ABSTRACT PROCEEDINGS

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"NO WORRY, HAVE A CUP OF TEA FIRST" RESEARCH ON THE DEVELOPMENT PROBLEMS AND COUNTERMEASURES OF MACAO'S TEA RESTAURANTS IN THE POST-EPIDEMIC ERA

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INTRODUCTION

The importance of tea restaurants to Macao, like roast duck to Beijing, McDonald to New York, Kimchi to Korea. Macao's tea restaurants are the most numerous and affordable type of local food and beverage in the city, carrying a diverse food culture and a long historical process, a cultural memory written on the tip of the tongue. As one of the three pillars of tourism-food, accommodation and transport, tea restaurant, hidden in the streets and alleys, echoes the Michelin in the casinos. In 2020, Macao's tourism industry was hit hard by the outbreak of the Novel Coronavirus Pneumonia (NCP), a global public health epidemic. According to data from the Macao Statistics and Census Service, the number of visitors to Macao fell precipitously in January 2020, with arrivals dropping from 28,504,065 to 156,394 (DSEC,2022), causing the Macao tourism market to shrink dramatically. The overall revenue of catering fell by 28.8% year-on-year, with a loss of 940 million HKD (DSEC,2022). Under the pressure of the "cut-off" brought about by the epidemic, the annual revenue of the small catering enterprises, represented by the Macao tea restaurants, fell by 16.8% (DSEC,2022), but the change was much lower than the overall level of the industry and they could still maintain their basic daily operations. In the post-epidemic era, the recovery and innovative development of tea restaurants, unlike the asset-heavy catering enterprises, may show a trend of "alternative development", which is expected to show us a new label, a new definition and a new vitality to the recovery and development of the Macao tourism market.

This study aims to gain an in-depth understanding of the development of Macao's tea restaurants in the post-epidemic era through the perspectives of both restaurant owners and consumers, and to sort out development countermeasures, so as to provide theoretical support and practical basis for the sustainable development of Macao's tea restaurants and the recovery of Macao's tourism industry.

METHOD

A combination of semi-structured interviews and questionnaires was used to understand the business status and development of tea restaurants during the post-epidemic period from two perspectives: tea restaurants owners and consumers. The interviews were recorded manually, and the word processing and frequency statistics were conducted using ROST CM6.0. The survey questionnaire on "Service quality of Macao tea restaurants during the epidemic" was designed based on five dimensions of the ServQual model.

FINDINGS

From the perspective of restaurants' owner, as shown in Figure 1, the epidemic brought irreversible effects to small and medium-sized cafes in Macao, such as pressure of disruption, reduced cash flow, increased operating costs, and changes in business models. In addition, the prompt response and precise assistance from the government and relevant departments provided some financial support or moral encouragement to the tea restaurants, which enabled the tea restaurants to survive the epidemic.

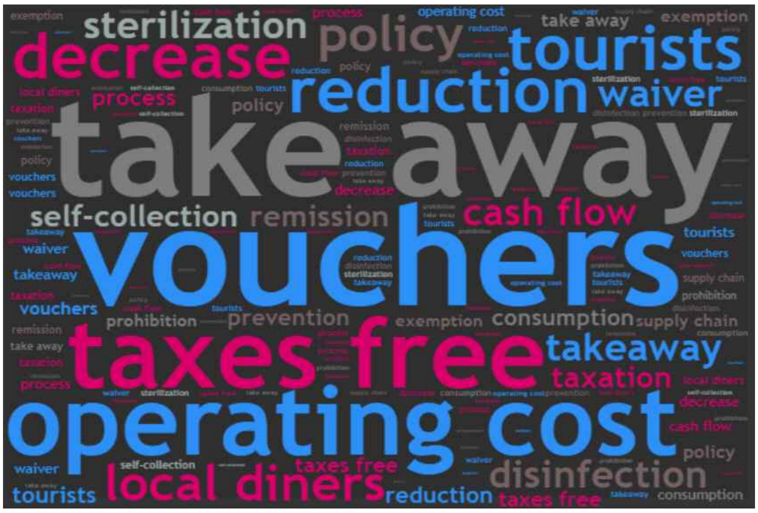

Figure 1. Word frequency statistics of interview results

At the consumer level, the 193 valid data collected showed that the quality of service provided by consumers during the epidemic was basically in line with their expectations (Figure 2), except for the difference between expectations and perceived values in terms of responsiveness, combined with the results of the previous section of interviews, were that some tea restaurants had set up self-service windows and encouraged consumers to help themselves with drinks and paper towels, this makes it inevitable that the consumers' experience in terms of responsiveness has declined.

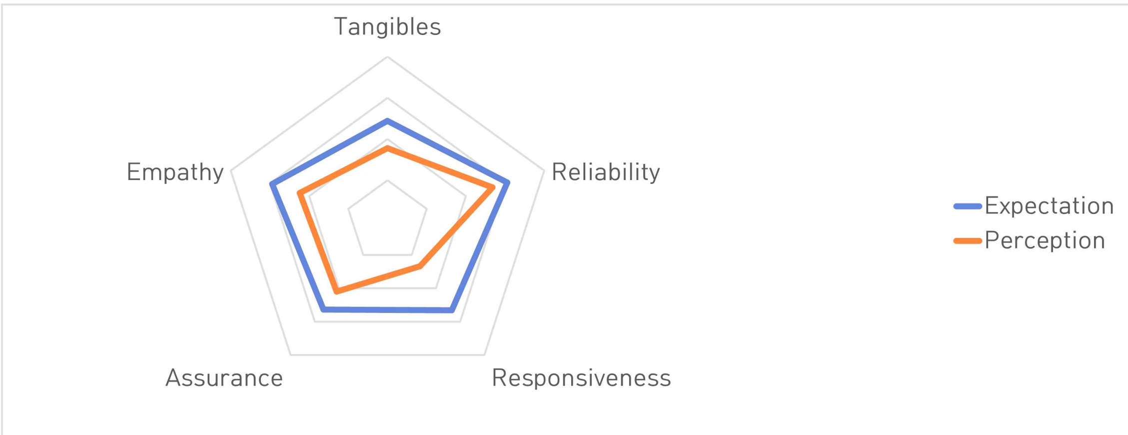

Figure. 2 Perception and expectation mean score radar of ServQual in five dimensions

Through a combination of qualitative and quantitative research methods, this study examines the service quality and development of Macao's tea restaurants in the post-epidemic era from both the tea restaurants' owners and consumer perspectives. The study finds that both consumers and restaurants are concerned about responsiveness, which is mainly reflected in the timeliness of service (Parasuraman et al., 1985), and that maintaining a safe distance may become the norm in the post-epidemic era. In the post-epidemic era, how to ensure consumers' perceived opportunities in the semi-self-service and take-away models and enhance service satisfaction is a major challenge for Macao tea restaurants to face in order to survive and develop.

CONCLUSION

Actually, the consumption of food is considered to be symbolic and a way to experience the destination's ' culture and people' (Chang et al., 2010). Macao's tea restaurants have a unique style and flavour, and are an important carrier of tourism and cultural labels and historical and cultural significance. With the diversified development of Macao's tourism industry, the recovery and innovation of tourism in the post-epidemic era should return to the essence of "food, accommodation and transport". The impact of the Covid-19 on the global tourism industry is undoubtedly huge and irreversible, as for Macao's catering industry, represented by tea restaurants, government guidance, association stability and corporate self-help are the three major strategies to overcome the difficulties during the epidemic. In the post-epidemic era, the continuation of the existing strategies, the steady development of tea restaurants to help the recovery of Macao's tourism industry, and the Bay Area culinary culture tourism line to help build the Bay Area tourism ecosystem, may be a road to victory in stability. During the data collection process, the vast majority of respondents showed their hopes and aspirations for the future, and "confidence" is a powerful weapon to break through the crisis. The epidemic will eventually pass, and tomorrow will be bright and shining. Maintain confidence, remain optimistic, survive in stability, and develop in survival, just as the Mr. Lee, the owner of Macao Luk Kee Coffee said that: "No worry, have a cup of tea first."

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EXPLORING THE FACTORS OF TRAVELERS' OUTBOUND TRAVEL INTENTIONS IN THE POST COVID-19 PANDEMIC ERA

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INTRODUCTION

COVID-19 has undoubtedly had a devastating impact on tourism worldwide. As the largest source of the outbound tourism market in the world (Huang & Lu, 2017), China has imposed unprecedented travel restrictions since the outbreak of COVID-19, and its outbound tourism has ground to a halt. However, after January 8, 2023, China's exit and entry travel restrictions have been fully relaxed (Chinanews, 2023), and China's outbound tourism market will experience a recovery. Therefore, it is necessary to explore the outbound travel intentions of tourists during the post COVID-19, so as to understand and accelerate the recovery of tourism destinations, restore their image, and provide information that helps destinations and individuals regain their confidence in outbound tourism (Kim, Hall, & Bonn, 2021).

Previous studies on tourists' behavioral intentions were often combined with the theory of planned behavior (TPB) (Ahmad, Kim, Anwer, & Zhuang, 2020; Hwang, Kim, & Gulzar, 2020; Kim & Hwang, 2020), which does not fully explain the specific factors and processes that influence tourists' decision-making (Lee et al., 2023). In addition, At present, there are limited studies on Chinese tourists' intention to travel abroad in the post-COVID-19 era. In order to make up for the limitations of previous studies, this study believes that COVID-19 will have varying degrees of impact on society and economy, and greatly change people's perception of health and safety. And the image perception of the tourist destination is also related to the effectiveness perception of the protective measures of the destination, thus affecting the tourists' intention to travel abroad.

In order to overcome the limitations of previous studies, this study combined the perceived risk theory to construct a model of Chinese tourists' outbound travel intention. Theoretically speaking, this study constructed a model applicable to tourists' outbound travel intention in post COVID-19, verified the specific factors affecting tourists' travel intention, and enriched literature in related fields. Practically, the results of this study can provide guidance for the transformation and upgrading of the tourism industry after COVID-19 and shed some light on how to enhance the intention of tourists to travel abroad, the improvement of tourism-related services, the recovery of the tourism market, and the development of tourism enterprises.

LITERATURE REVIEW

In this study, general impact, attitudes and preferences, hygiene and safety, and epidemic image of destination were used to explore the perceived effectiveness of COVID-19 and perceived risk in outbound tourism destinations (Sohn, Lee, & Yoon, 2016). The variable of familiarity with destination was used to moderate the relationship between the perceived effectiveness of COVID-19 and travel outbound intention.

The outbreak of COVID-19 is an unprecedented health crisis that affects all countries in the world. The impact and damage caused by COVID-19 will be long-term (Bae & Chang, 2021). With the rapid spread of COVID-19 worldwide, most regions of the world have issued regional isolation, blockade, travel ban, border closure, and related prevention measures. Although such policies and measures are very effective, they also have negative effects, the domestic and international tourism industry was severely curbed and it stagnated (Aiello, Bonanno, & Foglia, 2022) for at least three years.

Previously, Wen, Huimin, and Kavanaugh (2005) defined tourist attitudes and preferences on the scale of the impact of SARS (COVID-19's direct precursor) on tourists' behavior, including tourism tendencies and travel style. Consumers' attitudes and preferences will affect their behavioral intentions in this situation. Similarly, tourists' visit intentions can also be affected by tourists' attitudes and preferences toward the destination (Huang & van der Veen, 2019). Recently, there has been more research on attitudes and preferences in the context of COVID-19 (Lebrun, Corbel, & Bouchet, 2022).

COVID-19 has greatly strengthened people's attention to safety and hygiene in a short period, and actively adopted appropriate and effective health measures to ensure their safety. At the same time, hygiene and safety requirements for the public environment are becoming more stringent in various regions. Research shows that hygiene and safety may be important factors in tourist perception of risk (Lindell, Sorensen, Baker, & Lehman, 2020).

In the field of tourism, the destination image is the core concept of brand building of tourism attractions (Lee, Riley, & Hampton, 2010), and is the major factor affecting tourists' perception of a place, their choice of destination, and their overall travel satisfaction (Mission, Pandelaere, & Kerckhove, 2014). The image of tourism destinations is easily affected by public crises such as natural disasters, health crises, and terrorist attacks (Rittichainuwat & Chakraborty, 2009). However, a positive destination image may be strengthened if tourists believe that the region is recovering quickly from that crisis (Chaulagain, Wiitala, & Fu, 2019).

Perceived effectiveness measure is understood as an individual's perception of the effectiveness of specific policies or measures. Previous studies have shown that individuals' attitudes or perceptions of protective measures significantly affect their behavior (Sohn et al., 2016). The higher the perceived avoidability of people in the face of crisis, the higher the effective awareness of protective measures. Risk perception is mainly measured in terms of perceived severity, anxiety (worry, tension), and health and safety (Reisinger & Mavondo, 2005; Rittichainuwat & Chakraborty, 2009). During COVID-19, tourists' perceptions of risks and fears of tourism destinations will affect their attitudes (Bhati et al., 2021).

Familiarity refers to consumers' experience and knowledge of a product or brand, which may influence consumers' decision-making on the product or brand (Alba & Hutchinson, 1987). Research has shown that the more familiar travelers are with a destination, the more likely they are to travel. When tourists are more familiar with a destination than other places, the destination has a greater chance of being selected by tourists (Chen, You, Lee, & Li, 2021).

Travel behavioral intention can thus be seen as the result of the psychological process that leads to action and transforms motivation into behavior (Jang & Namkung, 2009), and is the expectation to travel in a certain way or to a specific destination (Bian & Forsythe, 2012). The impact of the crisis on tourist's travel intentions is obvious, and the relationship between crisis events and travel intentions has been widely discussed (Senbeto & Hon, 2020).

METHODOLOGY

In the context of COVID-19, this study constructs the relationship between the general impact of COVID-19, attitude and preference, hygiene and safety, epidemic destination image, perceived effectiveness of COVID-19 protective measures, risk perception, familiarity with destination, and travel behavior intentions. A seven-point Likert scale was used in this study. The questionnaire consists of two parts. The first part is the question design for the variables including eight variables with a total of 37 items, and the second part is the demographic analysis.

A Pilot test will be conducted in Macao to test the reliability of the questionnaire, formal questionnaire distribution locations will be business areas with large numbers of tourists in the Guangdong-Hong Kong-Macau Greater Bay Area.

The convenience sampling method was adopted to investigate those tourists traveling abroad during the post COVID-19. Tourists in these areas tend to have a high level of economic income and are close to Hong Kong and Macau, two outbound tourism destinations, making them suitable for the study. Spss23 and SmartPLS3.0 will be used to analyze demographic characteristics, reliability, validity, and hypothesis testing.

