hypotheses. A significant direct effect was observed between CER and brand love. The total effect between CER and purchasing intention was also significant. In addition, the effect between CER and E-WOM was found significant. In total, CER image is positively associated with brand love, purchasing intention and E-WOM as mediated by green satisfaction.

B. Discussion

It is observed that upholding positive CER by restaurant groups is positively associated with GS. This finding is similar to various literature that green corporate image and green customer satisfaction had a positive association (Gelderman *et al.*, 2021). In fact, Wu and Cheng (2019) also explained that such a relationship between CER – green satisfaction should stand since diners with positive CER images would have a halo effect for green satisfaction. Green satisfaction as a mediator seemed to be one of the fundamentals leading to green value co-creation from CER. Such findings align with the research results concluded by Hwang and Lee (2019) concerning repeated visitors to green restaurants. Green value co-creation is confirmed to be positively associated with green satisfaction. This may imply that the green image created through environmentally-friendly initiatives by corporates should make individuals satisfied or pleased, reaching green satisfaction. Then, brand love, purchasing intention, and E-WOM will be triggered, attaining value co-creation for the business.

IV. CONCLUSION

A. Theoretical Contribution

From the theoretical implications, the gap between value co-creation in the environmental context concerning corporate environmental responsibility image and green satisfaction was filled (Carvalho & Alves, 2022; Dimitropoulos & Koronios, 2021). Although green satisfaction has been quite widely studied across various academic streams, including marketing, hospitality, and tourism, however, this

study is among the first to reveal corporate environmental responsibility image as the independent variable and component of green value co-creation (brand love, purchasing intention and E-WOM) as dependent variables. Furthermore, this study is among the first to propose a conceptual model incorporating a mediation analysis of green satisfaction (Gelderman *et al.*, 2021). The mediating effect of green satisfaction was confirmed and support previous similar findings about CER image and brand love, purchasing intention and E-WOM and also add new information to the relevant literature (Shanti, & Joshi, 2022).

B. Practical Contribution

To maximize green satisfaction and green value co-creation, quality vegetarian dishes or items featuring organic ingredients, service and the provision of environmental-friendly containers/utensils for takeaway items should be prioritized to build a positive CER image of the firm. Attractive and unique souvenirs with brand features may be redeemed upon the collection of stamps through repeated purchasing,

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- C. Limitation
- Interviews or mixed methods is proposed to gain more in-depth information from sample groups. Also, future studies may extend the investigation of the proposed model to other sectors for further verifications and spot the potential differences to refine the concepts and theories. Further, the sampling size of respondents may be increased and cover all districts in Hong Kong. The validity of the research can be enhanced and more representative.
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DEVELOPMENT AND EVALUATION OF LIQUOR TOURISM RESOURCES: A CASE STUDY OF RENHUI CITY IN GUIZHOU PROVINCE, CHINA

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Abstract: Liquor tourism is a new and promising option that has emerged as a result of recent transformations in the liquor and tourism industries. This study aims to address this gap by employing the analytic hierarchy process (AHP) to select and evaluate liquor tourism resources, with a particular focus on the city of Renhui in Guizhou Province, China. In this study, a comprehensive evaluation system for liquor tourism resources was developed by identifying 27 indices across three categories: resource value, resource characteristics, and resource development conditions. The evaluation results revealed that Renhui possesses abundant liquor tourism resources, demonstrating strong resource value, favorable resource characteristics, and conducive resource development conditions. The region's rich history, diverse liquor varieties, picturesque landscapes, and supportive infrastructure contribute to its suitability for the further development of liquor tourism.

Keywords: *Liquor tourism, AHP method, tourism resources, evaluation system*

I. INTRODUCTION

China is a major producer of liquor, a type of distilled alcoholic beverage: the country boasts a long history of liquor brewing along with distinct cultural heritage. The tourism industry's rapid development, together with consumers' diverse needs, has expanded the scope of resources as products are continually upgraded. The liquor industry's strategic transformation calls for larger market boundaries and clear cultural connotations to foster its sustainable development. Liquor tourism presents an ideal path to integrate these industries thanks to their natural coupling mechanism. Tourism market segmentation is imperative in the face of diversified and tailored tourist demands. Myriad tourism products have come to enrich the industry. Evaluating the resources on which these unique products depend can provide a foundation for creating other professional tourism offerings.

II. LITERATURE REVIEW AND METHOD

Research in this vein has tended to assess ecotourism resources in numerous contexts (Ross & Wall, 1999; Tsaur et al., 2006). Scholars have also evaluated rural tourism resources in different regions (Rio & Nunes, 2012; Trukhachev, 2015), resources' suitability for wellness tourism (Pan et al., 2019), and the development potential of food tourism resources (Du Rand & Heath, 2006). Others have attended to resources in red tourism (Zhou & Xu, 2019), ice and snow tourism (Yang et al., 2017). Academic work on tourism resource evaluation has proceeded from targeted studies to research blending qualitative and quantitative methods. The analytic hierarchy process (AHP) is commonly used when evaluating these resources (Zhou et al., 2015). The evolution of studies in this area, from generic to niche, also coincides with the tourism market's shift towards personalization. As industry integration accelerates and tourism formats become more varied, resource evaluation research is expected to concern new tourism assets.

A. Experiment design

Table 1.

Overview of Liquor Tourism Resources

Position in Liquor Industry Chain ^①	Resource Type ^②	Representative Scenery ^③
Upstream ^④	Raw materials ^⑤	Farmhouse stays around raw material cultivation bases ^⑥
	Water and soil ^⑦	Rivers, streams, springs, wells, and unique geological landscapes in local areas provide water sources for brewing. ^⑧
	Brewing environment ^⑨	A unique geographic environment suitable for microbial growth ^⑩
	Package design ^⑪	Souvenirs ^⑫
Midstream ^⑬	Brewing process ^⑭	Making koji; blending raw materials; fermenting, steaming, and blending aged liquor ^⑮
	Production conditions ^⑯	Production facilities such as factories, koji-making workshops, fermentation workshops, cellars, and storage facilities are needed for different brewing processes. ^⑰
	Corporate culture ^⑱	Corporate culture, exhibition halls ^⑲
Downstream ^⑳	Tasting ^㉑	Liquor tasting rooms or experience centers ^㉒
	Sales ^㉓	Liquor exhibitions, liquor culture festivals ^㉔
	Cultural promotion ^㉕	Liquor customs, liquor culture, liquor etiquette, liquor literature, liquor art, liquor museums ^㉖

B. Analysis part

The liquor industry chain contains an array of features that can be leveraged as tourism resources. A scientific evaluation system is needed to harness these assets effectively and to aid the government and enterprises in liquor-producing areas.

C. Statistical analysis

The Given the nascent research on liquor tourism, we adopted AHP and the Delphi method to build an index system based on the development and utilization of liquor tourism resources and accompanying characteristics. We first divided our system into three levels via AHP beginning with the overall goal level (i.e., the overall evaluation of liquor tourism resources). Second, we implemented our evaluation based on three indicators: 1) the attractiveness of liquor tourism resources (i.e., value and characteristics); 2) the tourism environment; and 3) potential development factors (i.e., conditions) in liquor tourism destinations. These indicators were chosen because liquor tourism is still growing; resources' value and uniqueness will largely determine its market expansion. In addition, when examining new tourism resources, the impacts of the tourism environment and development conditions are pivotal to industry development and marketing. Third, we refined and classified the three aforementioned indicators in relation to specific evaluation operations. The Delphi method was next used to assemble an expert panel. More precisely, we invited 15 experts with research experience in liquor tourism to share their thoughts on relevant factors in resource evaluation. Lastly, after repeatedly

exchanging opinions, 27 agreed-upon indicators were finalized for evaluation.

III. RESULT AND DISCUSSION

The primary indicators revealed that tourism resources are crucial for developing the tourism industry and creating unique tourism products. The value and characteristics inherent in these resources promote tourism development. In general, the higher a resource's value and the stronger its tourism attributes, the more easily it can attract visitors and contribute to a well-known destination. A resource's value and characteristics respectively accounted for 61.11% and 22.92% of all primary indicators. However, whether the tourism industry can effectively use such resources depends on the greater environment and development conditions. The research team also considered these factors when constructing evaluation indicators. Development conditions accounted for only 15.97%. In most destinations, tourism resources are irreplaceable, whereas development conditions can gradually improve as the tourism industry expands. Given the above evaluation system, the research team invited 30 relevant personnel (e.g., experts, tourism practitioners, tourists, and staff from tourism administrative departments) to use a grading method (from high to low) to assess liquor-related scenic spots, distilleries, tourism enterprises, and tourism resources. Each participant was asked to score each indicator according to its value based on a percentage system. Scores between 90 and 100 were considered very high, 80–90 were high value, 70–80 were good, 60–70 were average, and below 60 were low. Seven main categories, 13 sub-categories, and more than 60 types of tourism resources related to Renhuai's liquor tourism industry were scored in accordance with the "Classification, Investigation and Evaluation of Tourism Resources (GB/T 18972-2017)" and the "2016 Renhuai City Tourism Resource Census Report" compiled by the Guizhou Geological Environmental Monitoring Institute. Scores were then averaged in SPSS. Guizhou Province's liquor tourism resources were separated into five grades based on the "National Grading Standard for Classification, Investigation and Evaluation of Tourism Resources": 90 or above = five-star tourism resource; 80–89 = four-star tourism resource; 70–79 = three-star tourism resource; 60–69 = two-star tourism resource; and 50–59 = one-star tourism resource. Resources with scores lower than 50 were not reported in the statistical results

Table 2.
Classification of Renhuai's Liquor Tourism Resources

Tourism resource level ¹²	Resource monoliths or scenic areas ¹²
Five-star ¹²	Moutai Liquor Town, Chishui River Valley Tourism Resort, Moutai China Liquor Culture City, Guotai Winery, Moutai Liquor Source Scenic Area, Moutai Brewery Co. ¹²
Four-star ¹²	Moutai 1915 Square, Qianjiu, Golden Sauce Winery, Tianshu Scenic Area, Mao Yuan Hotel, Moutai Yangliuwan Neighborhood, Renhuai Chinese Liquor Expo Park, Renhuai Liquor China Group Song Dynasty Official Cella Garden, Renhuai Famous Liquor Industrial Park, Renhuai Dafu Liquor Industry, Hundred Year Qianzhuang Winery Scenic Area, Guotan Winery, Ecological Tourism Resort, Moutai Water Festival ¹²
Three-star ¹²	Diaoyutai Guobin Winery, Renhuai Old Guizhou Liquor Winery, Saida Winery, Renhuai Liquor Immortal Cave Scenic Area, Renhuai Longmenjiac Liquor Co Ltd, Hui Zhuang Liquor Industry, Qiantai Liquor Industry, Renhuai Sauce Spice Liquor Culture Experience Park, Guizhou Central Brewery Group Hengchang Burning Workshop Scenic Area, Renhuai Maohs Brewery Group, Guowei Liquor Industry, Renhuai Yelang Liquor Valley Scenic Area, Renhuai Liquor Investment Sauce Liquor Trading Centre and Intelligent Liquor Warehouse, Hanwang Liquor Industry, Xiangkang Liquor Industry, Guotai Winery ¹²
Two-star ¹²	Jiufeng Liquor, Renhuai National Liquor Gate Scenic Area, Maimei River Cliff Rock Carvings, Guizhou Middle Liquor Group, Mao Village Qian Liquor Folk Culture Museum, Golden Bottle Distillery, Guizhou Carefree Liquor, Guizhou Yuanming Liquor, Lotus Liquor Co Ltd, Guizhou Guib, Liquor, Qianguo Liquor, Datang Liquor, Mao Fan Festival ¹²
One-star ¹²	Renhuai Science and Technology Museum (Four Sheep Square Building), Moutai Distillery Raw Material Base, Sauce Father Source Yundeng Winery, Sandu Liquor Industry, Wenzhong Liquor Industry, Huacheng Liquor Industry, United Brewery Group, Zheng's Liquor Industry, National Liquor Industry, Hongsidu Liquor Industry ¹²

IV. CONCLUSION

This study presented an evaluation system for liquor tourism resources. The model was built based on resource value, resource characteristics, and development conditions. Criteria included cultural value, educational value, scientific research value, ornamental value, mystery, popularity, uniqueness, accessibility and carrying capacity, tourism facilities, tourism environment, and touring period. The factor layer comprised 27 indicators whose weights were determined via AHP. Moutai Town was chosen as an example for comprehensive evaluation. The ensuing assessment showed that Renhuai has rich liquor tourism resources and excellent resource endowment. It is therefore suitable for liquor tourism development.