EXPECTED IMPLICATIONS

This study will fill the gap of information on the variable of perceived effectiveness of COVID-19 protective measures in tourism research, and complement the literature related to the epidemic image of the destination. In addition, this study complements and improves the current domestic research on COVID-19 and tourism-related fields. Currently, China has made remarkable achievements in epidemic prevention and control and tourism recovery, and has entered the stage of regular COVID-19 prevention and control.

Therefore, in terms of the relationship between COVID-19 situation and changes in tourists' behavior, China may have some different situations from other countries and regions. Therefore, it is necessary to conceptualize and theorize the results of COVID-19 research in China. The conclusions drawn in this study will provide theoretical support for the management of COVID-19 and make certain theoretical contributions to the theoretical research of COVID-19 outbreak. In practice, according to the results, some suggestions can be made to improve tourists' outbound travel intention, improve the travel-related service system, restore the tourism market, and develop tourism enterprises.

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EXPLORING FACTORS AFFECTING TRAVEL INTENTIONS IN THE POST-COVID-19

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INTRODUCTION

The COVID-19 pandemic has swept the world in the short period of time since the first cases were reported in late 2019 (Aiello, Bonanno, & Foglia, 2022). Meanwhile, the tourism industry is bearing the brunt of it. In the past two years though, the severity of diseases caused by the novel coronavirus has decreased over time as the virus continues to mutate and human immunity has been enhanced by vaccination or infection with the virus (Abubakar & Ilkan, 2016). Due to the new normal (post-pandemic period) brought about by COVID-19, health risks and travel restrictions at destinations may become new barriers affecting travelers' international travel decisions (Sun, Zhang, Zhang, Ong, & Ito, 2022). In the post-pandemic period, it is first priorities to think about health and safety when people traveling, and destination trust can reduce the fear of infection (Chen, You, Lee, & Li, 2021). The effectiveness of protective measures will also affect tourists' travel intentions (Breakey, Ding, & Lee, 2008; Yoo, Park, Lee, & Park, 2022). Therefore, as more and more destinations relax relevant restrictions, it is necessary to study the changes in tourists' perceptions of destinations and factors affecting travel intentions caused by COVID-19 (Liang, Xue, Pinsonneault, & Wu, 2019).

The previous literature also argued that the protective effectiveness of destination affects tourists' behavioral intention during post-COVID-19 (Bae & Chang, 2021). At the same time, although there have been studies on the impact of destination trust and perceived effectiveness of COVID-19 protective measures on travel intentions (Kim, Hall, & Bonn, 2021; Yoo et al., 2022). However, when reviewing these studies, we see that there are none exploring the relationship between tourists' perception of destination, the effectiveness of perceived COVID-19 protection measures, destination trust and travel intention during the post-epidemic period (Chaulagain, Wiitala, & Fu, 2019). Therefore, such studies in the post-pandemic period are necessary and constructive for the recovery of tourism in the post-pandemic period.

METHOD

The main purpose of this research was to investigate the relationship among Chinese tourists' perception of destination in the Post-pandemic, destination trust, perceived effectiveness of COVID-19 protective measures and post-pandemic travel intention situation. In summary, five hypotheses were established:

- H1: Perception of destination in the post- pandemic has a positive impact on perceived effectiveness of COVID-19 protective measures;
- H2: Perception of destination in the post-pandemic period has a positive impact on destination trust;
- H3: The perceived effectiveness of COVID-19 protective measures has a positive impact on post-pandemic travel intention;
- H4: The perceived effectiveness of COVID-19 protective measures has a positive impact on destination trust;
- H5: Destination trust has a positive impact on

post-pandemic travel intentions.

This study collected research data by sending paper questionnaires to respondents Our participants are residents of mainland China who are willing to travel abroad in the post-pandemic period. The questionnaire is divided into two parts. The first part contains questions related to the perception of destinations from different dimensions (hospitality, impression, effective pandemic information, travel restrictions, refuting rumors) during the pandemic period, as well as the questions related to destination trust (DT) and perception of the effectiveness of COVID-19 protective measures (PEPM) and post-pandemic travel intentions (PTI). The questions in this part are referenced from the tourism related literature and modified by experts in the tourism industry. The demographic information of the participants was collected in the second part.

This study adopted a pilot study before the formal survey. A simple random sampling method was conducted in the formal survey; all respondents were Chinese tourists who were eager to travel abroad after COVID-19 pandemic. The result shows that the scale in this study has high reliability, convergent validity, and discriminant validity. The relationship between variables was tested through SPSS 23.0 and Smart PLS 4.0 data analysis software.

FINDINGS

Based on the Path Analysis of the First Order Variables, the perception of destination in the post-pandemic (PDP) is composed of five variables: hospitality (H), impression (I), effective pandemic information (EPI), travel restriction (TR), and rumor refutation (RR). Besides, the results of path coefficient, T-value, and P-value in the path analysis of each hypothesis in the model are both meet the requirement. According to the results of the analysis, all hypothesis in this research were supported and H1 is assumed to have the most significant influence. In a conclusion, the perception of destinations in the post-pandemic will positively affect tourists’ destinations trust and perceived effectiveness of COVID-19 protective measures. In addition, tourists' destination trust and perceived effectiveness of COVID-19 protective measures will positively affect tourists’ travel intentions in the post-pandemic. The perceived effectiveness of COVID-19 protective measures will positively affect tourists' destination trust.

IMPLICATIONS and CONCLUSIONS

This study provides theoretical knowledge on tourists’ perceptions of destinations under the new normal (post-pandemic) to relevant tourism service providers in destinations. The results provide targeted management some suggestions for destination service providers to do better for tourists after the change of pandemic. Timely and effective adjustments to marketing strategies can be made by the relevant service providers in the post-pandemic period, especially during the recovery of the tourism industry. It enables the relevant service providers of the destination to better establish a good connection between the destination and tourists. Moreover, it provides very useful advice for the destination service provider. A theoretical contribution created on tourists' perception in the post-pandemic period. Especially, this study will provide the theoretical basis for explaining tourist perception and behavior under the an epidemic public health crisis in the future.

The findings suggest that destinations should do all they can to enhance tourists' perception of destinations in the post-pandemic period, in order to increase tourists' trust in destinations and their willingness to travel. Therefore, destination choice is based on the five dimensions of tourists' perception of the destination in the post-epidemic period, so as to gain their trust in the destination by enhancing their perception of it. Besides, another strategy to enhance travel intentions in the post-pandemic period is to improve the perceived effectiveness of COVID-19 protective measures. Destination governments should develop related guidelines so as to provide advice on preventing COVID-19 infection while traveling to a destination and how to respond if infected while traveling. At the destination, promote necessary protective measures, such as advising tourists to maintain social distancing at the destination and to wear masks in indoor spaces. From the hotel industry point of view, hotels should pay attention to and implement effective measures to protect against COVID-19 in the post-COVID-19 period.

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THE EFFECT OF SPORT EVENTS VISITORS' EXPERIENTIAL VALUE ON THE FLOW, ATTACHMENT, AND BEHAVIOR INTENTION

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INTRODUCTION

As tourists' demand for diversified tourism products rises, sports are getting more and more attention. Tourism is becoming more and more integrated into people's daily lives, and sports tourism as a form of tourism has received great attention in the past 20 years. According to the "China Sports Tourism Consumption Big Data Report (2021)" jointly published by the China Tourism Academy and Mafengwo Tourism (2021), before the COVID-19 pandemic, the number of sports tourists in China increased by 40% every year. The data further illustrates the popularity of sports tourism in China. Although sports events have received more attention from researchers in recent years, few studies have focused on spectators at sports events. Spectators are an important part of sports events. Therefore, this study focuses on the experience of spectators at sports events.

The researchers identified nine variables for this study by reviewing previous literature and used SmartPLS 4.0 to construct a structural equation model (SEM). The main purpose of this study is to explore, through the survey of tourist experience, whether it affects the flow experience of spectators and the event attachment of spectators at sporting events, in order to understand tourist satisfaction. In addition, this study explored the relative importance of the four dimensions of experience economy in these influences. Secondly, this study discussed the role of satisfaction in theoretical models. Thirdly, this study examined whether satisfaction influenced their intention to revisit the event and understood their intention to generate content on social media after watching the event.

LITERATURE REVIEW

Pine and Gilmore (1998) put forward the concept of the experience economy, they believed that consumers want special experiences in the process of consumption, so consumers should be provided with a memorable experience to meet their expectations. And then, based on the type of consumer experience, they divided the experience into four dimensions (i.e. learning, aesthetic, entertainment, and escapism). Since then, experience economy has been widely used in tourism studies such as beer tourism (Chirakranont & Sunanta, 2021), wine tourism (Quadri & Fiore, 2012), and art performance tourism (Zhang, Liu, Li, & Tan, 2021). In this study, experience economy theory was used to examine visitor experience in the context of a sporting event.

Csikszentmihalyi (1975) defined flow as the overall feeling when people are fully engaged in an action and explained the flow experience as an emotional experience. Flow has been widely used in tourism research, such as rafting (Wu & Liang, 2011), nature tourism (Kim & Thapa, 2018), and mountaineering (Pomfret, 2006). Therefore, this study used flow to explore the emotional experience of tourists.

The attachment has its origins in psychology and psychoanalysis. It refers to people's basic needs regarding the relationship between individuals (Krolikowska, Kuenzel, & Morrison, 2020). Previous studies have mostly focused on destination attachment (Veasna, Wu, & Huang, 2013), community attachment (Eslami, Khalifah, Mardani, Streimikiene, & Han, 2019), and brand attachment (Rather, Najar, & Jaziri, 2020). In these studies, attachment theory is transferred from the emotional connection between people to the relationship between people and places. Therefore, this study proposes a concept of event attachment, similar to destination attachment, to explore the relationship between spectator experience, event attachment, and satisfaction at sporting events.

Heung and Cheng (2000) described satisfaction as the subjective comparison and evaluation of tourists' expectations of products or services and the actual perceived performance. Satisfaction has also been studied in many areas such as consumer satisfaction in the hotel and restaurant industry (Alexandris, Zahariadis, Tsorbatzoudis, & Grouios, 2004) and spectator satisfaction in the Olympic Games (Brown, Smith, & Assaker, 2016). This study introduces satisfaction in sporting events for exploring the role of satisfaction in the model.

Stylos, Vassiliadis, Bellou, and Andronikidis (2016) defined revisit intention as an individual's intention or willingness to visit the same destination again. Hu and Xu (2021) explored the relationship between memorable travel experiences and revisit intention. In this study, the impact of spectator satisfaction at sporting events on their revisit intention was investigated.

Ana (2019) defined content generation as the content published by consumers on the internet. Antón, Camarero, and Garrido (2019), in a survey of museum visitors, found that satisfaction had a partial impact on the intention of visitor-generated content. In recent years, content generation as the main source of information for tourism consumers (Müller & Christandl, 2019) should be given more attention.

METHOD

The questionnaires were distributed by the researcher to the live spectators of the World Table Tennis (WTT) Champions Macao 2022 at the Macau Tap Seac Multisport Pavilion. As each WTT competition will attract many tourists from different regions. This study aims to gain a deeper understanding of the visitor experience by interviewing tourists from different regions. Due to limited time and manpower, the researchers could not use random sampling, so this study used convenience sampling to collect data. The questionnaires were divided into two parts, with a seven-point Likert scale used in the first part. The second part contained demographic information. Researchers distributed the questionnaires to students at Macau University of Science and Technology and spectators on the first day of the competition for pre-test and adjust the questionnaire. And the formal survey was conducted from 20 October 2022 to 23 October 2022. A total of 429 questionnaires were distributed, and 396 usable samples were obtained.

FINDINGS

SPSS 23.0 and SmartPLS 4.0 were used to analyze the data. The result of the demographic information showed that: Males accounted for 43.4% of the respondents; Female accounted for 56.6% of the respondents; Respondents between 18 and 30 years old accounted for 85.4%; More than 90% of the respondents have a bachelor's degree or above; 81.1% of the respondents reported that they are from mainland China; 48. 5% of the respondents' income is less than 5000MOP; Among all the respondents, students accounted for 58.3%; 37.4% of the respondents said that they had never seen such a competition in the field; 64.1% of the respondents think that only 300MOP or fewer tickets can be accepted.

Internal consistency measures, convergent validity, and discriminant validity were used to measure the reliability and validity of the scale. To assess reliability, Cronbach's alpha and composite reliability (CR) were tested in this study. The analysis results show that the Cronbach's α value of each variable of this study was between 0.722-0.941, which was above the cut-off point of 0.6; and the analysis results show that the CR was between 0.811-0.948, which were above the cut-off point of 0.6 (Hair, 2010). The validity analysis of this study consists of two parts: Convergent Validity (CV) and Discriminant Validity (DV). The factor loading of all variables is in the range of 0.627-0.949, which is above the cutoff point of 0.7;

and the average variance extracted (AVE) of all variables is in the range of 0.518-0.859, which is above the cutoff point of 0.5 (Bagozzi & Yi, 1988). Therefore, all variables in this research model had high convergent validity. In addition, the square root of the AVE value is greater than the correlation coefficient value at the bottom left of the diagonal, which shows that it has good discriminant validity (Fornell & Larcker, 1981). Therefore, this research has good reliability and validity.

The hypothesis 'Learning experience has a significant impact on tourists' dependence on events' is not supported by the hypothesis test. All the other hypotheses are supported. This result may be because the main purpose of some spectators is to cheer for their favorite teams, and countries or to support their favorite players. For this type of spectator, already have some knowledge about this type of competition, or they only pay attention to one player, like star chasing. Therefore, the learning experience of the event cannot make them dependent on the event.

IMPLICATIONS

Theoretical implications: Previous studies have rarely focused on spectators at sports events. In this study, the researcher fully takes the concept of experience economy into sports events, explores the psychological changes of spectators while watching the competition, and fills the gap of previous research in this area. Secondly, this research provides a theoretical foundation and a new direction for future research on spectators of sports events. Furthermore, the proposition of the concept of event attachment in this study provides a new research direction for researchers in the field of sports tourism.

Management implications: Event organizers should take the initiative to create better conditions for revisit. For example, if visitors from mainland China want to visit Macau, they need to apply for a visa in advance. Organizers can collect the latest visa requirements from different places and post them on popular social media platforms so that spectators can access such information. In addition, organizers can integrate the history, program, and rules of the event by printing them as a guide or placing them as a QR code at the entrance to the track to give spectators a better experience.

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THE SPATIAL-TEMPORAL CHARACTERISTICS AND INFLUENTIAL FACTORS OF NETWORK ATTENTION TO HORSE TOURISM IN THE MAINLAND OF CHINA

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INTRODUCTION

Horses are important attractions in some countries or regions, such as Iceland, Kyrgyzstan and Australia, etc. (Buchmann, 2017; Sigurðardóttir & Helgadóttir, 2015; Sturød et al., 2020). Horse tourism in this study adopts the definition "Horse tourism ranges from races and shows where the tourist is passive to active recreation where the tourist is a rider, traveling by horse on longer tours or shorter rides, it can be urban or rural, adventurous or sedentary" (Ollenburg, 2005). Despite its fast growth in this sector, horse tourism is still of marginal interest to scholars (Tomljenović et al., 2018). Previous studies mainly contributed to making the definition of horse tourism more precisely (Buchmann, 2017), exploring the sustainable development strategies of horse tourism (Dong et al., 2019), analyzing the human-horse interaction relationship in horse tourism (Dashper, 2020; Sigurðardóttir & Helgadóttir, 2015) and stakeholder analysis (Helgadóttir & Sigurðardóttir, 2008; Newsome et al., 2008). However, given the inadequacy of research methods and difficult data collection, previous studies focused primarily on qualitative research and special cases. More research methods and objective data need to be further expanded. The factors that affect the development of horse tourism is still needed to be excavated.

Thus, to solve the problem and accelerate the development of horse tourism, we take the horse tourism industry of 31 provinces (including autonomous regions and municipalities directly under the Central Government) in the Chinese mainland as cases to investigate the mechanism of the development process. Since the horse culture is one of the common symbols in countries along the Silk Road, China has become increasingly conscious of the importance of developing the modern horse tourism industry. However, the studies focusing on Chinese horse tourism are insufficient, even though Chinese horse culture plays a significant role in the world and the horse tourism market is gradually becoming the niche. Therefore, describing the current situation of modern horse tourism development in China and exploring the influencing factors that affect its development is of great significance.

Due to the difficulties in collecting data to measure the level of tourism segment market demand since the lacking of official statistics, network attention has become one of the alternative indicators in quite a few previous studies. Therefore, this study takes network attention as an alternative indicator of tourists' demand for horse tourism, and the study on spatial-temporal distribution characteristics and influencing factors of horse tourism demand in the Mainland of China was conducted.

METHOD

Research Method.

The Herfindahl-Hirschman index, the seasonal concentration index and the coefficient of variation are adopted to measure the differences in the distribution of network attention to horse tourism. A fuzzy-set Qualitative Comparative Analysis (or fsQCA for short) method is applied to explore the factors that affect network attention.

Data collection of the dependent variable.

According to Ollenburg's (2005) definition of horse tourism, types of horse tourism activities can be summarized as horse-riding, horse-racing, equestrian and horse-watching. Considering that horse-watching has not been observed as a theme by the Baidu Search Index Website, this study used "horse-riding", "horse-racing" and "equestrian" as keywords to get the data. Although some interference items appear in the word cloud, the three keywords are believed to be desirable after checking the hot events given by the website. the final network attention to horse tourism was obtained by summing the indexes obtained from the Baidu Search Index Website by entering the three keywords mentioned above.

Data collection of the independent variables.

The data adopted in the analysis of the factors affecting the network attention degree are from the 2022 China Statistical Yearbook, the 2022 statistical yearbooks of 31 provinces, the Mainland Horse Racing Website, the Chinese Equestrian Association Website and the Tian Yan Cha Website.

Additionally, considering that China officially joined the International Equestrian Tourism Federation (IETF) and became the 21st member of the World Equestrian Organization in 2017, which can be regarded as a milestone, this study set the starting point of the dataset as January 1, 2018. Due to the latest data in the China Statistical Yearbook being from 2021, this study set the end point of the dataset as December 31, 2021 (only the data of network attention contains data till 2022).

FINDINGS

Spatial-temporal distribution characteristics.

On the whole, the fluctuation of network attention is stable, and the annual network attention remained between 850,000 and 900,000 times. The Herfindahl-Hirschman index of each year is slightly greater than 0.083 and the seasonal concentration index of each year has no significant change, indicating the difference between each month is small. Overall, the network attention shows a cyclical pattern characteristic of the off-season and peak season. the second and third quarters of each year form the peak season, and the first and fourth quarters of each year form the off-season. The coefficient of variation is 0.36 which indicates that the geographical distribution of network attention is dispersed. In general, the network attention to horse tourism in economic development regions is relatively high.

Analysis of factors influencing network attention to horse tourism.

Although a few studies have considered the impact of population on network attention (Zhang & Wu, 2022), this study still takes daily network attention to measure the dependent variable because the scale of demand also reveals the level of tourism development. Tourists' attention to tourism is essentially driven by demand (Zhang & Wu, 2022). Based on the push-pull theory and according to previous studies (Su & Kang, 2022; Wang, 2021), the pushes including consumption level (CL) and financial support (FS), and the pulls including product supply (PS), market vitality (MV), biological resource (BR) and tourism development level (TDL) are adopted as representative indicators that may affect public demand for horse tourism.

The results show that there is no necessary condition leading to high-level or low-level network attention to horse tourism. Five configuration paths (C1-C5) that can lead to high-level network attention and three configuration paths (N1-N3) that can lead to low-level network attention are discovered (see Table 1). Four development models are defined which are the market-driven model (including configuration C1 and C5), the financial-support-driven model (including configuration C2), the tourism-single-factor-driven model (including configuration C3 and C4) and the resource-economy-uncoordinated-border model (including configuration N1, N2 and N3).

Table 1 Configuration paths of the network attention to horse tourism

Antecedent Condition	High-Level Network Attention					Low-Level Network Attention		
	C1	C2	C3	C4	C5	N1	N2	N3
CL	●	⨂	●		•	⨂	⊗	⨂
FS		●	•	•	•	⊗	⨂	⨂
PS	•	•	⊗	⊗	●	⊗		⨂
MV	•	●	⊗	•	●	⨂	⨂	⊗
BR				⊗	⨂		•	•
TDL	●	⊗	●	•		⨂	⊗	
Raw Coverage	0.3594	0.2511	0.2411	0.3291	0.3546	0.4797	0.4296	0.4639
Unique Coverage	0.0507	0.0483	0.0553	0.0658	0.0582	0.1294	0.0793	0.1137
Consistency	0.9984	0.9683	0.9976	0.9929	0.9983	0.9545	0.9836	0.9687
Solution Coverage			0.6576					0.6727
Solution Consistency			0.9876					0.9563

Note：●, •, ⨂ and ⊗ indicate that the presence of the core condition, the presence of the marginal condition, the absence of the core condition and the absence of the marginal condition, respectively. The blank space indicates the attribute is unimportant for the configuration.

IMPLICATIONS or CONCLUSION

Spatial-temporal distribution of network attention to horse tourism is not very concentrated and the degree of network attention is low generally indicating that the demand for horse tourism has not been fully stimulated. However, the network attention to special events increases sharply providing evidence that the market potential is large.

The factors that influence the network attention to horse tourism are relatively complex, and a single precondition cannot lead to an increase in network attention. The necessary preconditions leading to high-level or low-level network attention to horse tourism have not been identified from the cases.

The configuration paths that bring high-level or low-level network attention to horse tourism are not unique. Multiple equivalent paths containing different conditions can achieve the same effect. Three development models and five configuration paths that can bring high-level network attention are evoked based on 31 cases that are different in the resource endowments and economic development level. The three models are the market-driven model, the financial-support-driven model and the tourism-single-factor-driven model. Additionally, the resource-economy-uncoordinated-border model is identified to avoid low-level network attention occurring.

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UNDERSTANDING GUESTS' AWARENESS AND ATTITUDES TOWARDS SUSTAINABLE HOTELS

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INTRODUCTION

Sustainability has been a widely discussed topic in recent years. The focus on sustainability in hotels is important to the tourism and hospitality industry. This study aims to understand the awareness and attitudes of guests towards sustainable hotels in Singapore and examine guests' satisfaction and revisit intention on sustainable hotels.

Singapore's journey towards sustainability started in the 1960s before environmental issues became a global concern. Singapore today is internationally recognised as a liveable and sustainable city (Ministry of the Environment and Water Resources [MEWR] & Ministry of National Development [MND] Singapore, 2015). In the hotel context, sustainability certifications include the Building and Construction Authority (BCA) Green Mark Scheme, Singapore Hotel Association (SHA) Green Hotel Award, and SHA-National Environment Agency (SHA-NEA) 3R (Reduce, Reuse, Recycle) Awards (STB, 2013). Hence, the three certifications will be used to define sustainable hotels in Singapore, with ten hotels identified to have obtained all three certifications.

The term "sustainability" has become misused by society, and often misinterpreted as "green", which resulted in a watering down of the concept's fundamental principles (Waas, Hugé, Verbruggen, & Wright, 2011). This phenomenon makes it essential for hotels to understand the extent of guests' awareness regarding sustainability, as awareness influences sustainable behaviours (Ishak & Zabil, 2012). Furthermore, hotels should help guests to behave more responsibly by understanding what their interests are (Jaca, Prieto-Sandoval, Psomas, & Ormazabal, 2018). The consumers' sustainability consciousness (CSC) framework created by Carvalho, Salgueiro, and Rita (2015) and Jaca et al. (2018) will be utilised to explore guest awareness on sustainability and sustainable hotels.

The ABC model of attitudes presented by Eagly and Chaiken (1993) assisted in understanding guest attitudes and their influence on sustainable hotels. Majority of the studies paid particular attention to behavioural aspects on sustainable hotels and initiatives (Baker, Davis, & Weaver, 2014; Han, Hsu, & Sheu, 2010; Han & Kim, 2010), and linked guest attitudes with behaviours such as willingness to pay (Kang, Stein, Heo, & Lee, 2012; Kim & Han, 2010; Lee et al., 2010; Manaktola & Jauhauri, 2007; Susskind & Verma, 2011). Thus, hotels have to effectively manage guests' attitudes to reap positive results and participation from implementing sustainable initiatives.

Prud'homme and Raymond (2013) found that guest satisfaction is directly proportional to hotels' sustainable initiatives while Han, Hsu, and Lee (2009) and Kim, Li, Han, and Kim (2016) found that sustainable initiatives contribute to guests' revisit intention. However, Bruns-Smith, Choy, Chong, and Verma (2015) and Kassinis and Soteriou (2008) mentioned otherwise that sustainable initiatives have little significance or negative impacts on guest satisfaction respectively. Njite and Schaffer (2015) also concluded that sustainable initiatives have minimal impact on guests' revisit intention.

The following research objectives are posed (Figure 1):

- To explore guests' awareness of sustainable hotels;
- To understand guests' attitudes on sustainable hotels;
- To examine guests' satisfaction in sustainable hotels;
- To explain guests' revisit intention on sustainable hotels.

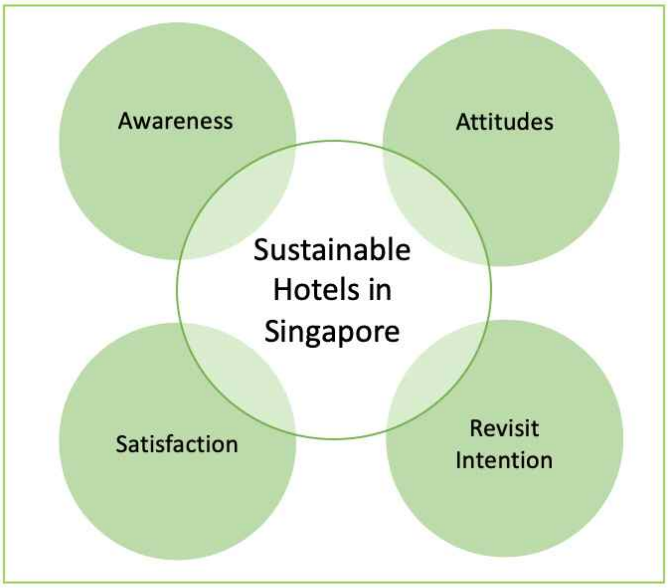

Figure 1: Research Framework of the Study (Source: The Authors, 2019)

METHOD

Focus group interviews were conducted to understand guests' awareness and attitudes towards sustainable hotels in Singapore. This qualitative study also aims to obtain better insights into the factors affecting guests' satisfaction and revisit intention on sustainable hotels. Data were collected from 24 participants with two different profiles - (1) participants who stayed in any of the ten listed sustainable hotels; (2) participants who stayed in non-listed hotels. The data were transcribed and analysed manually using thematic analysis. A pilot study was conducted on a smaller sample of five participants to ensure the reliability and validity of interview scope and questions.

Participants were selected through purposive sampling. According to Sharma (2017), purposive sampling also known as selective or non-probability sampling, relies on the researcher's judgement on the unit selection that is being studied. The primary data was collected by conducting four focus groups with two different participants' profile - (1) participants (n = 12) who stayed in any of the ten listed sustainable hotels in the recent three months; (2) participants (n = 12) who stayed in non-listed hotels in the recent three months, who aged from 18 to 60 years old.

Thematic analysis was used to analyse data in this study. Braun and Clarke (2006, p. 79) defined thematic analysis as "a method for identifying, analysing and reporting patterns (themes) within data", and identified it as a foundational method to analyse data in qualitative research. Using thematic analysis, researchers are able to capture patterned responses in different forms (data) and categorise into themes, according to research objectives (Braun & Clarke, 2006). The thematic analysis provided detailed accounts of themes from the data collected on sustainable hotels, which eased researchers in their data analysis process.

FINDINGS

All 24 participants were grouped randomly into four focus groups, regardless of gender, age, education level, and profession. The first two groups of participants have stayed in one of the sustainable hotels in Singapore within the past three months (Table 1), while the last two groups of participants have not stayed in any of the sustainable hotels in Singapore within the past three months (Table 2).

Table 1. Profile of participants (sustainable hotels)

Sustainable Hotels				
Code	**Gender**	**Age**	**Education**	**Profession**
Group 1				
S1	Female	21 - 25	Degree	Student
S2	Female	21 - 25	Degree	Student
S3	Male	21 - 25	Degree	Student
S4	Male	21 - 25	Degree	Student
S5	Female	21 - 25	Degree	Student
S6	Female	21 - 25	Degree	Student
Group 2				
S7	Female	21 - 25	Degree	Student
S8	Male	26 - 30	Degree	Student
S9	Female	21 - 25	Degree	Student
S10	Female	31 - 35	Degree	Student
S11	Female	21 - 25	Degree	Student
S12	Female	21 - 25	Diploma	Wedding Planner

Table 2. Profile of participants (non-sustainable hotels)

Non-sustainable Hotels				
Code	**Gender**	**Age Group**	**Education**	**Profession**
Group 3				
N1	Male	26 - 30	Degree	Interior designer
N2	Male	21 - 25	Degree	Student
N3	Female	21 - 25	Degree	Student
N4	Female	21 - 25	Degree	Student
N5	Male	21 - 25	Degree	Student
N6	Female	21 - 25	Degree	Student
Group 4				
N7	Female	26 - 30	Degree	Teacher
N8	Female	26 - 30	Degree	Auditor
N9	Female	21 - 25	Degree	Student
N10	Male	26 - 30	Degree	Student
N11	Female	26 - 30	Degree	Dental Assistant
N12	Female	46 - 50	Secondary School	Dental Assistant

Findings from sustainable and non-sustainable focus groups were analysed and categorised into four main themes, namely awareness, attitudes, satisfaction, and revisit intention. These main themes were then further broken down into ten sub-themes to answer the research objectives (Table 3).