Liquor tourism is an emerging industry with little influence on academia or industry to date. The market share of related tourism products is therefore low, as is its tourism consumption market orientation compared with traditional tourism enterprises. Moutai Town's liquor tourism industry continues to suffer from product homogenization, insufficient product development, poor tourist experiences, and low visitor satisfaction and revisit intention. The following recommendations can improve liquor tourism resources in this area. First, attention should be given to coordinated development and logical planning. The local government or tourism administration should fully understand the town's liquor tourism resources and create macro-level plans based on available assets to ensure their rational use. Second, stakeholders should encourage participation and unique development:

the creators of liquor tourism resources-whether liquor enterprises, tourism developers, or tourist attractions-should actively work to develop Moutai Town's liquor tourism industry. Personnel should focus on liquor culture based on resource-related benefits, use resources responsibly, and aim to differentiate products to minimize homogenization. Third, association guidance and talent are necessary. Local liquor industry associations should provide avenues for interest groups to contribute to liquor tourism resources. Talent should also be cultivated to harness these resources, such as through internal training and external promotion. Lastly, local stakeholder groups need to cultivate a distinct environment and build a brand. They should establish a high-quality setting for liquor tourism and gradually craft a brand image of "China's first liquor town." Warm, hospitable, and liquor-oriented images can then permeate the local liquor tourism industry and build a strong tourism image for visitors.

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THE INFLUENCE OF CONSPICUOUS "INTANGIBLE CULTURAL HERITAGE" INDICATION ON CONSUMERS' BEHAVIOR

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Abstract: This study develops the AISAS tourism advertising effects model and examines this model by with or without conspicuous "ICH" labels and advertising formats in a random experiment. The AISAS model expands on the conventional AIDA model used in the advertising industry to take into account how businesses and consumers engage in the age of new media. It has five tiers: Attention, Interest, Search, Action, and Sharing. Conspicuous "ICH" labels and advertising format have major effects and interaction effects on customer behavior, according to random experimental research findings. Additionally, this study found that, among the three different advertising formats, the presence or absence of obvious "ICH" in the video has the least bearing on consumers' behavior; however, the presence of obvious "ICH" in the form of picture & text and H5 information will positively influence how consumers perceive destinations and behave.

Keywords: Advertising format; AISAS model; Intangible cultural heritage; Consumer behavior

I. INTRODUCTION

The Intangible Cultural Heritage (ICH) is a crucial conduit for cultural transmission and expression. The inheritance and protection of ICH are receiving an increasing amount of global attention. Concurrently, in Internet e-commerce platforms and social media, numerous products and destinations are marked with "ICH" to attract consumers. Due to the inherent relationship between ICH and tourism [Ji Zhong Yang & Gao Pengcheng, 2021], online ICH marketing will encourage tourists to travel to destinations offline. Currently, the use of new media is pervasive in the marketing of ICH tourism. Examples include digital collection and display technology [Lv Yanru & Zhang Li, 2016], ICH Applications [Wang Wen, 2021], Wechat mini program [Li Yixuan et al., 2021], Wechat official account [Li Mengya, 2017], game [Wang Nana et al., 2022], film and television variety [Xiao Yuqiang, 2022], and short videos [Ji Linxuan et al]. However, such research focuses primarily on the cognition and behavior of consumers, and few individuals examine the impact of ICH tourism destination advertisements by utilizing interactive effects.

This study aims to determine the impact of conspicuous "ICH" indication to consumers' behavior with different format of ads. In this case, it was hypothesized that the clear "ICH" indication affected consumers' behavior in a positive way, while the format was playing the correlating role in this situation.

II. LITERATURE REVIEW AND METHOD

A. Experiment design

A randomized experiment with 2 (if there are clear indications: with clear "ICH" indication; without clear "ICH" indication) *3 (New Media Ad Formats: Picture and Text, Video, H5) was created for this investigation. This study designed two groups of virtual advertisements about milk tea and tea farms as traditional Chinese ICH "Tea Making Skills" (TMS for short) was added to the UNESCO Representative List of the Intangible Cultural Heritage of Humanity in 2022. And consumers were required to answer question through Sojump platform.

Table 1.

The experiment designed in the present study.

Experimental factors		Whether there is "ICH" indication	
		With indication	Without indication
Consumer responses	Picture & text	No- Pic&text	No- Pic&text
	Video	No-Video	No-Video
	H5	No-H5	No-H5

B. Analysis parameter

Consumers' behaviors were measured through the A(attention)I(interest)S(search)A(action)S(share) marketing model. After the watch of different formats of ads, which contained the same message, they are required to answer the questionnaire with 5-Likter scale.

C. Statistical analysis

The experiment was done via the random experiments in Sojump platform. The Multivariate Analysis of Variance (MANOVA) and Analysis of Variance (ANOVA) were done using SPSS Ver 26. (IBM, USA) at $p < 0.05$, 0.01, and 0.001 significant level. And the AISAS hierarchical model was then evaluated by Smartpls Ver 3.3.9. (SmartPLS GmbH, Germany) among 0.3-0.7 loading factor.

III. RESULT AND DISCUSSION

A. AISAS model

Several measures were taken in order to examine the AISAS model. First, the skewness and kurtosis of the data were examined to determine its normality. Second, a confirmatory factor analysis (CFA) was performed to validate the AISAS model's measurement model. Validity of each construct in the measurement model is confirmed because AVE and C.R. are both greater than the respective cutoffs (0.5 and 0.7). In conclusion, the CFA result demonstrates that the measurement model of the AISAS model matches the data well (Table 2).

Table 2.

CFA result

Construct	Cronbach's α	CR	AVE
Attention	0.802	0.883	0.716
Interest	0.732	0.848	0.651
Search	0.751	0.857	0.667
Action	0.772	0.867	0.686
Share	0.766	0.865	0.681

Notes: the skewness and kurtosis has also been tested. But cannot be fit in this table.

The causal relationships between Attention, Interest, Search, Action, and Share have been demonstrated to be significantly positive. Consequently, the tourism advertising effects framework is validated and affirmed with five hierarchically related variables (Figure 1).

Fig 1.

The AISAS tourism advertising effects model



B. Hypotheses testing

1. Main effect of the "ICH" instruction

The ANOVA analysis revealed a significant main effect of the conspicuous "ICH" label on participants' search ($F = 4.177$, $p = 0.042$), action ($F = 6.374$, $p = 0.012$) and share ($F = 5.062$, $p = 0.025$), towards

tourism advertisements, but not on attention ($F = 3.338$, $p = 0.069$) and interest ($F = 1.853$, $p = 0.174$) (Table 3).

Table 3.

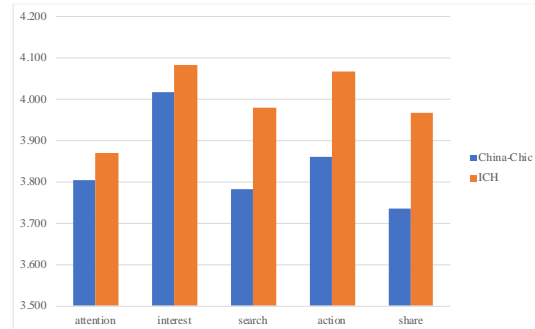
ANOVA results for participants' action.

	SS	df	MS	F	p	Partial Eta Squared
"ICH"	3.127	1	3.127	6.374	.012	.020
Marketing	3.810	2	1.905	3.884	.022	.025
"ICH" * Marketing	5.532	2	2.766	5.639	.004	.036
Error	150.110	306	.491			
Total	5057.824	312				
Corrected total	149.078	311				

Specifically, participants paid more attention ($M_{ICH} = 3.870$ vs. $M_{China-Chic} = 3.805$), showed more interest ($M_{ICH} = 4.082$ vs. $M_{China-Chic} = 4.016$), and they tend to do the search ($M_{ICH} = 3.978$ vs. $M_{China-Chic} = 3.784$), action ($M_{ICH} = 4.066$ vs. $M_{China-Chic} = 3.860$) and share ($M_{ICH} = 3.967$ vs. $M_{China-Chic} = 3.735$) activities (Figure 2).

Fig 2.

Main effect of "ICH" label on consumers' responses.

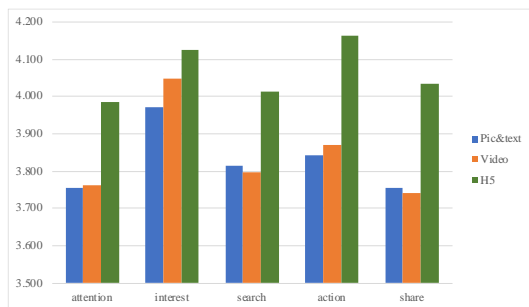


2. Main effect of advertising format

The ANOVA analysis revealed a significant main effect of advertisement formats on participants' action ($F = 3.884$, $p = 0.022$) and share ($F = 3.987$, $p = 0.020$) towards tourism advertisements, but not on attention ($F = 1.386$, $p = 0.252$) interest ($F = 0.743$, $p = 0.476$) and search ($F = 2.895$, $p = 0.057$). Specifically, participants paid more attention ($M_{P\&T} = 3.754$ vs. $M_{Video} = 3.805$ vs. $M_{H5} = 3.985$), showed more interest ($M_{P\&T} = 3.973$ vs. $M_{Video} = 4.047$ vs. $M_{H5} = 4.125$), and they tend to do the search ($M_{P\&T} = 3.814$ vs. $M_{Video} = 3.797$ vs. $M_{H5} = 4.012$), action ($M_{P\&T} = 3.841$ vs. $M_{Video} = 3.870$ vs. $M_{H5} = 4.162$) and share ($M_{P\&T} = 3.754$ vs. $M_{Video} = 3.743$ vs. $M_{H5} = 4.034$) activities with the H5 ads format (Figure 3).

Fig 3.

Main effect of marketing formats on consumers' responses



3. Interaction effect

The ANOVA analysis revealed a significant interaction effect of the conspicuous "ICH" label and advertisement formats on participants' action ($F = 5.639$, $p = 0.004$) and share ($F = 4.343$, $p = 0.014$) towards tourism advertisements, but not on attention ($F = 2.319$, $p = 0.1$) interest ($F = 0.524$, $p = 0.539$) and search ($F = 2.565$, $p = 0.079$).

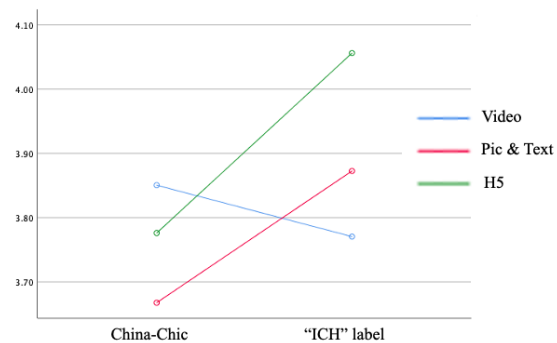
Video advertisements have the greatest impact on consumers' attention, interest, and search behavior, whereas Image & Text advertisements have the least impact on these five consumer behaviors. The H5 advertisements have the greatest impact of the three forms of advertising with the "ICH" indication. In the case of unchanged advertising form, whether "ICH" also has an impact on consumer behavior is obvious, and consumer behavior is strengthened by the clarity of "ICH" indication. However, in the case of video advertising, "ICH" label has a substantial impact on consumer attention, search, and marketing. Both action and sharing behaviors have a negative impact (Figure 4).