Table 3. Summary of themes from thematic analysis

Main Themes	Sub-themes
Awareness	(1) CSC framework (2) Awareness on sustainable hotels
Attitudes	(1) Affective attitudes on sustainable hotels (2) Behavioural attitudes on sustainable hotels (3) Cognitive attitudes on sustainable hotels
Satisfaction	(1) Satisfaction of non-sustainable participants on non-sustainable hotels (2) Satisfaction of non-sustainable participants on sustainable hotels (3) Satisfaction of sustainable participants on sustainable hotels
Revisit Intention	(1) Non-sustainable participants' revisit intention on sustainable hotels (2) Sustainable participants' revisit intention on sustainable hotels

The findings revealed that there is no difference in guest awareness, attitudes, satisfaction and revisit intention between sustainable and non-sustainable hotel participants. The study observed that there is a general awareness of sustainability in Singapore. However, participants have misconceptions that sustainability only consists of the environmental aspect. The lack of awareness of sustainable hotels was attributed by hotels' insufficient emphasis on sustainable certifications, marketing, and education towards guests. Guest attitudes were strongly related to their sustainable behaviours and acceptance of these initiatives. Yet, the majority of participants were ambivalent towards sustainable hotels in Singapore. Satisfaction in sustainable hotel relies on a myriad of factors such as service quality, room qualities, value for money, physical attributes and location. Revisit intentions of participants were also largely influenced by intrinsic (e.g. novelty-seeking, positive experience, value for money) and extrinsic (e.g. hotel room attributes and marketing strategies) factors. Sustainable hotels are theorised to have minimal influence on guests' satisfaction and revisit intention.

CONCLUSION

With reference to Jaca et al.'s (2018) expanded CSC framework, the study revealed that there is awareness of general sustainability as five dimensions were present amongst the participants. Similarly, participants showed the presence of awareness to the general concept when asked to share examples of sustainability initiatives, however, with limited linkage to the hotel context. Sustainability is made up of three pillars; the environment, economy, and society (Pisani, 2006). Despite that, the study revealed that most participants were only aware of the environmental aspect, with a lack of knowledge and awareness for the economy and society sustainability pillars. This is parallel to the claims of Lemonick (2009) stating that many believe sustainability is all about the environment and recycling. This shows an existing misinterpretation of sustainability, where guests did not fully understand the concept.

It was discovered that there is awareness on general sustainability concept, but with a misconception, that sustainability only consists of the environmental aspect. The lack of awareness of sustainable hotels in Singapore is attributed to hotels' inadequate marketing and education on their sustainable efforts. Additionally, it was also concluded that there is no difference in awareness between sustainable and non-sustainable participants.

The three components of attitudes (affective, behavioural and cognitive) construct consumers' attitudes on sustainable hotel. It is understood from this study that guest attitudes towards sustainable hotels are ambivalent. This finding, as explained by Fabrigar et al. (2014), is an inconsistency in emotions and beliefs. While participants indicated their support for sustainable hotels as a good movement for hotel operators to help the environment, negative behavioural and cognitive attitudes were still evident in this study. Participants held misconceptions of sustainable hotels, doubted hotels’ sustainable intentions and showed inconsistent behaviour in their sustainable habits at home. These reasons inhibit positive guest attitudes towards sustainable hotels. The findings discussed present plausible steps that hotels can take to enhance guest attitudes towards sustainable hotels, initiatives, and issues.

Sustainable initiatives in hotels do not influence guests' satisfaction, since only one out of 24 participants identified sustainable initiatives as a contributor to his satisfaction, and therefore cannot represent the sample. This study found that satisfaction with sustainable hotel is dependent on guest’s importance of sustainability and satisfaction drivers like service quality and room qualities.

The study adds to the growing literature of sustainable hotels, particularly in the Singapore context. The findings enhanced the understanding of Singaporean consumers on sustainability. It also recommended additional factors to be analysed for future studies, interviews can be conducted with hotel managers to understand their views towards sustainability.

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"PLEASE STOP DISTURBING MY IMAGINATION" THE IMPACT OF ADVERTISEMENT INTRUSIVENESS IN SHORT-FORM TRAVEL VIDEOS ON MENTAL IMAGERY OF DESTINATION AND VISIT INTENTION

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INTRODUCTION

Short-form travel videos (STVs) have shown effectiveness in providing online destination experiences, sculpting and elevating the image of the destination and motivating the behavioral intentions of prospective visitors (Du, Liechty, Santos, & Park, 2020). On the other hand, the substantial advertising possibilities, and the immense value of advertising on short-form video platforms attract a variety of advertising tactics, including key opinion leader (KOL) endorsement advertisements (ads), which is also one of the most prevalent forms of advertising in short-form video platforms (Yuan, Xia, & Ye, 2022). and this study places the spotlight on KOL product endorsement ads within the context of STVs.

Despite the considerable business potential that advertising may provide, the perceived intrusiveness and irrelevance of online advertising have been indicated to adversely affect the user experience (Jiang, Guan, & L., 2019). When browsing STV with KOL product endorsement ads, in addition to the primary content in the STV (destination-related information), viewers need to additionally process the advertising information. Additional cognitive efforts are required to cope with the advertising (Jiang et al., 2019). Due to the limited capacity of cognitive processing, the high cognitive load prompted by stimuli with mixed design information may impede the user's evocation of imagery processing (Le, Scott, & Lohmann, 2019) by suppressing processing fluency. However, some studies have revealed that moderate background complexity may increase rather than decrease individuals' fluency in information processing (Wang, Ma, Chen, Ye, & Xu, 2020; Luna-Nevarez & McGovern, 2021). It remains unknown whether the previous conclusions can be applied to the short-form video context. This study aims at the impact of advertising intrusiveness on users' interaction with short tourism videos instead of concentrating on the efficacy of advertisements (ads) or users' attitudes toward the advertised product. This study attempts to answer the following research questions through empirical results.

RQ1: Is there any difference exists in processing fluency, mental imagery, and destination access intent between users in the group with and without a KOL product endorsement ad? RQ2: Does destination information processing fluency in the context of STV contribute to mental imagery and destination-related behaviors?

LITERATURE REVIEW

Mental Imagery is described as a key process in imagery persuasion, information processing, etc. (Ha, Huang, & Park, 2019; McLean & Barhorst, 2022; Lee & Gretzel, 2012), which is defined as a process of sensory information visualization in individuals’ working memory (MacInnis & Price, 1987). The imagery processing elicited by pre-trip destination online experiential marketing messages causes individuals to unfold future-facing imagery (Goossens, 2000; Le et al., 2019), making individuals more likely to imagine themselves actually appearing at the destination (Lee et al., 2010). Mental images are indicated to help result in strong attitudinal confidence (Lee & Gretzel, 2012) and actual future visits (Bogicevic, Seo, Kandampully, Liu, & Rudd, 2019; Zheng, Chen, Zhang, & Guo, 2022).

Processing Fluency is defined as the subjective feelings of an individual regarding the extent of difficulty in processing new external information (Huang & Ha, 2020; Luna-Nevarez & McGovern, 2021; Schwarz, 2004). Processing fluency has a significant function in consumer decision-making (Huang & Ha, 2020). Individuals tend to feel more familiar and develop better attitudes when processing easy-to-process content or information that matches the user's knowledge structures (Luna-Nevarez & McGovern, 2021). High-quality visual information (e.g., vivid, easily understood information) is also thought to be associated with higher processing fluency (Huang & Ha, 2020; Reber et al., 2004). Although imagery processing fluency during information processing has been proven to be an effective antecedent of mental imagery, which stimulates mental imagery and fosters individuals' behavioral intentions (Huang & Ha, 2020), few studies have focused on the relationship between these two concepts (Huang & Ha, 2020), especially in the context of STV.

Moreover, given that individual characteristics are thought to influence mental imagery (Ha et al., 2019). Characteristics such as the need for cognition were also taken into consideration as covariates in this study. In view of the link between the above-mentioned concepts, this study proposes the following research model, as shown in Figure 1.

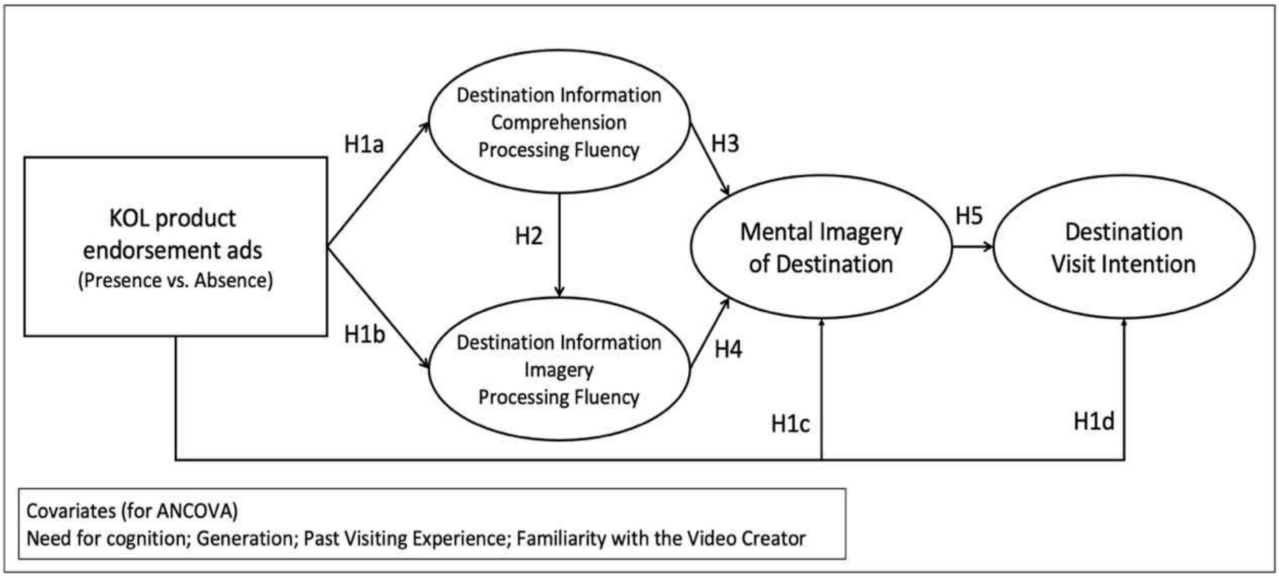

Figure 1. Research Model and Hypotheses

METHOD

A between-subjects designed (KOL product endorsement ads: presence vs. absence) online experiment was conducted in Late-February 2023. Participants were recruited via a reliable online survey platform called Credamo. At the beginning of this survey, one of the prepared stimuli videos was randomly shown to the participant. All respondents were directly guided to the original video uploaded by the KOL to prevent copyright issues. All participants were prompted to answer the questions prepared after watching the video.

Tests on the level of manipulation effectiveness regarding the presence or absence of KOL product endorsement ads were implemented. After that, filter questions were employed to ensure that the respondents had completely and carefully watched the video and that the audio system was turned on and worked properly (Wang, Luo, Fong,

& Law, 2021).

Participants were requested to answer the questionnaire consisting of items adapted from previous research on comprehension processing fluency and imagery processing fluency (Huang & Ha, 2020), mental imagery (Bogicevic et al., 2019), and visit intention (Skard, Knudsen, Sjåstad, & Thorbjørnsen, 2021) on a 7-point Likert scale. This study also surveys questions on covariates and other demographic information, including gender and age. A total of 354 valid samples were obtained. The ratio of males to females is approximately 4:6. The younger generation makes up the majority of respondents in this study.

Regarding data analysis, ANCOVA was executed by controlling for covariates to ascertain the differences between the groups with or without endorsement ad by excluding the effect of covariates (H1a-H1d). Then, PLS-SEM was employed to appraise the structural model and hypotheses (H2-H5).

FINDINGS

KOL product endorsement ads in STVs do disturb.

The results reveal that product endorsement ads negatively interfere with the fluidity of visualization of the destination and significantly diminish users' intention to visit the destination that appeared in the STV. Although the discontinuity between destination content and product endorsement ads has a negligible impact on users' comprehension fluency in the context of short-form travel videos, the advertisement information apparently obstructs the formation process of the user's mental imagery related to the destination and, as a result, indirectly weakens users' intention to visit the destination.

Mental imagery facilitates destination visit intention effectively.

The high level of mental imagery generated by users about the destinations presented in short-form travel videos directly associate with the increase in individuals' destination visit intention.

High processing fluency leads to high levels of mental imagery.

During users' interactions with short travel videos, comprehension processing fluency can effectively enhance imagery processing fluency. Considering the predictive role of mental imagery for actual travel intentions, it is a feasible approach for STV destination marketing to stimulate the formation of destination mental imagery and facilitate individual destination visit behavior by increasing users' imagery fluency when processing information in short tourism videos.

IMPLICATIONS

This study focuses on the negative effects of advertising intrusiveness on users' information processing and mental imagery processing in the context of short-form videos. This study explores the negative interference of ad intrusiveness on users' interaction with the original video content from the perspective of mental imagery processing in the context of short tourism videos. In addition, as one of the first studies to link the concepts of processing fluency and mental imagery in the context of STV while filling the gap in the study of advertising intrusiveness in the context of STV, this study also complements the research on processing fluency as well as mental imagery in the field of tourism as well as short-form videos. This study also provides practical suggestions for improvement. *STV creators* should seriously reconsider what is their primary purpose for posting videos and look for solutions from the point of view of ads' characteristics. Meanwhile, the richness and vividness of the strong sensory descriptions should be increased by creating high-quality video content to increase the perceived imagery fluency and facilitate viewers' mental imagery. *Short-form video platforms* should encourage creators to reduce the amount of advertising content embedded in their videos by increasing financial support and giving consumers more control over the ad content. *Destination stakeholders* are recommended to actively collaborate with qualified creators to promote local products or souvenirs to improve the coherence of ads and destination-related short videos for a win-win situation.

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AN INVESTIGATION ON THE INFLUENCES OF PERSONAL NORM ON GUESTS' ELECTRICITY SAVING INTENTION AND BEHAVIOR AT RESORTS

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INTRODUCTION

The hospitality and tourism industry has been an important energy consumer and carbon emitter (Su et al., 2013; Wang et al., 2021). The excessive energy use burdens hotel operators with operating costs of an additional 3-6% (Upadhyay, A. & Vadam, C., 2015). Besides, the green hotel business is believed to be a growing niche in the current competitive lodging industry (Manaktola & Jauhari, 2007). Given that rising energy consumption has burdened hospitality practitioners with additional operational costs, academia and industry have developed several sustainable strategy focusing on hotel operation and management (Li et al., 2022).

The reduced electricity usage of the guests will help cut down on the expenses, contributing to enhancing the business competency of accommodation facilities. As guests tend to consume even more energy in hotels than at home (Miao & Wei, 2013), promoting reduced behaviors among hotel guests could be another promising energy-saving strategy in the hospitality industry. This energy-saving strategy show two obvious advantages for the hospitality industry: (1) they require less capital investment, and (2) they can achieve energy-saving goals relatively quickly (Wang et al., 2021).

The term "personal norms" refers to the perceived responsibility or moral obligation of an individual for a certain action or a decision (Parker et al., 1995). Many studies of guest's behavior intentions have added personal norms to it as a means of boosting its explanatory power (Wang et al., 2021; Li et al., 2022). These studies have identified that there is a direct correlation between personal norm and energy saving behavior of guests in hotels. A proposed question is that whether personal norms have played an influential role in a particular kind of accommodation such as resorts. This research is going to examine the influences of the personal norm on guest's electricity saving intention and their behavior basing on the analysis of data collected at a resort on the outskirts of Hanoi city, Vietnam. The research model will be presented in the Figure 1 as follows.

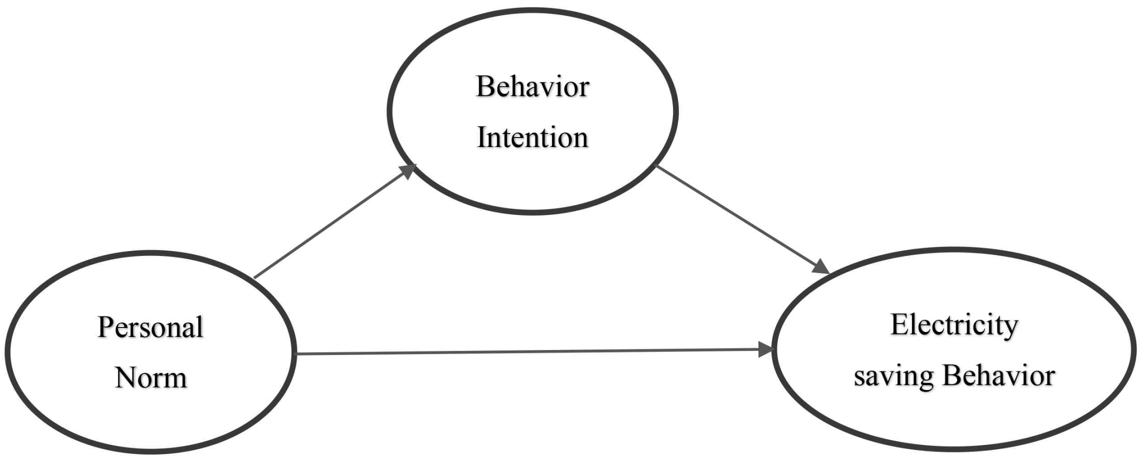

Figure 1. The Proposed Research Model

METHOD

The constructs proposed in the model are latent variables measured through previous studies' development. The scales used in this study are mentioned in the study by Godin et al. (2005), Xu et al. (2020) and Wang et al. (2021). Some words from the original scale have been modified to fit the context of this study.

This study was conducted through a survey of guests staying at a resort in Hanoi. After removing the invalid responses, 226 questionnaires were included for analysis. Regarding the survey sample, 145 female respondents account for 64.2%; the rest are men; the number of people below the age of 30 is 95, accounting for 42.0%; from 30 years old to 45 years old is 87, accounting for 38.5%; the rest is from the age of 46 and over. The data collected in this study were processed and analyzed using SmartPLS 3.0 software. Collected data are included in the analysis to check the reliability and validity of the scale and test the research hypotheses through the analysis of the Least squares structural model (PLS-SEM).

FINDINGS

The results of data analysis show that the load coefficients of the variables in the three constructs are high. Cronbach's Alpha coefficient and composite reliability (CR) are greater than 0.900; The average extracted variance (AVE) of the scales has values from 0.834 to 0.925, so the scales converge. When comparing the relationship between the factors with the mean extracted variance, the results show that the square root values of AVE are all larger than the maximum value of the correlation between concept pairs. The HTMT coefficients are all less than 0.85. The VIF coefficients are all less than 2.576.

Table 1. Convergent Validity Results of the Models

Variables	Cronbach's Alpha	CR	AVE
Personal norm (PN)	0.942	0.943	0.851
Behavior Intention (BI)	0.900	0.903	0.834
Electricity Saving Behavior (SB)	0.913	0.915	0.925

Table 2. Discriminant Validity Results

Constructs	BI	PN	SB
BI	0.913		
PN	0.806	0.922	
SB	0.920	0.765	0.962

Bootstrap analysis with sample 5000 was performed when assessing the impact relationships, and the tests were evaluated at a 5% significance level. The results of data analysis show that the model has good predictability when R2 is adjusted when explaining the influence of constructs on the electricity saving behavior of guests at the resort by 0.848 (Figure 2).

The coefficients of the paths in the relationship between the variables are as follows: Personal norm is positively related to guest's electricity saving intention with a coefficient of 0.896 (p=0.000). Behavior intention influenced guests' electricity saving behavior (β =0.867, p=0.000. The result suggested that personal norm (β =0.065, p=0.286) hadn't direct correlation with guest's electricity behavior. However, behavior intention was found to have a partial mediating role in the relationship between personal norm electricity behavior of guests (β=0.699, p= 0.000).

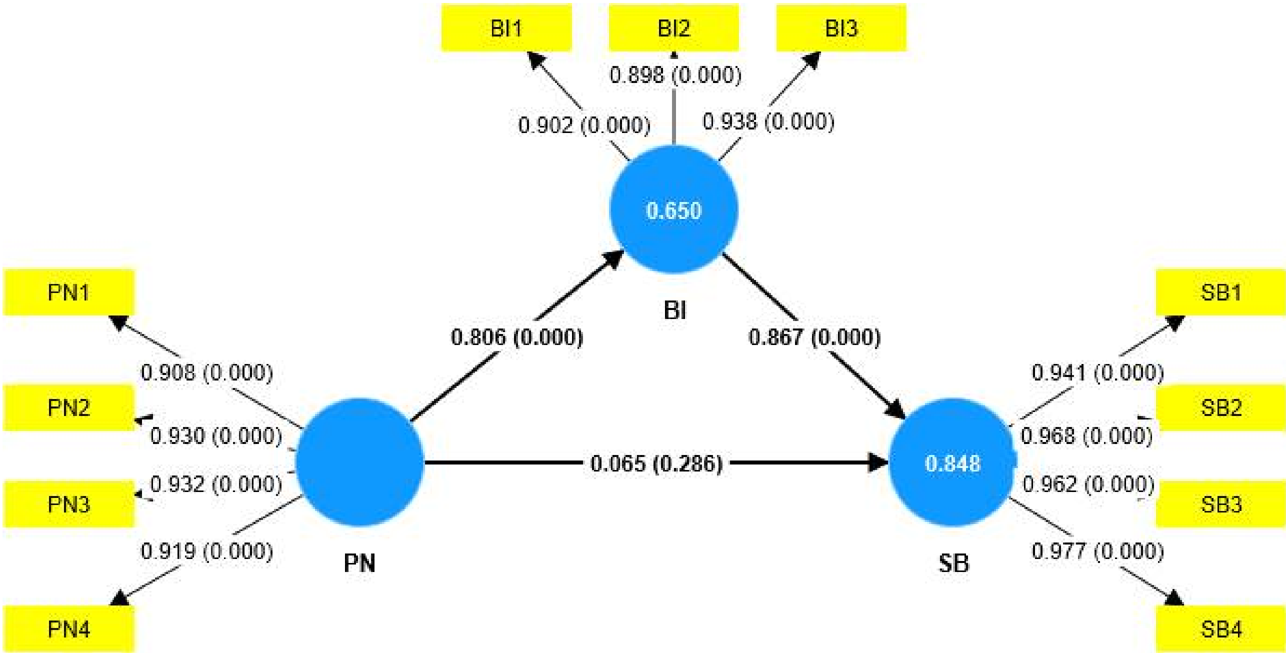

Figure 2. Structural Equation Modeling Results

CONCLUSION

Research results have shown that personal norm positively affects guests' electricity saving intention, consistent with previous studies in energy saving research (Wang et al., 2021; Li et al., 2022). Therefore, there has been a similarity about the influences of the personal norm in the context of examining the guest behaviors at the resort as well as hotels. According to the findings of the data analysis, the personal norm does not have a direct effect on the saving behavior; but it has an indirect influence through the mediate role of the behavioral intention. This finding needs to be verified in the similar context with a larger sample size.

Guests' moral principles have played an important part in boosting their intention of saving electricity. The resorts need to take action so that the guests are aware of a moral obligation to save electricity when staying here. The fact that guests feel guilty of not saving electricity will help them have an intention of saving electricity. Promoting the guests' intention will also aid in enhancing their saving behavior as the findings have pointed out in the analysis mentioned above.

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A STUDY ON THE PERCEPTION AND CONSUMPTION BEHAVIOR OF CONVENIENCE STORE FOOD

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INTRODUCTION

In East Asia, where convenience stores have developed, the importance of convenience stores is being emphasized as the number of people purchasing food at convenience stores increases and the production of convenience store foods is rapidly increasing (1, 2, 3). Compared to convenience stores in the West, those in Korea and Japan are located in areas with a large floating population and sell a wider range of food items (2). In fact, Korean and Japanese convenience store foods are very diverse, including triangular gimbap, sandwiches, lunch boxes, rice balls, high-quality desserts, individually packaged salads and side dishes. Recently, Korea convenience stores are recognized as a dining space for modern people as the consumption of convenience store foods, which are relatively cheap and convenient to buy and eat, has increased due to inflation and lack of time due to study (4, 5). The consumer base for convenience store foods is expanding across all age groups, with a particularly significant increase in consumption among younger generations (2, 6). There have been studies investigating the consumption patterns of younger generations separately in convenience stores, but there is a lack of research that compares and analyzes consumption behaviors and attitudes based on sex and age groups among the younger generations as a whole. Therefore, this study aimed to provide fundamental data for the development of convenience store foods that reflect consumer demand by investigating the usage status of convenience stores, and the consumption behavior and perception of convenience store foods by sex and age for Korean consumers.

METHOD

Data used in the study comprise the results of a self-report survey completed by 627 Koreans in their 10s, 20s and 30s who have experience purchasing convenience store foods. The survey questions were composed of demographic characteristics, convenience store usage status, and the consumption behavior, perception, importance and satisfaction of convenience store foods attributes. The survey was conducted online through the research company from September 19 to 23, 2022, and all statistical analyses were performed using SPSS 22.0 (SPSS, Version 22.0 for windows, SPSS Inc., Chicago, IL, USA).

FINDINGS

1. Demographic characteristics

Among the participants in this study, 50.4% were men and 49.6% were women, and the age distribution was in their 10s (32.5%), 20s (33.7%), and 30s (33.8%).

2. Convenience store usage status

Participants usually visited convenience stores less than 2-3 times a week (49.9%), and mainly visited on weekdays (Monday to Thursday) (69.8%). The main time to visit convenience stores was in the evening (19:00-23:00) (39.2%), especially in the afternoon for 10s and in the evening for 20s and 30s (p<0.001). The most frequently purchased convenience store foods section were triangular gimbap/rice balls (63.0%), and the highest purchase rate was among those in their 10s (p<0.001).

3. Consumption behavior and perception of convenience store foods

Convenience store foods consumed mainly for meals were triangular gimbap/rice balls (60.9%), which were frequently purchased by women and people in their 10s (p<0.001), and the food mainly purchased with triangular gimbap/rice balls was instant noodles (59.5%). Many respondents in women and those in their 20s and 30s mentioned that the main reason for purchasing convenience store foods was 'ease of consumption (64.9%)', while men and people in their 10s were more likely to consider 'taste' as the main reason compared to women (p<0.01) and those in their 20s and 30s (p<0.001). The most common period for purchasing convenience store foods was during dinner time (42.1%).

4. Importance and satisfaction of frequently purchased convenience store foods (triangular gimbap/rice balls)

Among the attributes the most frequently purchased convenience store foods, the average importance score of taste was the highest, and the score of advertising/promotion was lowest. The score for taste and total weight was highest among people in their 10s, while the score for appearance and package design was highest among those in their 30s (p<0.001). In terms of satisfaction, taste received the highest scores, and the score of advertisement/promotion was lowest. Notably, the score for taste was higher among people in their 10s than those in their 20s and 30s (p<0.001). As a result of comparing the average importance score and average satisfaction score for attributes of convenience store foods, taste, total weight, amount of toppings, satiety, price, hygiene, expiration date/manufactured date, and promotional event were rated as more important than satisfying (p<0.001). Figure 1 shows the results of Importance-Performance Analysis (IPA) of convenience store foods attributes. The first quadrant with high importance and satisfaction includes taste, total weight, amount of toppings, satiety, price, hygiene, expiration date/manufactured date, promotional event. Meanwhile, the third quadrant, which has low importance and satisfaction, includes texture, appearance, package design, saltiness, addition of seasoning, food additives, nutritional ingredients, calories per unit, nutrition information display, brand and manufacturer, new products, advertisement/promotion properties.