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Fig 4.

Interaction effects on consumers' attention



Notes: As it is shown in Fig 3. Variables including interest, search, action and share all has the figure like this.

IV. CONCLUSION

First, for consumers' ICH destination visiting behavior, the main effect and interaction effect of clear ICH words and forms of ads not only significantly affect consumers' visiting behavior, but also have a significant impact on consumers' searching behavior before visiting and sharing behavior after visiting. Secondly, among the three forms of ads, H5 has the greatest influence on consumer perception and behavior when there are conspicuous "ICH" labels. Last but not least, among the three different advertising forms, the presence or absence of obvious "ICH" in the video has the weakest impact on consumers' perception, and the presence of obvious ICH in the content, picture & text and H5 information will promote consumers' perception and behavior, that is the consequence that the video is so rich in information that people can't see the "ICH" message.

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EXPLORING THE ROLE OF GREEN AND PENALTY MESSAGES IN MINIMIZING PLATE LEFT OVERS AMONG BUFFET GOERS

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Abstract: It is important to reduce the amount of food left by customers at buffet restaurants, as it can increase costs and cause environmental pollution. This is an issue that has been dealt with a lot in terms of restaurant management and environment. Based on importance to reduce leftover food in restaurant industry, previous researchers have mainly studied personal norms, social norms, and environmental norms on why consumers leave food. In addition, these norms are defined as personal factors to influence on consumers leave food, and food taste, food portion, service quality have verified as situation factor. To positively change food consumption behavior, prior studies suggested the way to utilize information message such as signs, label and posters. The purpose of this study to examine the relationship

between types of messages regarding to leftover food and intention to minimize plate leftovers while simultaneously estimating the moderating mediating effects of perceived behavior control. 2(green message: providing vs. not) x 2(penalty message: providing vs. not) x 2(environmental norm: high vs. low) quasi experimental design will be conducted in order to verify the hypotheses by utilizing Mixed Designed Repeated Measured ANOVA. This study will contribute to restaurant industry to extend the facts that previous studies focused on consumers behavioral intention to leave food.

Keywords: *Green message, Buffet restaurant, Plate leftovers, Restaurant industry, Environmental norm*

PROPOSING A CONCEPTUAL FRAMEWORK FOR SPA ENTERPRISE PERFORMANCE: THE CASE OF VIETNAM

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Abstract: In recent years, research in the spa tourism sector aiming to enhance firm performance has received more attention. There is, however, a lack of a holistic and comprehensive conceptual framework that examines the impacts of corporate social responsibility, resilience, innovation, cooperation, and sustainable competitiveness that, in turn, influence the performance of the spa sector. This research, therefore, will fill the research gap by establishing a conceptual framework for spa tourism enterprises in the

context of sustainable competitiveness and using Vietnam as an empirical study. The research will have theoretical contributions and advance the fields of tourism and marketing knowledge. It is also hoped that the expected findings will assist policymakers and spa-centre management in developing effective policies and strategies.

Keywords: *spa tourism, firm performance, sustainable competitiveness, resilience, corporate social responsibility.*

VIRTUAL REALITY AND AIRLINE EMPLOYEE SAFETY TRAINING IN THE FORMATION OF CORPORATE BENEFITS

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Abstract: This research presents a robust conceptual framework that deciphers cabin crew safety VR attributes, perceived motivation, perceived enjoyment, and corporate benefits in the airline industry. The study results demonstrate that cabin crew safety VR attributes induce motivation and perceived enjoyment, which thereby enhance the training effect, self-efficacy, and the perceived job performance. The outcomes of this study favorably validate the significance and exigency of cabin crew safety VR training because this

type of training holds the potential to positively impact the aviation industry. This research demonstrated the criticality of VR innovation in regards to training as well as enriching the knowledge of the extant literature with airline and employee behavior.

Keywords: *Virtual reality, perceived motivation, perceived enjoyment, training effect, self efficacy, perceived job performance.*

RESEARCH ON THE CULTURAL RESILIENCE OF GENGHIS KHAN SACRIFICE IN TOURISM DEVELOPMENT

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Abstract: With the rapid development of tourism, there are many real conflicts between ethnic traditional culture and tourism. When tourism development drives the economic growth of ethnic areas, it also has many negative impacts on traditional ethnic culture. Among the three core interests of government, enterprises and culture holders, culture holders are often vulnerable, and it is difficult for them to participate in the planning, decision-making and management of the whole tourism development and operation process. They do not have strong enough group consciousness and power to fight against capital to protect their own culture. As a result, many ethnic traditional cultures have not achieved the effect of simultaneous preservation and development. This study focuses on the tourism development process of Genghis Khan Sacrifice, capturing typical cases of culture holders winning against capital in tourism development. The main objective is to investigate how culture feeds back when it suffers from the impact of tourism and the mechanisms behind it. Through five field surveys conducted over a period of six years, the authors systematically collected information on the actions of culture holders to protect traditional culture. Based on the proposed research objectives, the resilience dimensions of Genghis Khan Sacrifice namely metaphors and stories, transmission capacity, institutional structure, identity, and core values, were constructed based on field notes and historical key events. The core research results show that the resilience of metaphors and stories is decaying and difficult to recover; the resilience of inheritance capacity

is stronger and recovers faster when the pressure is lifted; some institutions will be outlawed or adjusted with social change and the surviving institutions are resilient; identity is fluctuating and the recovery process is relatively slow after suffering external pressure; core values are the most resilient and external pressure is harder to influence and will not change easily. Differences between dimensions of cultural resilience form the core mechanism. When subjected to tourism impacts, the resistance of metaphors and stories will be the first to break down, after which tourism forces will continue to extend to inheritance capacity, institutional structures, and identity. These three dimensions interact and influence each other, forming a consortium that works together to resist tourism forces. If the three are not resilient enough to resist tourism power, then tourism power will continue to penetrate these three dimensions to act on core values. The core values are the most resilient and will not be easily changed by external forces, but if they do, the culture may disintegrate. This study provides a case study of traditional culture resisting the impact of tourism from the perspective of cultural resilience, enriching the study of tourism commodification and deepening the understanding of cultural resilience.

Keywords: *ethnic tourism; cultural impact; cultural resilience; Genghis Khan Sacrifice.*

SURVIVAL OF THE FITTEST: MULTI - UNIT VS. SINGLE - UNIT HOSTS IN THE SHORT - TERM RENTAL MARKET

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Abstract: The short-term rental sector is witnessing increased professionalism. Compared with single-unit hosts, multi-unit hosts who manage two or more listings can benefit from experience and proficiency accumulated in managing more listings but face the challenge of operational complexity associated with the growing business size. Hence, whether multi-unit hosts excel in managing listing survival remains unclear. This study implements a survival analysis to compare listing survival

between single- and multi-unit hosts. The empirical test is based on longitudinal data comprising 27,937 listings from the Hong Kong Airbnb market between April 2018 and October 2021. The results identify advantages of multi-unit hosts over single-unit hosts in managing listings survival.

Keywords: *Short-term rental, Survival analysis, Multi-unit hosts.*

FACTORS AFFECTING INTENTION TO USE MOBILE APPLICATIONS FOR GENERATION Z TOURISTS IN VIETNAM

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Abstract: This study investigates factors affecting intention to use mobile applications for generation Z tourists in Vietnam. An online questionnaire survey of a total of 230 samples was conducted with the participation of gen Z in across Viet Nam, March – April 2023. Linear regression is used for finding the relationship between the variables and predicting future results. The study finds there are 4 factors affecting intention to use mobile applications for generation Z tourists in Vietnam: “Optimism”, “Innovativeness”, “Perceived usefulness”, and “Performance risk”. The study's findings serve to provide important information in order for state management agencies in tourism and tourism-related enterprises to develop solutions to increase generation Z tourists in Vietnam through mobile applications in the near future.

Keywords: *generation Z, tourists, mobile applications, intention, Vietnam.*

I. INTRODUCTION

This study investigates factors affecting the intention to use mobile applications for Generation Z tourists in Vietnam, comprising the factors of optimism, innovativeness, perceived usefulness, performance risk, and social risk. The study then offers policy implications to encourage travelers to use mobile applications when organizing and carrying out travel-related activities. The results of the study are important for contributing to providing useful information for stakeholders in digital transformation in tourism as well as developing smart tourism in Vietnam in the future. In summary, this study was include 4 parts: (1) Introduction; (2) Literature review and method; (3) Results; and (4) Discussion and Managerial applications.

II. LITERATURE REVIEW AND METHOD

1. Literature review

Generation Z

Generation Z is a phrase that has been mentioned a lot recently to refer to people born specifically in the period 1996-2010 (Cho et al., 2018; Haddouche & Salomone, 2018; Mesquita, 2017; Monaco, 2018; OECD, 2018; Stergiou, 2018; Synchrony, 2018). Eisner (2005), Chhetri et al (2014) also agree that Generation Z was born after 1995. Generation Z is known by many different names: generation Z, gen Z, iGen, Gen Tech, Digital Natives, Post Millennials, Facebook Generation, Switchers, Always clicking... (Dolot, 2018). Generation Z was born between the boundary of the youngest generation and the generation Y (who was born between 1980-1995), this is considered the generation of contemporary world zealots (European Travel Commission, 2020). According to McCrindle (2014) and Monaco (2018), 2010 marks the end of generation Z.

Optimism

Optimism refers to an individual's positive view of technology when he believes that technology makes people's lives more flexible, efficient and manageable; or in other words, technology is necessary and useful in today's life (Chang et al., 2016; Parasuraman, 2000). People with a positive, optimistic view of technology will often tend to trust technology and consider it an inevitable part of their lives. Optimists tend to be less concerned with the limitations or negative characteristics of technology; on the contrary, they accept technology easily with psychological comfort (Kuo et al., 2013; Walczuch et al., 2007). This study also shows that optimism has a very positive impact on perceived usefulness and ease of use of technology.

Therefore, the authors suggest the following hypothesis:

H1. There is a positive association between optimism and intention to use mobile applications.

Innovativeness

According to Parasuraman (2000), innovation refers to the tendency to be at the forefront of technology and to lead in thought. A person with high-tech innovation is a person who is creative, constantly innovates and has an influence on others; these people have stronger intrinsic motivation to accept technology, even they are always waiting to enjoy the feeling of trying new technology (Yi et al., 2003). Dabholkar & Bagozzi (2002) argue that, compared with those who are less creative, innovate; people with an innovator personality don't care much about whether new technologies are easy to use; on the contrary, they still intend to use them despite the difficulties and obstacles they may encounter. Based on this, we developed the second hypothesis:

H2. There is a positive association between mobile innovativeness and intention to use mobile applications.

Perceived usefulness

According to Arif et al (2016), usefulness is degree to which a person believes that using a new system will be easy and effortless to achieve a goal. For example, instead of having to go directly to hotels and restaurants to order food and accommodation services; Now, travelers just need "one touch" on the mobile application to make reservations, make reservations, learn other customers' reviews about the service they intend to book to make a decision. Moreover, Generation Z is considered a generation of practical, even pragmatic people; If what is useful and beneficial, they may be more willing to accept it (Baltescu, 2019; Ozdemir-Guzel & Bas, 2021; Waghmare, 2020). Based on this, we developed the third hypothesis:

H3. There is a positive association between perceived usefulness and intention to use mobile applications.

Perceived risk

Besides the attractive motivations for tourists to use mobile applications for tourism purposes, there are also barrier factors affecting the use of these applications. One of the most important reasons mentioned is that these applications are believed to collect a lot of personal information of users to personalize the application process. Therefore, consumers weigh the benefits and risks of using mobile technology in their travel behaviour. Research by Wozniak et al. (2017) recently confirmed that concerns about mobile users' information privacy negatively affect customer journey behavior. This is similar to the previous research results of Morosan and DeFranco (2016), the

authors concluded that privacy concerns related to the application negatively affect the intention to use the client application. consumer hotel. Hwang et al (2017) also demonstrated that, with psychological discomfort or anxiety when using smart wearable devices while playing golf, consumers feel hesitant to use them; Innovative products need to be developed in such a way that they are easy for consumers to use and can help consumers improve their performance and especially their sense of well-being and safety. Based on this, we developed the fourth and fifth hypothesis:

H4. There is a negative association between performance risk and intention to use mobile applications.

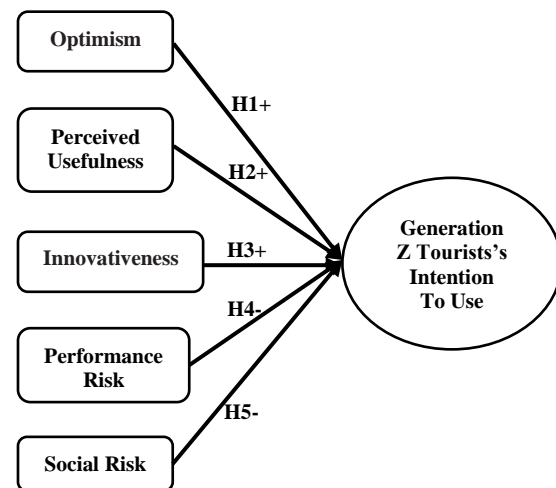
H5. There is a negative association between social risk and intention to use mobile applications.

2. Research Method

This research consists of two main steps: (1) Qualitative research and (2) Quantitative research:

Figure 1.

Research Model



Qualitative research is conducted first to ensure that the scale is consistent with theory and reality. Qualitative research was achieved through the group discussion technique (in-depth interviews with 5 experts, 5 tourism business managers, and 10 tourists) in 2 groups. Group 1 includes 10 people (05 experts and 05 tourism business managers), and group 2 consists of 10 tourists.

Quantitative research is conducted factor analysis, linear regression is used for finding the relationship between the variables and predicting future results.

III. RESULTS

1. Checking the measurement model and evaluating the reliability of the scale

Through the use of the processing program SPSS 25.0, the reliability and value of the scale are first

evaluated using the reliability Cronbach's Alpha coefficient method. The analysis results show that the item-total correlation of each observed variable meets the requirement (the minimum is 0.458) and the scales have high reliability (the minimum Cronbach's alpha is 0.829). Therefore, these scales are reliable to be included in the EFA.

2. Exploratory factor analysis

According to the result of the rotated component matrix, there is no disturbance among variables so 5 factors with 20 observed variables form. Guttman (1954), Kaiser (1970), and Hair et al. (1998) suggested considering the following criteria: (1) KMO = 0.766 (between 0.5 and 1), which shows the appropriateness of the model. (2) Sig. = 0.000 < 0.05 showing that the observed variables are correlated with each other. (3) The total variance explained is 74.545, which means the variables included in the model explain 74.545% of the model's appropriateness (if this value is greater than 50%, the model has high appropriateness).

Similarly, the EFA result-dependent variable is satisfactory. The significance level of the model (Sig.) is less than 0.05 and KMO = 0.723 (between 0.5 and 1), factor loading of observed variables are all greater than 0.5, and total variance explained is 78.862% > 50%. This shows that the research data are consistent (Anderson and Gerbing, 1988). Hence, one dependent factor forms that are Gen Z tourists' intention to use mobile applications in Vietnam.

3. Multivariate linear regression

Based on the result, three independent variables in the model are statistically significant at a 99% significance level, which are mobile innovation, perceived usefulness, and Perceived enjoyment. The "Performance risk" factor is statistically significant at 90%. In particular, perceived enjoyment has the most influence on the intention to use mobile applications for Generation Z tourists in Vietnam. Generally, Hypotheses 1, 2, 3, and 4 were supported.

Table 1.

Multivariate linear regression result

Source: Survey data, 2023.

Factor	Standardized coefficients	Sig.	Variance inflation factor (VIF)	Supported /Rejected
Optimism	0.397	0.000***	1.000	Supported
Perceived usefulness	0.327	0.000***	1.000	Supported
Performance risk	-0.086	0.056*	1.000	Supported
Innovativeness	0.531	0.000***	1.000	Supported
Social risk	0.053	0.232	1.000	Rejected
Adjusted R ² = 0.547 Durbin-Watson stat = 1.609 Sig.F = 0.000				

IV. DISCUSSION AND MANAGERIAL APPLICATIONS

Optimism positively impacts on intention to use mobile applications for Generation Z tourists in Vietnam (Beta = 0.397). Therefore, to launch a wide range of mobile travel applications that are made to be simply searchable and simple to use (download, use, and update to new version), tourism destination managers, tourism enterprises should, and the developers of tourist applications must collaborate. Additionally, it's important to continuously update visitor information on attractions, dining options, accommodations, shopping areas, etc.

Perceived usefulness impacts positively the intention to use mobile applications for Generation Z tourists in Vietnam (Beta = 0.327). Thus, the developers of mobile travel apps and tourism and hospitality businesses must provide enough information on these apps. A tourist location must have an address, and comprehensive fundamental information about its landmarks, historical sites, distinctive cultural aspects, specialties, and souvenirs.

Innovativeness positively impacts on intention to use mobile applications for Generation Z tourists in Vietnam (Beta = 0.531). Therefore, the most crucial factor is that travel application developers for smart devices must be free to download and use.

Performance risk negatively impacts the intention to use mobile applications for Generation Z tourists in Vietnam (Beta = -0.086). In order to fit travelers' smart devices, mobile travel application developers must create applications with a reasonable amount of capacity. Additionally, the applications can connect to other social networking apps on the visitor's phone, such as Facebook, Instagram, and email, in place of requiring the user to log in with their name and password. The free apps only need to advertise for a brief period of time, and users can choose to skip the advertising. In order to lay the groundwork for the growth of smart tourism, tourism destination managers and tourism enterprises ought to connect Wi-Fi and public internet networks in tourist destinations to facilitate tourists' usage of tourism applications.

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A STUDY OF SUSTAINABLE EMPLOYER BRANDING AND ITS EFFECTS ON ORGANIZATIONAL IDENTIFICATION AND TURNOVER INTENTION IN THE KOREAN HOTEL INDUSTRY

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Abstract: The study purpose is to develop an advanced employer branding framework by combining the concept of sustainability management in the Korean hotel industry. The primary aim of this study is to build and test a measurement scale to measure SH-Employer branding. The study also aims to test the causal relationships of SH-Employer branding with organizational identification and turnover intention targeting existing employees in the Korean hotel industry. According to prior employer branding research, the way the perception towards employer branding is different between potential and existing employees. For this reason, employer branding study needs to be conducted for these two different samples respectively. And it has been mentioned that it is less costly to retain an existing employee than to replace or recruit a new one. Based on these theoretical arguments, this study targets existing employees as a study sample. The data will be collected through in-depth interviews and convenient sampling methods with current employees working at hotels

which are four and five-star and are performing sustainable management initiatives in HRM. In terms of the survey area, it will be conducted in several major cities in Korea to balance regional characteristics in data. Respondents are not restricted to employees in a particular department. The results will reveal the significant factors of SH-Employer branding that have an effect on organizational identification and turnover intention of employees. The methodological process will be divided into two study parts as follows. In *Study 1*: the process involves conceptualizing and providing the measurement scale items of SH-Employer branding. In *Study 2*: the process will be testing the model using the SEM research model, examining the causal relationships among SH-Employer branding, organizational identification and turnover intention.

Keywords: *Employer branding, Organizational identification, Turnover intention, Sustainability management.*

A STUDY ON TOURIST SATISFACTION WITH ADVENTURE TOURISM IN DA LAT

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Abstract: The purpose of this research is to look at the characteristics that determine visitor satisfaction with adventure tourism in Da Lat. To accomplish this, a survey of visitors who had participated in adventure tourism in this city was undertaken. The study methodology includes six characteristics of visitor satisfaction that were used to survey the visitors. The obtained data were submitted to multiple regression analysis in order to discover and quantify the elements that impact visitor satisfaction with this sort of tourism. The study's findings may help tourism operators and policymakers improve the quality of adventure tourism in Da Lat and increase visitor satisfaction.

Keywords: tourist satisfaction, adventure tourism, Da Lat.

1. INTRODUCTION

Adventure tourism is gaining popularity in the tourist industry due to its mix of exhilarating activities and natural beauty. Da Lat has been a famous place for travellers looking for adventure. The purpose of this research is to investigate and comprehend visitor satisfaction with adventure tourism in Da Lat.

Tourist satisfaction is critical for the long-term growth of tourist destinations. This research seeks to give significant insights for tourism managers, policymakers, and service providers in Da Lat by investigating the elements that lead to satisfaction in adventure tourism.

This study will use quantitative approaches to collect data and assess the aspects impacting visitor satisfaction in Da Lat adventure tourism. This research intends to add to current information on adventure tourism and give practical suggestions to improve visitor satisfaction by completely studying the experiences and perspectives of adventure tourists.

2. LITERATURE REVIEW

The study was gathered by the authors using Web of Science, one of the two major databases on scientific journals, conferences, books, patents, publisher information, school/institutional information, author information, and so on. With the terms “adventure tourism,” the search result from 1990 to today contains 734 articles linked to the

keywords. The investigation yields the following findings after processing using VOSviewer:

Fig 1.

The emergence of research areas related to adventure tourism from the WoS database

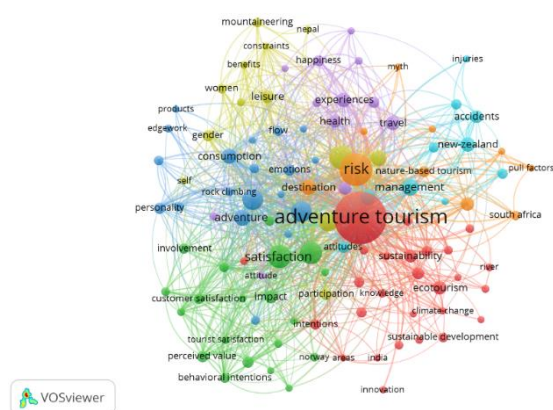


Figure 1 shows that when researching adventure tourism, the research mainly focuses on the keywords: sustainability, satisfaction, risk, etc.

- Regarding the sustainability factor, there are a number of main studies, such as: (Steynberg, 2005), (Knowles, 2019), (Kent, 2012), (Rosenberg, 2021), (Tshipala, 2019), (Beames, 2022; Rojo-Ramos, 2021), etc.

- The main studies on satisfaction factors are as follows: (T. Bentley, Page, SJ, Laird, IS, , 2001), (Zhang, 2010), (T. Bentley, Page, SJ, , 2001), (Bentley, 2007), (Bentley, 2004, 2000; J. Wang, Liu-Lastres, B, Ritchie, BW, Pan, DZ, , 2019), etc.

- Risk factors have some main studies, such as: (Bentley, 2008), (Cater, 2006), (Callander, 2003), (J. L.-L. Wang, B; Ritchie, BW; Pan, DZ, 2019), (Buckley, 2012), (Mu, 2016), etc.