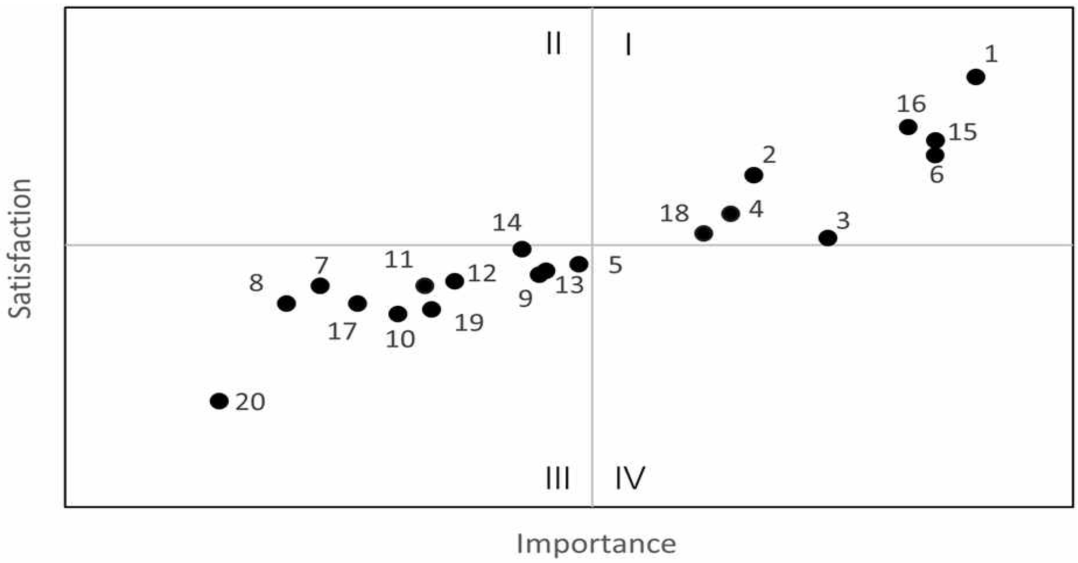

Figure 1. Importance-Performance Analysis of convenience store foods attributes

1: taste, 2: total weight, 3: amount of toppings, 4: satiety, 5: texture, 6: price, 7: appearance, 8: package design, 9: saltiness, 10: addition of seasoning, 11: food additives, 12: Nutritional Ingredients, 13: calories per unit, 14: Nutritional Information Display, 15: Hygiene, 16: Expiration Date and Manufactured Date, 17: Brand and Manufacturer, 18: promotional event, 19: New products, 20: advertisement/promotion

CONCLUSION

This study aimed to investigate the convenience store usage status, consumption behavior and perception of convenience store foods among 627 Korean consumers in their 10s, 20s and 30s. The study found that the most frequently purchased convenience store foods for meals were triangular gimbap/rice balls, and the primary reason for purchasing convenience store foods was 'ease of consumption'. As convenience stores in East Asia have made it easy to purchase products that are not only delicious and diverse, but also affordable, the number of convenience store users has been continuously increasing (7, 8). However, convenience store foods intake can have a harmful effect on health, such as causing obesity, and excessive sodium from convenience store foods can increase the risk of high blood pressure and stroke (9, 10, 11). Accordingly, there is an increasing demand for healthy convenience store foods among people of all ages, and in Japan specifically, both consumer demand and availability of healthy food options within convenience stores are on the rise (12, 13). To address this, out study suggests making triangular gimbap/rice balls healthier, as they are the most frequently purchased foods in convenience stores. The results of this study can be utilized as fundamental data for the development of healthy convenience store foods, and furthermore, it can contribute to the establishment of convenient stores that are accessible as a platform for a variety of healthy convenience foods. A limitation of this study is that it only surveyed people in their 10s, 20s and 30s, who are currently the most frequent users of convenience store foods, despite that the age range of users is becoming more diverse. Therefore, in future follow-up studies, it is recommended to expand the age range of participants to reflect the opinions of a more diverse range of consumers.

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THE EFFECTS OF TRAINING TIME LAPSE DUE TO THE COVID-19 PANDEMIC ON THE MOTIVATION OF TESDA BAKING SCHOLARS

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INTRODUCTION

Motivation is considered one of the most important factors to support the learning process since it enhances personal growth and lifelong learning skills (Genc & Kaya, 2010). In the technical vocational education and training (TVET) sector, students have various motives for acquiring vocational skills. There has been a great deal of research on motivation in educational settings but not much investigation has been done yet on the learning motivation of TVET scholars during the Covid-19 pandemic. The motivational profiles of students enrolled in the scholarship program during the pandemic are particularly interesting and important to study because of the impact of training time lapse brought about by the imposition of various quarantine levels in the Philippines. Motivational profiles can give us a better understanding of how and why students participate in free training programs.

The outbreak of the COVID-19 pandemic brought significant challenges to technical vocational institutions (TVIs) in providing hands -on practical training (Ryotaro, et al., 2021) due to class suspensions. In an effort to help in the economic recovery, TESDA (Technical Education and Skills Development Authority), the agency in the Philippines tasked to manage the TVET sector, amended its scholarship programs under the new normal by providing additional scholarship benefits to its beneficiaries. This includes a Training Support Fund of Php160.00 per day, a Php1,000.00 allowance for Health/Personal Protective Equipment (H/PPE) and for internet connection, aside from the 1-year accident insurance, free training and assessment, and starter toolkits, if applicable (TESDA Circular No. 078, 2020). Given these benefits, prospective trainees were motivated to enroll in the scholarship program of the qualification of their choice.

One of the most popular qualification titles under the TESDA scholarship program is the baking course, Bread and Pastry Production National Certification Level II (BPP NC II). Program applicants believe that the short-term TESDA scholarship is a welcome opportunity to acquire skills in baking bread, cakes, and pastries. The varying quarantine measures in the National Capital Region (NCR) imposed by the government to prevent the spread of the virus disrupted the training schedule. The students' learning was interrupted after finishing the online modality. There was an unknown timeline when they can safely return for practical training because the resumption of classes greatly depended on the easing of quarantine restrictions. After the training, students had to wait again for the assessment schedule. In some instances, the student was no longer available to finish the program due to the several time lapses in training until assessment. This study, therefore, aims to determine the effects of these training time lapses on the learning motivation of the students.

Problem statement

To accomplish the purpose of this study, the research questions are as follows:

1. What are the motivational orientations of TESDA scholars towards learning a baking skill?
2. Is there a change in the motivation of TESDA scholars from training to assessment due to the effect of the Philippine quarantine measures on the conduct of the training program?
3. Are TESDA graduates motivated to undergo competency assessment after the training?

Research justification

The present study will look closely at how the pandemic situation affected the learning motivation of TESDA scholars, particularly those enrolled in Bread and Pastry Production NC II, in terms of finishing the course program. SDT offers great promise to help advance understanding of motivational issues surrounding scholarship participation during the pandemic. This study will significantly contribute to the body of knowledge on learning motivation, particularly to technical vocational education and vocational pedagogy. Also, this research will be relevant to TESDA in analyzing the training output in the TVET statistics of graduates of qualifications using the blended learning approach during the Covid-19 crisis. Likewise, the study's findings may provide vital insights into the motivational processes that might be employed in future policies of TESDA in line with adapting to the changing needs of the TVET sector. The researchers believe it will also help the TVET trainers in developing motivational strategies to help the students achieve their goals. The study shall also be of importance to TESDA scholars in determining their priorities in life in terms of learning and achievement.

Purposes of the study

The general objective of the study is to determine the effects of the length of the time lapse brought about by the Philippine quarantine measures on the student's motivation to finish a TESDA scholarship program in Bread and Pastry Production (BPP) NC II. Using self-determination theory, the major focus of the study is based on the following objectives: (1) To investigate if the motivation of TESDA scholars of BPP NC II is affected by the length of time lapses in training during the Covid-19 pandemic; (2) To identify the effects of the length of time lapse on the student's motivation to undergo assessment; and (3) To analyze if the motivational orientation of TESDA graduates is linked to assessment outcome.

LITERATURE REVIEW

Theoretical background

Self-determination theory (SDT) is a meta-theory of human motivation, emotion, and personality that addresses autonomous behaviors and the conditions and processes that support voluntary participation. The theory adopts a multidimensional approach, distinguishing among reasons as to "why" individuals are encouraged to act. The aspect of quality of motivation is reflected by the level of a person's self- determination, which is defined as the extent to which a behavior is freely endorsed by individuals (Ratelle, Guay, Vallerand, Larose, & Senecal, 2007). It considers that motivation can be expressed through a continuum of increasing self-determination with three fundamental positions reflecting the degree of autonomy on which behaviors are based: amotivation, extrinsic motivation, and intrinsic motivation. Within this continuum lies the regulations of extrinsic motivation, namely identified, introjected, and external regulation. SDT has thus proposed three categories of motivation that lie on a continuum of self-determination, namely autonomous regulation (intrinsic motivation and identified regulation), controlled regulation (introjected and external regulation), and amotivation (lack of autonomous and controlled regulation). In short, SDT posits that autonomous motivation reflects the highest quality of regulation, whereas controlled motivation and amotivation reflect the intermediate and lower ends of the quality continuum.

When applied to the realm of education, this theory is concerned primarily with promoting in students an interest in learning, a valuing of education, and confidence in their own capacities and attributes (Deci & Ryan, 1985); (Deci, Vallerand, Pelletier, & Ryan, 1991). The theory focuses primarily on basic psychological needs that are inherent in human life: the needs for competence, relatedness, and autonomy. Assumed to be innate and universal, these needs are motivating forces that, if satisfied, lead to personal growth and well-being. In this respect, when the person satisfies his needs for competence, autonomy, and relatedness, his self-determined motivation will rise. On the contrary, if these needs are not satisfied, this will lead to less self-determined forms of motivation (Vallerand & Rousseau, 2001).

Conceptual development

The conceptual framework depicting the relationship of learning and assessment motivation to time-lapse and motivation outcome is shown in Fig.

1. As mentioned, the study will seek to determine the motivational orientation of the students at the start of training. It is expected that there are students who derive their motivation from their inherent interest to learn the baking skill and are therefore most self-determined (autonomous). It is also envisaged that the majority of the enrollees would like to become beneficiaries to the scholarship program due to the monetary benefits that they will be receiving, thus their motivation is controlled by the external rewards. There are also those who manifest amotivation because of absence of purpose for continuing the training and drop out at an early stage. Crucial to the study is the impact of time lapse on the student's motivation. The final outcome is their motivation to undergo assessment.

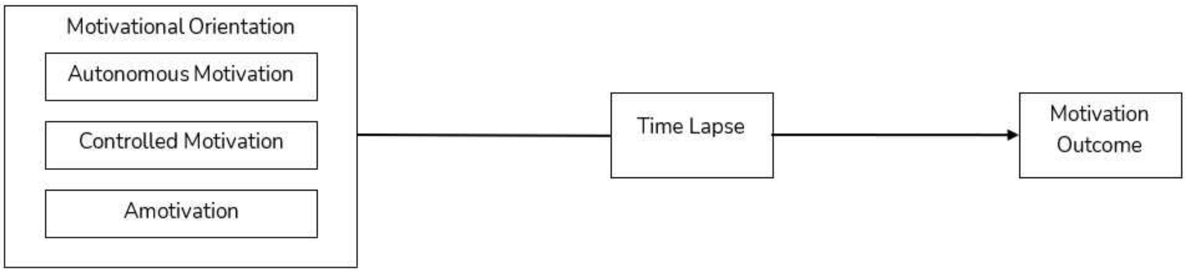

Fig. 1 Conceptual Framework: Relationship of student's motivation, time lapse and motivation outcome

Research model

After clearly reviewing the theoretical framework and research findings from previous related literature, we propose the following null hypotheses and its corresponding alternative hypothesis:

$H1_o$: The length of academic disruption has no effect on the motivation level of TESDA scholars.

H1a: As the length of academic disruption from online learning to practical demonstration increases, the motivation level in learning decreases.

H1b: As the length of academic disruption from training to competency assessment increases, the motivation level in assessment decreases.

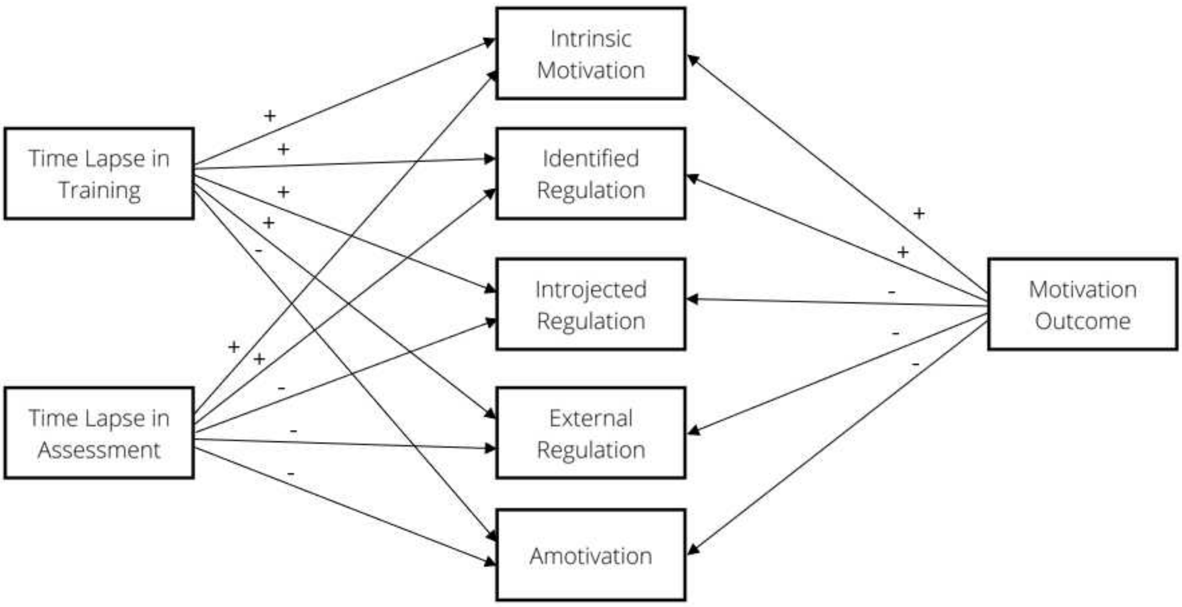

Fig. 3.2: Hypothesized model of motivational processes

The independent variables are time lapse (in training and assessment) and motivation outcome. The dependent variables are the motivation types (intrinsic, extrinsic, and amotivation) and extrinsic regulations (identified, introjected, and external) that are expected to change as a result of experimental manipulation of the independent variables.

PROPOSED METHODOLOGY

To achieve the objectives of the study, the paper will use the mixed method approach in data gathering, specifically quantitative and qualitative methods. An estimated 225 TESDA alumni in BPP NC II from nine (9) technical vocational institutions (TVIs) centers in the National Capital Region (NCR) will be recruited by convenience sampling to participate in the study. The respondents will comprise those who participated in a TESDA scholarship program using the blended learning approach from September 2020 to May 2022. Two measurement scales will be administered to the subjects. The Academic Motivation Scale (AMS) adapted from Tanaka (2017) will be used to determine the type and level of motivation of the scholars. Past research has provided support for the validity and reliability of AMS in different academic settings (Ratelle, Guay, Vallerand, Larose, & Senecal, 2007). Another measurement scale to be used in this study is the Basic Psychological Needs in the Classroom Scale (BPN-CS), adapted from the validated instrument by Conesa and Duñabeitia (2021) to measure the level of satisfaction of autonomy, competence, relatedness, and novelty in the classroom. The inclusion of the need for novelty is particularly relevant for this study because students experience learning new skills that have been claimed to be critical for the development of internal motivation. To provide the qualitative data, participants from the online survey will be selected through purposive sampling to participate in a virtual focus group discussion which will be guided by a developed questionnaire. Questions were validated through pilot testing. Participants will be given modest monetary tokens for their time and effort. For both research approaches, an online informed consent form was developed to ensure voluntary participation and to guarantee anonymity.