- Some other studies: (Giddy, 2018), (Umarella, 2020), (Phạm Thị Thương Hiền, 2012), (Nguyễn Thị Kim Yến, 2020), (Hoàng Thu Hiền, 2018), (Phạm Thị Kim Cúc, 2009), etc.

As can be seen, there has been a lot of study done on adventure tourism up to this point. However, there

are few studies on tourist satisfaction for this form of tourism, and even fewer in the Da Lat region. As a novel premise, this study helps to a deeper identification of satisfaction from the demand side, so that the supply side may focus on perfecting its goods and attracting and better meeting the wants of consumers in the future.

3. METHODOLOGY

A. Study area, research model

- *Study area:* adventure tourist sites/spots in Da Lat, Vietnam.

- *Research model*

Fig 2. Proposed research model

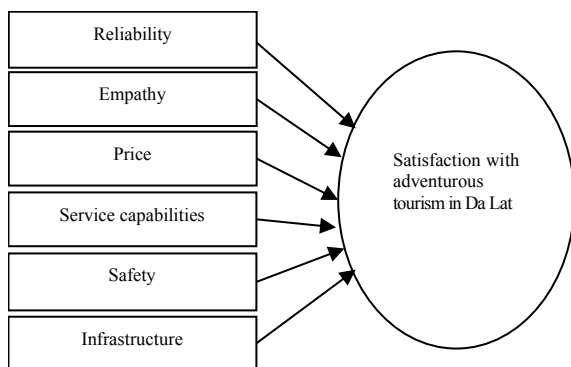


Table 1. The results of the regression analysis and the second regression analysis

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.	Collinearity statistics		
	B	Std. error	Beta			Tolerance	VIF	
1	(Constant)	.904	.268		3.367	.001		
	GCDC	.106	.035	.191	3.052	.003	.566	1.768
	DTC	.202	.035	.358	5.755	.000	.573	1.745
	NLPV	.125	.034	.226	3.719	.000	.602	1.662
	TAT	.087	.036	.148	2.440	.015	.598	1.673
	CSVC	.172	.036	.288	4.853	.000	.629	1.590

The regression analysis findings show that there is a substantial association between the five independent variables and the dependent variable in the study model. When the regression weights were examined, it was discovered that the chosen independent variables had substantial effects on the dependent variable (all five variables attained a significance level of 0.05). The dependability factor (DTC) had the greatest influence on satisfaction with Da Lat adventure tourism, with a value of = 0.358. The facilities (CSVC) were the second most relevant factor, with a coefficient of = 0.288. The variables of service capacity (NLPV), pricing (HCDC), and safety (TAT) followed, with coefficients of = 0.226, 0.191, and 0.148, respectively.

B. Data collection methods

- *Subjects of the study:* 233 guests joined an adventure tour in Da Lat.

- *Data collection methods.* The process of data collection for the study was conducted from May 10 to 30, 2023. To serve the quantitative method, the 5-level Likert scale was used by the author to build the questionnaire.

C. Data Analysis

1. Checking the reliability of the scale by Cronbach’s alpha coefficient (Trọng Hoàng, 2008); 2. exploratory factor analysis (EFA); 3. regression analysis.

4. RESULTS

The research model was changed to include five independent variables: empathy and price, which were combined into a single variable termed “price and empathy” after examining the scale’s reliability using Cronbach’s alpha and doing exploratory factor analysis (EFA).

5. DISCUSSION AND CONCLUSION

Within the research paradigm, the outcomes of this study show a significant link between the five independent factors and the dependent variable. According to the regression study, all five factors had a substantial influence on visitor satisfaction. Reliability was discovered to be the most significant element contributing to satisfaction with Da Lat adventure tourism. This emphasizes the need of providing regular and dependable services and experiences for travellers. The aspect of amenities was thoroughly followed, highlighting the importance of well-maintained and suitable facilities in increasing tourist satisfaction. Furthermore, the factors of service capacity, pricing, and safety had a significant influence on satisfaction. These findings suggest that offering

outstanding service, affordable price, and guaranteeing a safe environment are critical in increasing visitor satisfaction with adventure tourism in Da Lat.

Finally, this research gives important insights into the aspects that strongly impact visitor satisfaction with adventure tourism in Da Lat. In order to improve overall visitor satisfaction, the findings underline the significance of emphasizing reliability, amenities, service capacity, pricing, and safety. Understanding these elements and their effects allows tourism stakeholders and policymakers to make educated decisions to improve the quality and attractiveness of Da Lat's adventure tourism services, resulting in increased visitor satisfaction and destination competitiveness.

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SENSORY MARKETING FOR TOURISM DESTINATION: A CASE STUDY OF CAN THO CITY¹

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Abstract: Can Tho City, the largest city in the Mekong Delta region of Vietnam, is an increasingly popular tourist destination for its stunning natural beauty, vibrant cultural attractions, and vibrant nightlife. Over the past time, Can Tho City has implemented many tourism development programs, plans, and projects, creating positive changes for the tourism industry, thus enhancing the position of the tourism center in the Mekong Delta and improving the position of tourism in the region. The number of tourists coming here has increased significantly; however, the development of tourism in general and tourism products in particular in Can Tho still faces many difficulties and limitations. In fact, investment in the tourism products of Can Tho has not been carried out in depth to create novelty, uniqueness, and attractiveness; thus, the ability to attract and retain tourists is not high. Sensory marketing is becoming increasingly popular as a marketing tool for tourist destinations. This approach relates to stimulating the senses through visual, auditory, tactile and olfactory elements to create an unforgettable and emotionally charged experience for customers. The purpose of this research is to investigate the use of sensory marketing at tourist destinations in Can Tho City, Vietnam and to explore the potential for further tourism development in the future.

Keywords: *Sensory, Marketing, Tourism, Destination, Can Tho city, Case study, Tourist experiences, Vietnam.*

I. INTRODUCTION

Tourism destinations worldwide are increasingly realizing the importance of creating immersive and memorable experiences for visitors. Sensory marketing has gained significant attention as an approach to engage tourists' senses and enhance their overall experience. This research study focuses on applying sensory marketing in the context of Can Tho city, a popular tourist destination in the Mekong Delta region of Vietnam known for its culture, landscapes, and attractions. The objective is to conduct a case study analyzing the effectiveness of sensory marketing strategies in Can Tho, identifying success factors and

challenges. By drawing lessons from Can Tho's implementation, this study aims to provide valuable insights and recommendations for other destinations interested in utilizing sensory marketing. Ultimately, this research contributes to understanding the role of sensory marketing in the tourism industry and its potential to create unique and memorable experiences for visitors, benefiting the destination's sustainable development.

1.1. Background and significance of the study

This research aims to explore sensory marketing in Can Tho City, Vietnam, by analyzing its effectiveness in enhancing the tourist experience and providing insights for destination stakeholders. The findings contribute to both theory and practice of sensory marketing in tourism, guiding destination marketers in leveraging sensory elements to create immersive experiences. This research contributes to the sustainable development of Can Tho's tourism industry and expands knowledge in the wider tourism community, emphasizing the importance of sensory marketing for enhancing the tourist experience.

1.2. Research objectives

The research objectives for the topic "Sensory marketing for tourism destination: a case study of Can Tho city" are: Assess the impact of sensory marketing techniques on tourists' perception and experience in Can Tho city; Examine how sensory marketing influences tourists' destination choices and their decision to visit Can Tho; Identify effective sensory marketing strategies to promote Can Tho city as a desirable tourist destination.

These research objectives aim to provide a overview analysis of sensory marketing in the context

¹ Papers based on research currently in progress in 2023, belonging to the University of Economics and Business - Vietnam National University in Hanoi, titled "Impacts of sensory marketing on tourist satisfaction in Can Tho city".

of Can Tho city as a tourism destination, offering insights into the implementation, effectiveness, and implications of sensory marketing strategies.

1.3. Scope of study

This research focuses on the application of sensory marketing in Can Tho city as a tourism destination. It analyzes sensory elements in marketing campaigns and their impact on tourist perceptions, satisfaction, and behavior. Practical implications are provided for destination marketers. Limitations include the single case study, reliance on existing literature, and potential biases in self-reported data. Financial aspects and local perspectives are not extensively explored.

II. LITERATURE REVIEW AND METHOD

2.1. Concept of sensory marketing in the tourism industry

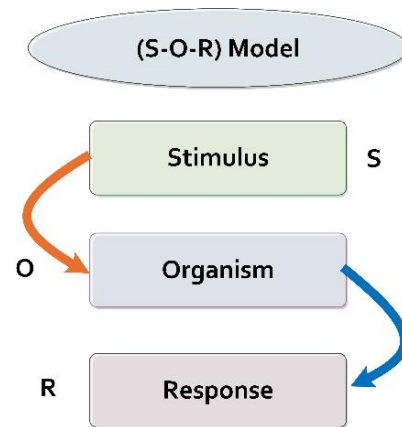
Sensory marketing is a potent tool in the travel industry, influencing consumer behavior to create memorable experiences. This study emphasizes its importance and impact on the overall travel experience, enhancing perceptions, emotions, and behaviors of tourists through sensory elements like sight, sound, smell, taste, and touch, leading to strong emotional responses and lasting memories. Integrating sensory elements helps differentiate destinations, attract visitors, and strengthen brand connections. Challenges in implementing sensory marketing include consistency, stimulus management, and cultural relevance, which future research should address, along with exploring technology integration and customized experiences. The study of sensory marketing in Can Tho city analyzes its application and effectiveness, shedding light on its significance in tourism, particularly in the context of Can Tho city as a case study.

2.2. Theoretical frameworks and models of sensory marketing

The theoretical frameworks and models of sensory marketing provide a conceptual basis for understanding and implementing sensory marketing strategies in the tourism industry. In the research topic "Sensory marketing for tourism destination: a case study of Can Tho city," the following theoretical frameworks and models were used relevant: Stimulus-Organism-Response (S-O-R) Model by Woodworth (1929); Mehrabian-Russell Model.

Fig 1.

S-O-R Model



Source: Stimulus-Organism-Response (S-O-R) Model, by Woodworth (1929)

2.3. Role of sensory marketing in enhancing tourist experiences

The role of sensory marketing in enhancing tourist experiences in the case study of Can Tho city is significant. By strategically incorporating sensory elements, Can Tho city aims to create immersive and memorable experiences that leave a lasting impression on tourists. Here are some key roles of sensory marketing in enhancing tourist experiences: Creating Emotional Connections; Differentiating the Destination; Enhancing Perceptions of Quality and Value; Fostering Engagement and Interactivity; Amplifying Memorability.

2.4. Previous studies on sensory marketing in tourism destinations

Previous studies on sensory marketing in tourism destinations provide valuable insights that relate to the research topic of "Sensory marketing for tourism destination - a case study of Can Tho city." These studies have explored the role of sensory marketing in enhancing tourist experiences and have implications that can be applied to the case study of Can Tho city. Here are some key findings from previous studies:

The study by Hultén B. (2011) titled "Sensory marketing: The multi-sensory brand-experience concept"; Aradhna Krishna (2011) in "An integrative review of sensory marketing: Engaging the senses to affect perception, judgment, and behavior"; The study by Olivia Petit and colleagues (2019) titled "Digital Sensory Marketing: Integrating New Technologies Into Multisensory Online Experience"; The study by Nguyen Thu Ha and Phan Chi Anh (2022), titled "Sensory Marketing and Tourist Behavior: A Study of the Tourism Situation in Hanoi"; The research for the 24th Eureka Student Research Award in 2022, in the field of Economics, specializing in Marketing, focuses on innovative tourism through sensory marketing:

Implications for the development of destination tourism in Ha Giang.

By drawing on the findings and insights from these previous studies, the research on sensory marketing for the tourism destination of Can Tho city can build upon existing knowledge and adapt relevant frameworks and strategies. These studies provide a foundation for understanding the impact of sensory marketing on tourist experiences, which can guide the analysis and recommendations for Can Tho city's sensory marketing initiatives.

III. CASE STUDY: SENSORY MARKETING PRACTICES IN CAN THO CITY

Can Tho city, located in the heart of the Mekong Delta in Vietnam, has emerged as a captivating tourism destination in recent years. Known for its enchanting landscapes, vibrant culture, and warm hospitality, Can Tho city offers a unique and immersive experience for both domestic and international tourists. This introduction sets the stage for exploring the application of sensory marketing in enhancing the tourism experience in Can Tho city, with the following contents: Overview of Can Tho city; Significance of Can Tho city as a tourism destination; Importance of sensory marketing in tourism destinations.

The case study on sensory marketing in Can Tho city explores a variety of captivating attractions and tourism activities that make it an ideal location to investigate sensory marketing's impact on the overall travel experience. Key attractions include the Cai Rang Floating Market, Ninh Kieu Quay, Can Tho Bridge, ancient pagodas, and ecotourism activities. The study utilizes surveys, questionnaires, and field research to analyze the effectiveness of sensory marketing strategies, considering factors like tourist engagement, emotional responses, authenticity perception, word-of-mouth recommendations, and tourist satisfaction. The findings will provide valuable insights for enhancing the tourism experience in Can Tho city and guide future sensory marketing strategies in similar destinations.

IV. CONCLUSION

This research explores sensory marketing in tourism destinations, focusing on Can Tho City. Through a case study, it analyzes the city's initiatives and their impact on tourist experiences. The findings highlight sensory marketing's role in attracting tourists, creating memorable experiences, and differentiating Can Tho City. Lessons learned include understanding the target audience and integrating sensory experiences with cultural identity. Recommendations include ongoing evaluation, stakeholder collaboration, and community involvement. Challenges such as resource constraints and cultural sensitivity require strategic planning and continuous research. Embracing sensory marketing can enhance competitiveness and create

lasting impacts on tourism, contributing to industry growth. This research provides valuable insights for practitioners and policymakers in the field.

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BEHAVIORAL REASONING THEORY TO EXPLAIN THE PRO-ENVIRONMENTAL INTENTIONS OF VISITORS TO CHINA'S WORLD GEOPARKS

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Abstract: Geotourism has gained significant popularity in the field of tourist studies, yet the uncivilized behavior of tourists has led to the pollution and destruction of geological park resources. This study aims to investigate the pro-environmental behavioral intentions of World Geopark visitors and examine the factors influencing these intentions. The study employs the behavioral reasoning theory (BRT) to analyze the motivational mechanisms and reasons behind pro-environmental intentions. Data will be collected through a questionnaire from 500 respondents who have visited a World Geopark in China. The analysis will involve exploratory factor analysis (EFA), confirmatory factor analysis (CFA), structural equation

modeling (SEM), and fuzzy-set Qualitative Comparative Analysis (fsQCA). The expected results will provide insights into the factors influencing pro-environmental intentions and contribute to sustainable tourism practices. The study highlights the significance of research in geotourism and provides theoretical and practical implications for promoting sustainable tourism and enhancing tourists' pro-environmental intentions in geotourism destinations.

Keywords: *geotourism, behavioral reasoning theory (BRT), pro-environment, world geopark.*

EXPLORING THE PRODUCT EXPERIENCE AND BEHAVIORAL INTENTIONS OF CUSTOMERS IN INDEPENDENT CAFÉ (Seaside cafes in China)

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Abstract: With the recent development of the Chinese economy, people's incomes are increasing, and the demand for independent coffee shops is increasing because of the growing understanding of coffee culture. The study will explore the product experience of independent cafes in China, as most previous studies have focused on the development of chain coffee shops in China. In particular, as the beach-oriented cafe industry is actively growing among independent cafes in China, this research focus on independent cafes located on the beach. This study explores the role of product experience with variables such as perceived well-being, satisfaction, and behavioral intention of customers. A control variable is used to derive gender characteristics in more detail. An online survey will be conducted on approximately 400 customers of an

independent cafe located on a beach in China (Qingdao region). AMOS 25 research tools will be used to test reliability and construction effectiveness. Structural equation modeling (SEM) will then be performed to evaluate the overall suitability of the proposed model and test hypothesis. Finally, we will test the moderating effect of gender using SPSS 25. These findings will provide theoretical implications for researchers in related fields and useful practical implications for independent cafe operators in China.

Keywords: *Independent café, product experience, perceived well-being, satisfaction, behavioral intentions.*

THE INFLUENCE OF TOURISM EXPERIENCE ON PLACE ATTACHMENT IN MACAO

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Abstract: This study aims to investigate how specific aspects related to tourism experience in Macao affect the connection between tourists and the area. The study adopted the factor analysis to find out the different nature and interaction of related dimensions of tourism experiences. Multiple regression analysis was also used to examine the impact of tourism experiences on places attachment between tourist and destination. On one hand, there are two dimensions of tourism experience have a positive impact on place attachment in the result, namely education and escapism. On the other hand, aesthetics and entertainment which identified as the other two dimension of tourism experience were shown an insignificant impact on place attachment. Such result revealed the importance of explaining the nature of place attachment between tourists and Macao. Therefore, is importance to explore how the tourism experience affect the travel intention of tourist to Macao, considering to enhance the sustainable development of Macao's tourism industry. By summarized the test result, this study proposes some suggestions related to tourism experience for sustainable development of Macao in the field of tourism industry.

Keywords: *Tourism experience, place attachment, tourists, Macao*

I. INTRODUCTION

Tourism experience is a key factor in the tourism industry during their travels. The concept of tourism experience refers to the overall impression of a destination. Tourism experience are based on tourists' interaction. The subjective feelings and evaluations from tourists will affect their attitude and revisit intention.

Place attachment is considered an emotional connection between individuals and their environment (Allan, 2016). Place attachment is an important factor that affects tourists' evaluation of tourist destinations which can increase their interest in the culture and history of the destination. For example, suppose a tourist develops a local attachment to a destination. In that case, they will be more inclined to participate in events and activities related to the destination's culture and history.

According to Vada et al.(2019), it is vital for sustainable tourism development to understand the influence of tourism experience and place attachment on tourists' destination selection. However, based on Io & Wan's (2018) view, there needs to be more literature on this relationship in the specific context of Macao. By addressing these research gaps, this study aims to understand better the significance of tourism experience and place attachment for tourism development in Macao. Moreover, to develop the sustainable development of destination tourism.

II. LITERATURE REVIEW

Tourism experience is a complex and multidimensional construct. The relationship between tourism experience and place attachment is complex and multifaceted. On the one hand, a positive tourism experience can enhance a tourist's attachment to a destination (Vada et al., 2019). According to Prayag et al. (2017), a tourist with a positive experience exploring the local culture and history may develop a deeper appreciation for the destination and a stronger emotional connection. On the other hand, a negative tourism experience can erode a tourist's attachment to a destination. For example, if a tourist experiences overcrowding, pollution, or some negative impacts of tourism, they may develop a negative perception towards the destination and a weaker emotional connection to it (Prayag et al., 2017).

III. METHOD

A descriptive research design was adopted for this study and a quantitative approach was used to identify and evaluate the factors that influence the tourism experience. A modified version of the tourism experience scale proposed by Oh et al. (2007) was used to achieve this objective. This paper consists of 22 items in measuring tourism experience.

In order to apply the tourism experience scale for tourists who have visited Macao, this study modified the questionnaire by conducting an item-screening test

with the help of eight Macao academic researchers. These researchers rated each of the 24 tourism experience items from Oh et al. (2007) on a seven-point Likert scale. After careful consideration, 22 items were chosen to represent tourists' perceptions of their experience in Macao.

Convenience sampling was used to gather data for this study and targeted individuals who had traveled to Macao within the past three years. An e-questionnaire was used for data collection, monitoring completion time, and helping ensure comprehensive responses. The questionnaire was distributed using various methods, including email, QR codes, social networks, and web pages via the China-based Wenjuanxing platform.

IV. RESULT

Five hundred and five (505) completed questionnaires were collected. Following screening for inappropriately completed questionnaires and outliers, 43 were removed resulting in 462 valid questionnaires (i.e. 81%) used for subsequent analysis. This paper used descriptive statistics to summarize the demographic characteristics of the respondents. In terms of gender, 44% of the respondents were male, while 56% were female. The majority of the respondents were in the 30-39 year age group, which was 46%, followed by the age group of 20-29, which was 25%, the 40-49 age group was 18%, the 50-59 age group was 8%, and the 60 or above age group was 4%. Regarding educational background, 45% held bachelor's degrees, 31% were postgraduates, 16% of the respondents had graduated from vocational college and 5% had completed high school or less.

In this study, principal components factor analysis with varimax rotation was conducted to extract the underlying factors from 22 tourism experience items. In order to ensure the appropriateness of the factor analysis, according to Field (2005), the Kaiser-Meyer-Olkin (KMO) measure and the Bartlett Test of Sphericity were used, resulting in a KMO value of 0.947 and a significant Bartlett Test value of 10870.287 with $p < 0.001$. The KMO measure indicates high level of sampling adequacy, while the significant Bartlett Test found that the variances between several groups were equal. The criteria of the number of dimensions are based on the eigenvalue and scree plot results. There are four dimensions. The scree-test plot helped identify the number of dominant factors based on the sample size of 462. The items retained had a factor loading over 0.4, leading to the emergence of the four dimensions of tourism experience, which were labelled: "Education;" "Esthetics;" "Entertainment;" and "Escapism." Reliability analysis, specifically the Cronbach's alpha coefficient, was conducted to test the internal consistency of each dimension with alphas ranging from 0.93 to 0.96, indicating an acceptable

level of reliability for basic research. The Cronbach's alpha coefficient should be higher than 0.7, as recommended by Nunnally (1978).

The mean scores for the four dimensions are presented. Among these dimensions, tourists rated "Esthetics" as the highest rated factor ($M=5.51$), followed by "Education" ($M=5.44$), and "Entertainment" ($M=5.38$), with "Escapism" being rated as the least important ($M=4.84$).

Multiple regression analysis was conducted with place attachment as the dependent variable and tourism experience as the independent variable with the results presented in Table 1. The adjusted R-squared value was 0.22, which means the regression model indicated that 22% of the variation in overall attachment was explained by these four independent variables of tourism experience. The significant F ratio ($F=34.19$, $p < 0.001$) suggested a good model fit. It was found that two independent variables, education ($t=4.34$, $p < 0.001$) and escapism ($t=3.26$, $p < 0.001$), had a significant positive effect on place attachment. However, esthetics ($t=1.203$, $p=0.23$) and entertainment ($t=0.713$, $p=0.48$) had no significant effect on place attachment.

Furthermore, the relative importance of each of the four independent variables in contributing to place attachment was assessed using the standardized β (i.e. beta) value. The results showed that education ($\beta=0.30$) had the highest β value and was, therefore, the most important determining factor in explaining place attachment, followed by escapism ($\beta=0.16$), esthetics ($\beta=0.11$), and entertainment ($\beta=0.05$).

Table 1.

Multiple Regression Results for Tourism Experience on Place Attachment (n=462)

Dependent variable	Place Attachment		
Independent variables	Tourism Experience Factors (Esthetics, Education, Escapism & Entertainment)		
Goodness-of-Fit			
Multiple R	=0.48		
R ²	=0.23		
Adjusted R ²	=0.22		
Standard error	=1.06		
Analysis of variance	Sum of squares	df	Mean square
Regression	152.873	4	38.218
Residual	511.163	457	1.119
F ratio	=34.17		
Significance	=0.001		

Variable in the equation					
Independent variables	B	Std. Error	t	Sig.	VIF
Factor 1: Education	0.300	0.069	4.343	0.001	2.302
Factor 2: Escapism	0.159	0.049	3.264	0.001	1.576
Factor 3: Esthetics	0.106	0.088	1.203	0.23	2.817
Factor 4: Entertainment	0.048	0.067	0.713	0.476	2.112
Condition Index					
1	1				
2	11.817				
3	15.881				
4	17.734				
5	25.818				

According to the variance inflation factor (VIF) and condition index (CI) which are used to evaluate multicollinearity, the VIF value was lower than 10 and the CI was less than 30 indicating that there was no multicollinearity.