THEORETICAL AND PRACTICAL IMPLICATIONS

Past researches on Self Determination Theory clearly support the idea that individuals have different motivational orientations. The findings in this study will reveal the impacts of training time lapse on the learning motivation of TESDA scholars in the blended learning environment.

For the practical implications, if the findings of this study will prove that time lapse has a negative effect on the motivation level of scholars, then it would imply that training gaps cause anxiety that would eventually lead to low levels of self- determination. Based on insights from research examining the impact of academic disruptions on students, Grubic, et.al (2020) ventured that students may experience reduced motivation toward studies, increased pressures to learn independently, abandonment of daily routines, and potentially higher rates of dropout as direct consequences of these measures.

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CAREER RESILIENCE OF THE TOUR LEADER: AN EXPLORATORY STUDY

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INTRODUCTION

Group package tour is one of the popular outbound travel patterns among Asian tourists (Wong & Wang, 2009). The tour leader is the most prominent feature of group package tours. It is an important interface between destinations and tourists, which significantly affects tourists' overall impression and satisfaction with travel services, and is also an important target for tourists to evaluate travel experience and service quality. Tour leaders must arrange transportation and accommodation, deal with emergencies and provide related services. In addition, they must also deal with difficult participants (Luoh & Tsaur, 2014). Furthermore, the service interaction between the tour leader and the participants is close, and the working hours are long, so the physical and mental burden of the tour leader is often caused.

In view of the difficult work of tour leaders, many previous studies have explored issues related to the physical and mental burden of tour leaders, such as emotional labor (e.g., Wong & Wang, 2009), hassles (e.g., Tsaur & Lin, 2014), work-family conflict (e.g., Lin, Chen, & Sun, 2015; Lin, Chen, & Wang, 2022), tour member misbehavior (e.g., Tsaur, Cheng, & Hong, 2019), emotional blackmail and job frustration (e.g., Lin, Chen, & Luo, 2021). For the tour leaders, the aforementioned burdens seem to be an adversity that needs to be overcome urgently. If they cannot be overcome, it may cause subsequent adverse effects and eventually force the tour leaders to leave the workplace.

London (1983) pointed out that career resilience is one of the important factors affecting career motivation, and advocated that career resilience refers to the resistance of an individual to career interruption in a less ideal working environment. Resilience refers to the positive adaptation pattern that is still displayed in the context of significant adversity or risk environment (Masten, 2001). Therefore, if the tour leader has strong resilience, she/he should be able to overcome or adapt to adversity smoothly and move forward in her/his career.

The tourism industry is easily affected by the external environment, which threatens the development prospects of the industry. For example, the pandemic of COVID-19 was raging, which led to an instant freeze in the development of the tourism industry, and at the same time aroused the academia to pay more attention to the issues related to industrial resilience (e.g., Mladenović, Rrustemi, & Mogaji, 2022; Prayag, 2020; Sharma, Thomas, & Paul, 2021; Wieczorek-Kosmala, 2022). Resilience is not a new issue in the field of tourism. With the increasing challenges of business environment, climate change, social structure and economic turmoil, previous research proposals should focus on issues related to resilience assessment (e.g., Luthe & Wyss, 2014).

Looking back at the research on resilience in the field of tourism, there are relatively few studies on the resilience of the front-line employee, and even less research on career resilience for specific jobs. So far, there is only a few researches on the career resilience of tour leaders with extremely difficult job characteristics. Therefore, the purpose of this study is to use in-depth interviews to explore the career resilience of tour leaders.

METHOD

Research on career resilience of the tour leader is still in its infancy, so this study used in-depth interviews to explore the progression of career resilience of the tour leaders in Taiwan. One-on-one semi-structured interviews were conducted in this study. The six stages of the resilience progression (Patterson & Kelleher, 2005) were used to act as the questions for in-depth interview. Each interview lasted approximately one to two hours. The interview process was not terminated until information saturation was reached. A total of 14 tour leaders were interviewed. The entire interview was recorded and translated into text. This study also used aliases to maintain anonymity and keep the details of the interviewees confidential. Content analysis was used in this study to test the reliability and summarize the results.

FINDINGS

Patterson ad Kelleher (2005) indicates that when individuals are facing adversity, they may produce three resilience formation mechanisms: interpretation, capacity, and action. Through the interaction of the three aforementioned mechanism, an individual can break through the difficulty when facing adversity. The progression of resilience proposed by Patterson and Kelleher (2005) includes adversity strikes, interpretation of adversity, resilience capacity, actions to achieve resilience, successful outcomes, and increased resilience capacity for future adversity. The in-depth interviews of this study show that COVID-19 pandemic has led to a significant reduction in job opportunities, and it was difficult for the tour leaders to switch jobs because they don’t have other occupational skills. Most of the tour leaders then have begun to consider the cause of the difficulties and their professional advantages, and build some slash work skills with the occupational training provided by governments. The passion for the work of the tour leader is the main source of resilience energy for the tour leader. Most tour leaders were difficult to give up on the work of the tour leader. The tour leaders also believed that the pandemic will end one day. Therefore, the switch of work is mostly related to the core skills of the tour leader, such as staffs in the tourist information center or airport. Some tour leaders choose to work part-time or return to the family as housewives. Most of the tour leaders were still expecting to return to act as a tour leader in the future. As the pandemic gradually relieved, most tour leaders began to back to the workplace and lead the tours. The knowledge and capabilities built during the previous pandemic can also be used as a way to adapt to the next adversity, although they do not expect such a day.

IMPLICATIONS

The findings of this study reveal the progression of resilience of tour leaders in coping with the adversity, especially for the COVID-19 pandemic. The results of this study may provide the reference for travel industry and tourism authority. As the issue of resilience has attracted enormous attention, it is suggested that future research may establish a career resilience scale for tour leaders to act as a tool to establish and verify the theoretical frameworks in the future.

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DO YOU TRUST TRAVEL INFLUENCES? EXPLORING WITH SELF-CONGRUITY AND FUNCTIONAL-CONGRUITY

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ABSTRACT

The use of travel influencers, often referred to as internet travel celebrities or YouTube vlogger travelers, has been found to be an effective way to promote tourism products and destinations through internet marketing, which is a growing trend in modern times. The influence of internet celebrities has been found to be more significant than traditional advertising. This research aims to investigate the factors that influence individuals to choose to travel online celebrities and their impact on purchase intention. A total of 509 valid responses were collected from viewers of travel influencer videos. The results showed that self-congruity and functional-congruity consistence positively influenced trust in travel online celebrities. Trust positively influenced the travel celebrity's visit or revisit intention and follower cohesiveness. This research provides important insights for developing more effective online marketing strategies.

Keywords: Travel influencer, self-congruity , functional-congruity, Trust

1. INTRODUCTION

Video or information about travel on social media is a popular hashtag and search topic. According to Data Reportal's Global Overview 2021 report, the number of new social media users worldwide will reach nearly 5 billion by 2021, spending 1.3 billion years on the Internet (Franco et a l., 2022). In the era of social media, travel-related content is immensely popular among youtuber worldwide. The rapid rise and proliferation of social media platforms has led to an exponential increase in new users. This trend has created a golden opportunity for travel enthusiasts to create and share their content that caters to the public's interest in leisure and entertainment. The abundance of information on social media platforms has also created various business opportunities, including travel agency promotions, airline ticket discounts, and a wide range of movie and television show videos (King et al., 2021; Lin & Huang, 2006). Although social media has created a fertile ground for travel-related content, travel online celebrities face challenges in keeping their followers and influence. The success of travel online celebrities depends on their connection with their followers, as it directly affects their popularity. Online celebrities use short videos to display the beauty, local customs, food, culture, and historical sites of travel destinations, providing their followers with an immersive experience that sparks their curiosity about new places to visit (Lou & Yuan, 2019).

In addition, social psychologists suggest that self-congruence influences consumer buying and selection behavior. Consumers tend to buy products or services that match their personality traits (Gardner, 1999). Similarly, followers choose online celebrities that align with their interests, hobbies, and personal image, as well as functional congruence based on their personal expectations, such as food, car displays, daily life, rural life, beauty care, fitness, and sports (Miller et al., 2016). Maintaining congruence with followers is essential to sustain the popularity and influence of travel online celebrities in the highly competitive internet environment (Gretzel, 2017). Cohesion plays an important role in determining customer repurchase intention, especially in the context of self-congruity and functional congruity. Self-congruity refers to the degree of compatibility between the consumer's self-concept and the brand's image, while functional congruity refers to the match between the product type and the consumer's needs. Cohesion refers to the alignment of these congruities in terms of brand attributes, features, and functionality. A higher level of cohesion between these congruities results in a higher likelihood of repurchase intention. When consumers identify with a brand (in this occasion is the online celebrities itself) that is consistent with their self-concept and meets their functional needs, they are more likely to develop a long-term relationship with the brand. Therefore, cohesion plays a critical role in building brand loyalty (loyalty to the youtuber) and driving repurchase intention (visit or revisit intention).

2. LITERATURE REVIEW

2.1 Traveler influencer

Youtuber have usually established a certain level of prestige and influence in their specific field of focus. This means that when a youtuber endorses a brand in their area of expertise or in line with their personal style, they have reference value and influence from the followers' perspective (Yılmazdoğan et al., 2021). The endorsement of a product by an internet celebrity can increase brand awareness among the target consumers and influence their purchasing behaviors.

2.2 Self-congruity

The concept of self-congruity originated in the 1960s from the concept of self in psychology (Grubb & Grathwohl, 1967). The concept of self is divided into two aspects, namely the real self and the ideal self (Sirgy, 1982). The real self is the reality that one perceives (i.e., who I am as a person). The ideal self is the image that one builds and shapes according to the ideal goals in one's mind (Rogers, 2012; Dai, 2017). Self-congruity refers to a person's personality and image (Fein & Spencer, 1997). Self-congruity is based on the image of people looking to keep the integrity of the self. That is, social and moral perceptions and adaptability. An individual's self-congruity is redefined by the influence of those around them (Steele et al., 1993). Self-congruity are influenced by the perceptions and reactions of others (Cooley, 2017). There is a large amount of visual imagery circulating on social media and communities that can significantly influence personal imagery through negative social comparisons and communication (Markus, 1977). Self-congruity has the potential to lead people to make biased negative evaluations of others (Perloff, 2014).

- H1: When followers' self-congruity is consistent with those of travel online celebrities, it positively affects the trust in travel online celebrities.

2.3 Functional-congruity

Functional congruity refers to the consistency between the default expectations and needs and the actual experience. The concept of functional congruity is derived from expectation value theory. It refers to the discrepancy between the consumer's perception of the product's functional attributes and the customer's pre-purchase requirements or the functional attributes of the target product. This is the gap between imagined expectations and reality (Sirgy et al., 1997). Functional-congruity congruence refers to the perception of tourists that the activities and facilities they expect to experience when they go to a destination will meet their expectations and needs after the actual experience (Dai, et al., 2021). Functional-congruity consistency focuses on the actual function of the product for the consumer (Sirgy & Samli, 1985).

H2. When the Functional-congruity of the followers is consistent with that of the travel onlinelebrity, it will positively affect the trust in the travel online celebrity.

2.4 Trust

Trust is composed of two components, meaning confidence in ability and intention (Deutsch, 1960). Trust is having confidence in another person and generating enough confidence to be relied upon (Moorman et al., 1993). Trust itself depends on three variables: shared values, communication, and opportunistic behavior (Morgan & Hunt, 1994). Trust is a multifaceted concept that combines economics, marketing, sociology, psychology, organizational thinking and behavior, strategy, information systems, and decision science (Spekman, 1988; Sztompka, 1999). The videos created by youtuber often show their personal abilities and intentions. Commitment and trust are key to building long-term and stable relationships (Luhmann, 1979). Shared values increase the sense of mutual association, build connections, and cultivate long-term associations, which gradually lead to trust (Mukherjee & Nath, 2007). Therefore, when online users see a video of interest, they become interested in the video creator and become followers after watching the same internet celebrity for a period of time, and trust begins to develop (Fang et al., 2014). Trust is explained by ethics, which requires a sense of moral responsibility (Hosmer, 1995).

2.5 Cohesion

Cohesion combines responsibility for people, nature, and society as an emotional force that brings all parties together (Dai et al., 2021; Woosnam, 2011). Cohesion is an emotional bond with others. The concept refers to a group of people who identify with others in the group and have some level of contact with each other (Frank, 1957). Just like the relationship between followers and youtuber, followers have a common feeling and recognition of the individuals and content created by youtuber. Cohesion is the bonding of a group with a common goal that brings everyone together (Carron, 1988). As a result, followers will continue to follow and pay attention to youtuber because of their common values or ideas. Cohesion is like cement that binds all parties together, and cohesion can be accompanied by a sense of unity and harmony. Internet works combine perceptual and entertainment values (Gross & Martin, 1952). When a consumer chooses to like or subscribed at a tourist attraction or restaurant introduced by a youtuber, it represents a behavior that meets the consumer's personal characteristics, uniqueness, and recognition reputation to satisfy the consumer's brand perception (Lou & Yuan, 2019).

- H3. The trust of the followers to the travel influencer will positively affect the cohesion.

2.6 Repurchase intention

Repurchase intention refers to consumers' satisfaction with the brand or service they purchased (Francken, 1983), and their preference to purchase the same company's service or product again on their next purchase. There is a direct positive relationship between consumer satisfaction with the consumer experience and repurchase intention (Hellier et al., 2003). Purchase intention refers to a person's conscious effort to purchase a brand through planning and effort (Cronin Jr & Taylor, 1994; Swan & Oliver, 1989; Woodside et al., 1989). Consumers have the intention and idea to buy before they make a purchase (Spears & Singh, 2004). Consumers' trust in the brand affects their willingness to repurchase (De Magistris & Gracia, 2008). In addition, a high level of satisfaction with the consumer experience triggers repurchases intentions (Fang et al., 2014).

- H4. Followers' trust in travel celebrities will positively influence their willingness to repurchase.