V. DISCUSSION

The findings of this study reveal that the dimensions of tourism experience significantly influence place attachment among tourists in Macao. Specifically, the findings show that education and escapism dimensions of tourism experience, positively influenced attachment to place, which provided support for previous research by emphasizing the importance of meaningful experiences in creating emotional bonds with destinations (Ramkissoon, 2017). The t-values for esthetics and entertainment were 1.203 and 0.713, with p-values of 0.23 and 0.48, respectively. Indicating that esthetics and entertainment had no statistically significant impact upon place attachment. Since esthetics and entertainment were not found to have a statistically significant impact on place attachment, consideration must be given to how these aspects can be better integrated and improved throughout the tourism experience to cater to visitor preferences and expectations. Esthetics and entertainment appear more abstract and subjective than education and escapism, which are more tangible. Tourists may have varying preferences and interpretations of what constitutes appealing aesthetics or entertaining experiences, making creating a universal connection to a destination through these dimensions more challenging. In contrast, education and escapism offer more concrete experiences that can be tailored to visitors' interests

and expectations, fostering a stronger emotional bond to the place.

The study contributes to revealing the significance of education and escapism dimensions in fostering place attachment among Macao tourists while demonstrating that esthetics and entertainment are less influential. Due to tourists' different preferences and cultural backgrounds, individuals may have different esthetic preferences, making it difficult for a destination to attract all tourists. Future research could examine how destinations can enhance the esthetics experience by incorporating cultural elements or creating immersive experiences.

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ANOTHER LOOK AT THE AVAILABILITY OF FLEXIBLE WORK ARRANGEMENTS FOR WORKCATION: AN INTEGRATION OF ISO-AHOLA'S MOTIVATION THEORY AND THEORY OF PLANNED BEHAVIOR

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Abstract: Workcation is a trending word nowadays due to Covid-19, it is when employees can have both work and vacation at the same time. This study focused on South Korea, as there are four types of flexible work arrangements (FWA), especially this study focused on work from home and remote work to see the availability for workcation. This study used mixed method and applied two types of theory which are Iso-Ahola motivation and theory of planned behavior theory (TPB). Total 317 survey were conducted from various industries. Generally, escape from mundane environment and beliefs had positive effect on attitude and which in turn influenced to intention to use FWAs for workcation. However, it was also found that social norm (SN) and perceived behavior control (PBC) influenced to employee's behavior negatively due to employees avoid using FWAs at all. This study is notable because it demonstrated the usefulness of combining two different

theoretical frameworks to find the motivation and behavior of the employees to use FWAs. Based on the results this study suggests that organizations and policymakers should reconsider implementing FWAs and provide greater flexibility, control, and supportive work environment to employees. The practical implications for the hospitality industry are that there is an opportunity to attract a new segment of guests who seek a place where they can work and rest, the place where they can escape from personal problems or social pressures and provide a break from routine tasks. Further research on FWAs and workcation is recommended to understand our results deeply.

Keywords: *remote work; flexible work arrangements; workcation; motivation theory; theory of planned behavior; work and life balance.*

FROM CLICKS TO BOOKINGS: EXPLORING THE INFLUENCE OF DIGITAL TECHNOLOGIES AND SOCIAL MEDIA ON TOURISM AND HOSPITALITY CONSUMER BEHAVIOR

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Abstract: The widespread use of digital technologies and social media has revolutionized the travel industry by providing abundant and easily accessible travel information. Online platforms such as travel agencies, review sites, blogs, and social networks have empowered travelers to conduct extensive research before their trips. User-generated content and reviews have particularly influenced traveler perceptions and decision-making. Additionally, the rise of influencer marketing has played a significant role, as social media influencers sway consumer opinions and inspire travel choices through engaging content and authentic storytelling. Digital technologies also enable personalized recommendations and targeted advertising based on individual preferences, enhancing the overall travel experience. Online reviews and ratings have become crucial in shaping consumer behavior, with positive feedback generating trust and reliability while negative reviews can discourage potential customers. Consequently, the impact of digital technologies and social media on the travel industry has been profound, empowering travelers with more resources and insights to make informed decisions and enhance their travel experiences.

Keywords: *Consumer behavior, Digital technologies, Hospitality, Online reviews, Social media, Tourism*

I. INTRODUCTION

This study explores the influence of digital technologies and social media on consumer behavior in the tourism and hospitality industry. It examines the impact of these technologies on the consumer decision-making process, including information search, evaluation, and booking. The study investigates the role of online engagement, influencer marketing, personalized recommendations, and online reviews. It aims to increase understanding of the multifaceted impacts of digital technologies on consumer behavior and decision-making. The research has significant practical implications, helping businesses improve their marketing strategies, enhance customer satisfaction, and remain competitive. The study adopts

the Theory of Reasoned Action and the Technology Acceptance Model as theoretical frameworks to analyze consumer behavior in relation to digital technologies and social media. The objectives of the study include increasing online engagement, strengthening influencer marketing partnerships, enhancing personalized recommendations, fostering positive online reviews, and monitoring online feedback. The scope of the study focuses on the travel industry and includes qualitative and quantitative research methods. However, there are limitations, such as relying on self-reported data and potential generalization challenges.

II. LITERATURE REVIEW AND METHOD

According to Filieri, McLeay, and Tsui (2015), in their study on the impact of online reviews on hotel booking intentions and perception of trust, the researchers examined how online reviews influence consumers' intentions to book hotels and their perception of trust. They investigated the influence of review characteristics, such as valence and volume, on consumer decision-making in the hospitality industry. The findings highlight the significance of online reviews in shaping consumer behavior, emphasizing the importance of positive reviews and the need for businesses to actively manage and respond to customer feedback to enhance trust and increase booking intentions.

In another empirical study by Huang, Zhang, Liu, and Zhou (2017) in China, the authors investigated the influence of social media on consumer behavior in the context of social commerce. They explored factors impacting consumer purchase intentions, including social media usage, social influence, trust, and perceived value. The study revealed that social media has a significant impact on consumers' purchase intentions, with social influence and trust playing

crucial roles. This study provides insights for businesses to effectively utilize social media, enhancing consumer engagement and increasing purchase intentions.

Lee and Kim (2019) investigated the impact of social media influences on consumers' purchase intentions and the mediating role of customer attitudes. Through a survey, they found that social media influencers have a significant influence on consumers' purchase intentions, mediated by customer attitudes. This study emphasizes the importance of understanding the psychological mechanisms in influencer marketing and provides insights for businesses to effectively leverage social media influencers.

Xiang, Du, Ma, and Fan (2017) examined the role of social media in online travel information searches. The study highlighted the significant influence of social media on travelers' destination choices, information search behaviors, and purchase decisions. It emphasized the importance of incorporating social media strategies in destination marketing efforts, providing practical implications for businesses and destination management organizations to engage with travelers and influence their decision-making processes.

Wang and Fesenmaier (2016) conducted a systematic review on consumer behavior in the context of online travel reviews. Their review synthesized existing literature and identified key factors influencing consumer decision-making, including review credibility, valence, volume, and consumer characteristics. The study emphasized the importance of managing and leveraging online reviews to enhance customer satisfaction, reputation, and overall consumer behavior in the tourism and hospitality industry.

III. RESULT AND DISCUSSION

A mixed-methods research design can be applied to gather both quantitative and qualitative data. This allows for a comprehensive exploration of the influence of digital technologies and social media on consumer behavior. The quantitative component can involve surveys or questionnaires, while the qualitative component can include interviews or focus group discussions.

Sample Size:

Tourists: 60 (30%)

Hotel Guests: 50 (25%)

Online Travel Bookers: 40 (20%)

Social Media Users: 40 (20%)

Hospitality Industry Professionals: 20 (10%)

Total: 200 (100%)

Data Gathering:

Quantitative data can be collected through online surveys or self-administered questionnaires, while qualitative data can be obtained through in-depth interviews or focus group discussions.

Instrumentation:

A well-constructed questionnaire can be developed, incorporating Likert-scale items, multiple-choice questions, and open-ended questions related to digital technologies, social media usage, consumer behavior, and factors influencing decision-making.

Data Analysis:

Quantitative analysis involves descriptive statistics and inferential statistics, including measures of central tendency, variability, correlation analysis, and ANOVA. The qualitative analysis employs thematic analysis to identify recurring themes and concepts within the data, providing a comprehensive understanding of the influence of digital technologies and social media on consumer behavior in tourism and hospitality.

Figure 1. Applying One-way ANOVA test result

		ANOVA				
		Sum of Squares	df	Square	F	Sig.
Questionnaires	Between Groups	13.127	4	3.282	8.922	0.000
	Within Groups	19.494	53	0.368		
	Total	32.621	57			
Independent variable	Between Groups	19.798	4	4.950	14.040	0.000
	Within Groups	18.685	53	0.353		
	Total	38.483	57			

Based on the ANOVA results, the study titled "From Clicks to Bookings: Exploring the Influence of Digital Technologies and Social Media on Tourism and Hospitality Consumer Behavior" has obtained significant findings.

There is a significant difference between the groups for the research question or variable, as indicated by the F-value of 8.922 ($p < 0.001$). This suggests that the variable being analyzed has a notable impact on consumer behavior in the tourism and hospitality industry.

Similarly, for the variables, there is a significant difference between the groups, with an F-value of

14.040 ($p < 0.001$). This implies that this variable also has a substantial influence on consumer behavior.

These findings indicate that the specific factors examined in the study, related to digital technologies and social media, have a statistically significant impact on consumer behavior in the context of tourism and hospitality. It supports the hypothesis that these technologies play a significant role in shaping traveler perceptions, preferences, and choices, ultimately influencing their decision-making process from clicks to bookings.

IV. CONCLUSION

The influence of digital technologies and social media on consumer behavior in the tourism and hospitality industry is undeniable. They shape traveler perceptions, preferences, and choices, from information search to booking.

Factors like travel information, influencer marketing, personalized recommendations, online reviews, and social media platforms play significant roles in decision-making.

Understanding the impact of these technologies is crucial for businesses to effectively target and engage their audiences, converting clicks into bookings.

The study contributes to the advancement of knowledge by exploring the impacts, developing theoretical frameworks, and identifying key factors.

Practical contributions include strategic insights for businesses, a customer-centric approach, enhanced marketing strategies, financial growth, engagement in corporate social responsibility, and fostering critical thinking skills.

Understanding these influences is vital for success in the digital era of tourism and hospitality.

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PRESERVING INTANGIBLE CULTURAL HERITAGE AMID CRISIS: A CASE STUDY OF THE IMPACT OF COVID-19 ON THE TEMPLE STREET NIGHT MARKET IN HONG KONG

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Abstract: This study investigates the impacts of the COVID-19 pandemic on the Temple Street Night Market, an important tourist attraction and intangible cultural heritage site in Hong Kong, drawing attention to the vulnerability of such heritage in times of global crises. By employing a multi-method qualitative approach, including ethnographic observations, interviews, and an analysis of secondary data, the research identifies substantial declines in hawker numbers and tourist patronage, along with a need for sufficient government support. It also reveals an increasingly tenuous connection between the market and local Hong Kong residents. The paper concludes with strategic recommendations for government authorities and the broader community, focusing on a balanced approach to preserving and promoting cultural heritage sites for both tourism and their local communities, thus contributing to wider debates about intangible cultural heritage protection amidst crises.

Keywords: *COVID-19 Impact, Intangible Cultural Heritage, Temple Street Night Market, Cultural Tourism Sustainability.*

I. INTRODUCTION

Temple Street Night Market, established in the 1920s to serve templegoers, now features licensed hawkers, restaurants, fortune tellers, Cantonese operas, and more (Lonely Planet, n.d.; Lau et al., 2014). The market's cultural significance is evident in its history and presence in local TV dramas and films. Its tourism significance is highlighted by its night-time appeal and numerous reviews (Mayring, 2012; TripAdvisor, n.d.; Hong Kong Tourist Board, n.d.).

Unlike tangible artefacts and built heritage, intangible cultural heritage can be lost over time if not maintained by new generations. UNESCO established the Convention for the Safeguarding of Intangible Cultural Heritage in 2003, which has led to significant efforts to protect it worldwide (Davis et al., 2017). However, while it has long been a tourism attraction and successfully commodified, this commodification can threaten its authenticity and preservation within the

community (Kim et al., 2019). Kim et al. (2019) argue for a sustainable approach to commodification and development to maintain authenticity and appeal, balancing commercialisation with safeguarding measures. Furthermore, they assert that local communities should be aware of intangible cultural heritage and actively support its promotion or preservation.

Hawking in Hong Kong is defined as individuals selling goods in public spaces. Often associated with urban poverty, the government's stance on street hawking has fluctuated due to concerns about its impact on Hong Kong's image as "Asia's World City" and potential adverse effects on tourism and traffic flow. However, since the early 2000s and the Asian Financial Crisis, authorities have adopted a more tolerant approach toward unlicensed hawkers. The Hong Kong Hawker Control Team (HCT) is responsible for policing unlicensed hawkers and determining areas of tolerance. For example, in the Temple Street Night Market, sections 1 through 3 are designated ongoing tolerance areas for unlicensed hawkers (Chan, 2018).

II. LITERATURE REVIEW AND METHOD

A. Literature Review

Temple Street Night Market, established in the 1920s to serve templegoers, now features licensed hawkers, restaurants, fortune tellers, Cantonese operas, and more (Lonely Planet, n.d.; Lau et al., 2014). The market's cultural significance is evident in its history and presence in local TV dramas and films. Its tourism significance is highlighted by its night-time appeal and numerous reviews (Mayring, 2012; TripAdvisor, n.d.; Hong Kong Tourist Board, n.d.).

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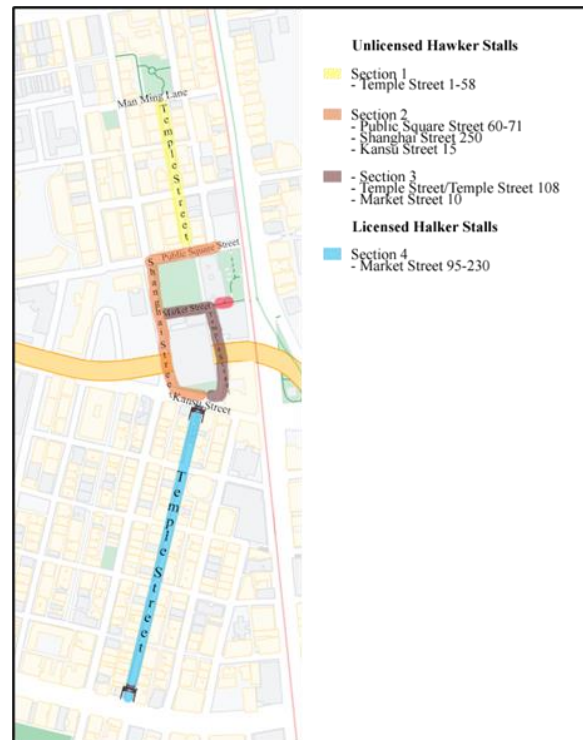
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B. Methods

A multi-method qualitative research approach was employed, consisting of observations, interviews, and integration of past research to provide an in-depth understanding of the Temple Street Night Market's current situation amid the global pandemic. This methodological triangulation allowed the researchers to gain rich data on the current situation while increasing the study's credibility, validity and reliability. Furthermore, by replicating aspects of the study on the Temple Street Night Market from 2014 (Lau et al., 2014), the researchers performed a longitudinal comparison to demonstrate the impacts of the pandemic crisis.

The researchers conducted a short-term ethnographic study using narrative approaches over two months in late 2021. They conducted fieldwork in the Temple Street Night Market, documenting their observations and recording their conversations with locals. This included semi-structured interviews with the Temple Street Chamber of Commerce chairman and unstructured interviews with hawkers. Further data were collected from previous academic literature, industry publications, and travel websites.

Diagram 1. Map of Temple Street Research Area



III. RESULT AND DISCUSSION

The Temple Street Night Market had been severely affected by the pandemic, with minimal support from the government or other agencies to ensure its survival as a tourist attraction. Equally important, the market's relevance for local Hong Kong residents appears compromised, as evidenced by a lack of local support and patronage amid the pandemic. This situation underscores the vulnerability of intangible cultural heritage attractions in the face of global crises like the COVID-19 pandemic, particularly those that have become dependent on tourism.

Employing Lau et al. (2014) hawker categorisation for a longitudinal comparison, Table 1 illustrates the effects on each market section and hawker category, revealing an overall decline of 78.83% in the number of hawkers. Due to the significant presence of these vendors, constituting 14.5% of hawkers in sections 1 and 2, a new 'Sex Toy' category was introduced. Additionally, due to the lack of occupancy of many hawker stalls, many appeared to be used for impromptu temporary overnight storage and informal non-commercial dining and gathering spots for locals, which were not recorded in the tabulation of the hawker stalls.

The lack of government support throughout the pandemic proved frustrating for the hawkers and the Temple Street Chamber of Commerce representatives. The only direct financial support offered by the government, as of December 2021, was a one-off

HK\$5,000 subsidy, which participants in the study declared had little effect. Further assistance was limited to rent reductions and free Octopus devices. While the government did issue consumption vouchers to incentivise locals to spend in the local economy, this initiative targeted residents who are no longer typical Temple Street Night Market customers. Again, it had little to no impact.

Table 1. Longitudinal Comparison of Hawker Stalls 2014 vs 2021

Section	Sections 1 & 2		Section 4		% Left	
	2014	2021	2014	2021		
Category	Chinese Products	22	9	41	3	19.1
	E-Products & Accessories	31	4	52	9	15.7
	Clothing	33	5	51	25	35.7
	Toys & Ornaments	31	3	58	12	16.9
	Souvenirs	7	1	18	3	16.0
	Accessories	42	3	92	22	18.7
	Religious & Ethnic Goods	22	2	8	0	6.7
	Sex Toys	—	8	—	0	—
	Others	53	20	26	7	34.2
	TOTAL	241	55	346	81	23.2

IV. CONCLUSION

The COVID-19 pandemic has significantly impacted Temple Street traders, leading to substantial income declines and numerous challenges, including rent payments and inadequate promotion. Traders have explored alternative strategies like online sales and roadside trading to cope, but issues persist, highlighting the need for government support and improved promotion efforts. Policy recommendations to address the challenges hawkers face during the COVID-19 pandemic include modernising hawker premises, providing discounted rent, offering government subsidies for online advertising, and implementing measures to rebuild consumer

confidence. In addition, emphasising the cultural significance of Temple Street, optimising the use of available space, and introducing diverse themes and events can help reinvigorate the area and attract more visitors, thus revitalising the night market with a unique Hong Kong flair.

This study contributes to the growing body of literature on the impacts of COVID-19 and the vulnerability of intangible cultural heritage tourism attractions. In addition, it sheds light on the challenges faced by the Temple Street Night Market during these unprecedented times and the risks and increased vulnerability to intangible cultural heritage that has become dependent on tourism, thus demonstrating the need for a more balanced approach to preserving and promoting such sites both for tourism and within their local communities. This research can also be a valuable source for stakeholders, including government agencies and communities, looking at preserving and promoting intangible cultural heritage post-COVID-19 by demonstrating the importance of balancing tourism and local citizens' interests with their cultural and socioeconomic needs.

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A STUDY ON FOOD CONSUMPTION TRENDS AND PROSPECTS BEFORE COVID-19: FOCUSING CORRESPONDENCE ANALYSIS

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Abstract: ‘Uber Eats’, a representative distribution app in the United States, was established in August 2014, started domestic service in August 2017, and ended service in October 2019. Founded in Singapore in March 2012, Taiwan ‘Food Panda’ is currently headquartered in Berlin, Germany. It currently operates in 13 Asian and 4 European markets. Food Panda entered Japan in September 2020, and after ‘Foodneko’, a Japanese distribution service of the Korean company Woo Wa han (Elegance) Brothers, ended on April 27, 2021, it was integrated into ‘Delivery Hero’ Japan on April 28, 2021, and operated. It withdrew after a year and a half. But this company is being used as the unrivaled No. 1 in delivery applications in the Republic of Korea.

The delivery app, the ‘woowa han brothers’ is genuine early bird of food delivery app market that started in March 2011 which created earlier than Uber Eats and Food Panda, and the unrivalled most used food delivery app in Korea. before Covid19 data from Woowa han brothers company can be used to predict the food trend of post Covid 19 Which is rolling back similar to behavior of food delivery market before covid19.

CA decomposes the chi-square statistics associated to the data table into two individual group of orthogonal components that describe, independently, the patterns from associations between the elements of the rows and columns of the data table. Correspondence analysis (CA; Cordier 1965; Benzécri 1973; Beh and Lombardo 2015; Lebart and Fénelon 1975; Lebart et al. 1984; Escofier and Pagès 1990; Greenacre 1984, 2007; Abdi and Valentin 2007; Hwang et al. 2010; Abdi 2003; Abdi and Williams 2010b) is an extension of principal component analysis (PCA; for details, see Abdi and Williams 2010a) tailored to handle nominal variables (Abdi H, Béra M, 2014).

Diets evolve over time, being influenced by various factors and complex interactions. Income, market prices, individual preferences and beliefs, cultural traditions, as well as geographical, environmental, social and economic factors all interact in a complex manner to shape dietary consumption patterns. Data on the national availability of the main food commodities provide a valuable insight into diets and their evolution over time (Angela Vasileska, Gordana Rechkoska, 2012). Promoting healthy diets and lifestyles to reduce the global burden of a multisectoral approach involving the various relevant sectors in societies

(Angela Vasileska, Gordana Rechkoska, 2012). This study approach is quantitative. The Dataset would be developed by distributing surveys in person in the field. The survey is secondary data for 3337 main purchasers in 17 states in the Republic of Korea. The subjects of the survey were adults, the main buyers, between the ages of 18 and 74. Cross-analysis and a demographic analysis will be analyzed using spss 26.0 and the corresponding analysis will be analyzed using SPSS 26.0 and STATA.

The Dataset would be developed by distributing surveys in person in the field. The survey is secondary data for 3337 main purchasers in 17 states in the Republic of Korea. The subjects of the survey were adults, the main buyers, between the ages of 18 and 74.

This study examined menus ordered before COVID-19 through correspondence analysis on delivery, take-out menus, and income. In the future, Corona will be over, and further research on delivery and packaging menus will play an essential role in marketing and promotion in the food industry and delivery app companies.

Keywords: *food consumption trend, correspondence analysis, ca, multiple correspondence analysis, mca.*

**THE 19TH ASIA PACIFIC FORUM
FOR GRADUATE STUDENTS
RESEARCH IN TOURISM
CONFERENCE PROCEEDINGS**



30 June-02 July 2023

Convention Hall, Duy Tan University,
Danang, Vietnam

ISBN: 978-604-80-8008-2



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