3. METHOD

3.1 Conceptual Framework

The framework and hypothetical pathway of this study are illustrated in Figure 1:

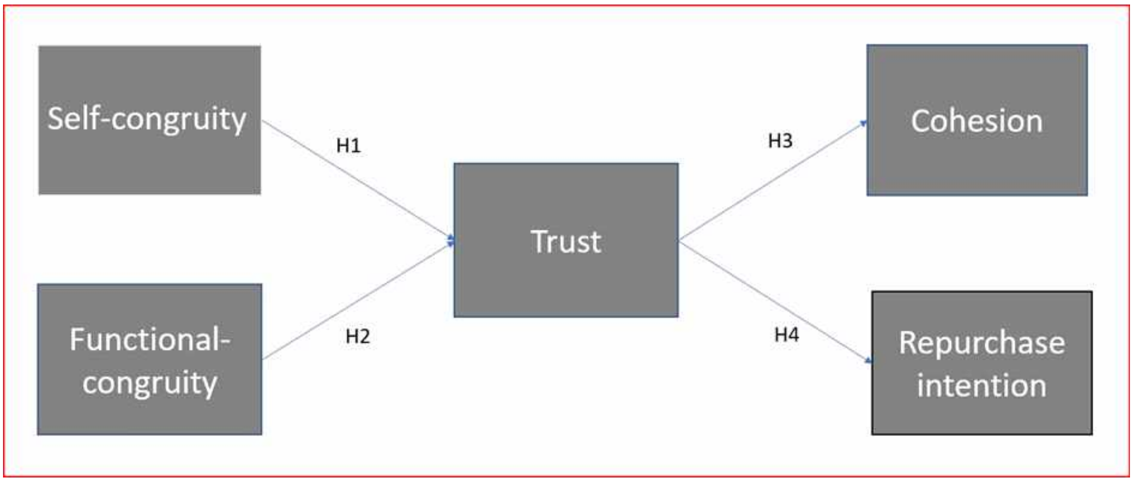

Figure 1 Conceptual Framework

3.2 Participants and Sampling Methods

The target population of this study is people who have watched the travel information produced by youtuber and generated consumption behaviors. A total of 540 questionnaires were distributed, 344 were returned online and 170 were returned in paper form. After deducting 31 invalid questionnaires, 509 questionnaires were valid, with a valid return rate of 94.25%. The online questionnaire was created through Survey Cake and distributed randomly on Instragram, targeting tourists and travel youtuber who had visited tourist spots. Paper-based questionnaires were distributed in Sun Moon Lake, and the target respondents were tourists.

3.3 Measurement

3.3.1 Self-congruity

In this study, the self-congruity congruity scale developed by Chon (1992) was used. This scale was used to measure "actual self-congruity" and "ideal self-congruity". There were 3 questions on the actual self-measure and 2 questions on the ideal self-measure.

3.3.2 Functional-congruity

Supek et al. (2011) defines the operationalization of functional-congruity as the degree of consistency in the quality of facilities, hardware, and services provided by a tourism destination to meet tourists' expectations of the destination, Functional Consistency Scale was used to measure the degree of functional consistency among tourists.

3.3.3 Trust

The scale used was adapted from Gefen and Karahanna's (2003) and trust measurement model by Wu (2008) to incorporate the characteristics of online shopping in Taiwan. In order to make the scale localize, the questions of the scale were pilot tested by three experts with experience in the field of online shopping, followed by a pretest. The content of this questionnaire is theoretically based, tested by experts, and pre-tested, which is considered to have considerable content validity. There are eight questions in total.

3.3.4 Cohesion

According to Woosnam (2011) and Lehto et al. (2009), the operationalization of cohesion is defined as the expression of positive power of connection between youtuber and their followers. And Dai et al. (2017) were used to measure the formation of cohesion between tourists and residents, and the constructs included "emotional connection", "liking Internet" and "understanding", including two questions on emotional connection, five questions on liking Internet and five questions on understanding, for a total of 12 questions.

3.3.5 Repurchase intention

According to Ruyter et al. (1998), repurchase intention was defined as the likelihood that consumers would repurchase a brand after buying it. The repurchase intention scale proposed by Ruyter et al. (1998) was used and consisted of four questions.

4. FINDINGS

4.1 Descriptive Statistics of the Sample

Regarding the gender of the respondents, the majority of the respondents were female, accounting for 57.2% of the overall sample, with 291 people, while 218 were male, accounting for 42.8% of the overall sample. As for the age of the test subjects, they were under 18 years old, accounting for 7.9% of the overall sample, with a total of 40 people. 257 people aged 19-24 years old, accounting for 50.5% of the overall sample, accounted for the largest number. A total of 165 people aged 25 to 34 accounted for 32.4% of the overall sample, 35 people aged 35 to 44 accounted for 6.9% of the overall sample, and 12 people aged 45 to 54 accounted for 2.4% of the overall sample. Regarding the marital status of the respondents, unmarried people accounted for 89.2% of the overall sample, with a total of 454 people. Married people accounted for 9.6% of the overall sample, with a total of 49 people. Others accounted for 1.2% of the overall sample, with a total of six people. As for the educational level of the respondents, the overall sample of the respondents with education level below junior high school accounted for 4% of the total sample, with a total of 2 persons. The high school level accounted for 7.9% of the overall sample, with a total of 37 people. College level accounted for 80% of the overall sample, with 407 people. The degree of graduate school or above accounted for 12.4% of the overall sample, with a total of 63 people. In terms of monthly income, the largest number of respondents had a monthly income of less than $20,000, accounting for 56.6% of the overall sample, with a total of 288 respondents. Monthly income of $20,001-40,000 accounted for 21.4% of the overall sample, with 109 respondents. Monthly income of $40,001-60,000 accounted for 12% of the total sample, with 61 people. Monthly income of $60,001 or more accounted for 10% of the overall sample, with a total of 51 respondents.

4.4 Regression Analysis

The regression coefficients for both models are .000 for significance. When both self-congruity and trust are put into the regression analysis, the relationship between self-congruity and trust becomes weaker. The standardized coefficient of Functional-congruity in response to trust was 0.617, while the standardized coefficient of Functional-congruity was 0.465. The standardized coefficient value was lower compared to the value of trust. Both regression coefficients were .000 for significance. When both Functional-congruity and trust were included in the regression analysis, the relationship between Functional-congruity and trust was weakened.

Trust affects cohesion. A standardized coefficient value of 0.713 shows a positive effect, and a p-value greater than 0.05 indicates a significant effect. Therefore, trust positively affects cohesion. Trust affects repurchase intention. A standardized coefficient value of 0.770 represents a positive effect. p-values greater than 0.05 are significant. Therefore, trust positively affects cohesiveness.

5. CONCLUSION

5.1 Conclusion

Based on the research hypotheses of this study, the details of why the hypotheses are valid are inferred and their connotations are explained, which are described below with the research questions as the main axes of development: When the self-congruity of the followers is consistent with the travel influencer the functional-congruity is consistent with the travel online celebrity, it will positively affect the trust in the travel online celebrity. Therefore, hypotheses 1 and 2 are supported. It means that when the image of travel online celebrities and their entertainment information content meet the expectation of the followers, the more the trust of the followers towards travel online celebrities will increase. Thus, it can be seen that self-congruity congruence and functional-congruity congruence have a positive effect on trust.

Trust positively affects repurchase intention and cohesiveness. Therefore, hypotheses 3 and 4 hold. The results showed that when the trust level of the stalkers towards the traveler's online friend was higher, it would increase the repurchase intention of the stalkers. When the trust level of the followers is higher, the trust level between the followers and the travel networkers will be increased. Therefore, trust has a positive effect on repurchase intention and cohesiveness.

5.2 Limitations and Suggestions for Future Research

This study investigated the reasons why followers follow the travel destination introduced by the travel influencer. Of the 509 valid questionnaires, 288 were from students and 288 were from students with a monthly income of 20,000 or less, more than half of the questionnaires. Although all the hypotheses of the study are valid, students have limited financial ability and their source of money is limited by their parents, so their spending power is not high. Although most of the young people have the habit of using social media or Netflix, they do not have enough purchasing power. Those who are more mature and have buying power are not as familiar with social media and are not as keen to use it as the younger age groups. The consumption habits of different age and income groups are not the same. It is suggested that future research could be extended to study the purchasing intentions and spending habits of other income groups and age groups.

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THE EFFECT OF MULTIPLE FORMS OF SOCIAL MEDIA USAGE ON TOURISTS' WILLINGNESS TO PAY FOR SUSTAINABLE AGRITOURISM

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INTRODUCTION

Agritourism is growing as a popular tourist destination based on the working farm and providing the tourism experiences. Responding to the global trend of sustainable development, scholars found that developing agritourism can contribute to a sustainable economic activity, creating job opportunities, increasing the income of the farm householders, and improving farm revenue, which benefits to the community economic growth (Ammirato et al., 2020; He et al., 2022). Agritourism offering the customized travel experiences, culture, or nature conserving environment is usually small in scale and has a high cost of service, so the itinerary fee charged is higher than the mass tourism. But if the high cost sustainable agritourism have the business market to get the enough profit for the owner to maintain and support their sustainable tourism management? And what's the critical factor driving sustainable tourism consumption willingness? That's definitely an important issue for agritourism industry to develop sustainably. With the rise of networking websites, it's easy to get the authentic information or shared experiments form using social media and decide the travel destination. According to relative research, consumers' choice of travel destination or willingness to pay would be influenced by netizens, bloggers, and opinion leaders through the various social media platforms (Gon, 2020; Joo et al., 2020; Kim et al., 2015; Liu et al., 2020; Pike et al., 2019; Narangajavana et al., 2017). Furthermore, according to previous studies, consumers' perceived value is an important factor driving tourism consumption, and perceived value affects the willingness to pay (WTP) (Chi et al., 2020; Mai et al., 2019; Park, & Song, 2018). Chen and Lin (2019) found that social media usage indirectly affect satisfaction through perceived value, which simultaneously directly affect satisfaction that then influences purchase intention. Moreover, scholars revealed that the information from different media forms such as text, images, video, multimedia, establish the platforms for the tourists to review and get detailed introductions and understand more about the authentic trip information and perceived the values about the environment, culture, and community of the agritourism destination, and thus promote tourists' attractions and being willing to pay for the farm tour (Hysa et al., 2022; Walsh, & Dodds, 2022). Therefore, this study hopes to explore the relationship between multiple forms of social media usage, perceived value, and their WTP for sustainable agritourism.

This article examines to what extent the multiple social media forms used by tourists make the tourists recognize and perceive the value of the sustainable agritourism and be willing to choose the higher cost but paid more agritourism services; it is also the main source of funds for the sustainable development of agritourism. And hope that the results of this research will provide tourism managers and relevant departments of governments with a strategic reference for future operation and expansion of the sustainable agritourism market, which is beneficial to attract tourists to pay for increasing the economic revenue of the agritourism industry and promoting sustainable management of agritourism.

THEORETICAL BACHGROUND AND HYPOTHESES

The two-step communication theory asserts that interpersonal communication is more likely to change the attitudes of the audience than mass communication. Many academic studies have confirmed the impact and role of consumer use of social media in travel-related decision-making (Casaló et al., 2010; Pan et al., 2007; Parra-López et al., 2011). The impact of social media message is more widespread and faster than the traditional press channels, and the opinions some users receive from social media can significantly influence the purchasing decisions of others (Rondan-Cataluna et al., 2015; Xu et al., 2012). Joo et al. (2020) also confirmed that the more they use social networks to share travel experiences, the greater the impact on the willingness of significant others to support or agree to travel to a destination and pay for it. Extending the theory, we proposed:

Hypothesis 1:

Social media usage positively influences the WTP of sustainable agritourism.

Chen and Lin (2019) found that social media usage affect satisfaction indirectly through perceived value, which simultaneously affect satisfaction directly that then influences purchase intention. Regarding the perceived value of sustainable tourism, previous studies showed that tourists' perception of the value of sustainable tourism tend to have a higher willingness to pay (Chi et al., 2020; Mai, Nguyen, & Nguyen, 2019; Park, & Sony, 2018; Talwar et al., 2020). Moreover, gender and income levels have been investigated to understand consumers' social media usage and purchasing behaviours. Females show a greater trust for information and communication in social media networks, and positively affect WTP (Dangelico et al., 2022; Dur´an-Roman et al., 2021; Sethna et al, 2017). But the effects of consumers' income level on purchasing sustainable services existed different results and needed to clarify (Dangelico et al., 2022; Namkung & Jang, 2014). Accordingly, we proposed the following hypotheses:

Hypothesis 2

The perceived value positively affects the WTP of sustainable community-based tourism.

Hypothesis 3

Demographic variables (gender, monthly flexible budget) moderate the impact of social media usage and perceived value on WTP of sustainable agritourism.

METHOD AND MESUREMENT

Subjects are the tourists who had participated in the sustainable agritourism in New Taipei City in Taiwan. This research was conducted a questionnaire survey from July 2022 to January 2023. The agritourism spots selected along the Tamsui-Kavalan Trails, where ancient farm life experience preserved, including Note Shuangxi, Tai Ping Satoyama, Meet Jimuling, Shui Nan Dong, Blue Magpei Tea EcoTea Trip, provided more than half-day in-depth sustainable tourism service, natural and historic landscapes, local foods, and the farm handmade experience. And after the agritourism experiences, the managers asked the tourists to fill out online questionnaires. There're 390 valid questionnaires for data analysis.

The questionnaire is divided into four parts: (1) Moderator variables: "gender" and "Monthly flexible budget" are binominal variables. (2) Social media usage: Consumers are asked to choose which internet platform and content form to use to decide to sign up for a paid trip. Multiple options are Facebook or Instagram posts, web blog posts, websites reviews, and newsletters posts (Line, WeChat, etc.), video (YouTube, live broadcast). Each item the participant chooses, it would be scored as 1; Social media usage points must be at least 0 and at most 5. (3) Perceived value of sustainable tourism: Response options are designed with a six-point scale of Likert-type Scale, ranging from 1 (strongly disagree) to 6 (strongly agree). (4) Willingness to pay: Each respondent was asked to answer what percentage of the additional travel expenses they were willing to pay. The additional proportion less than or equal to 5% were the ones who were willing to pay the lower price (encoded as 0); 6% or more is the one who is willing to pay the higher price (encoded as 1). This study uses binary logistic regression method for analysis.

FINDINGS

In this study, binary logistic regression was used to analyze and estimate in three models. Model 1 explores the impact of social media usage and perceived value on the willingness to pay. Model 2, based on Model 1, adds two demographic variables, including gender and available monthly budget, to the price of willingness to pay. Model 3, based on

Model 2, explores the moderating effect of population variables on social media usage and perceived value on willingness to pay. According to model 2, the best model chosen, both social media usage and perceived value have significant positive impacts on the willingness to pay. Each additional social media usage increased the odds of high willingness to pay by 35.5% (95% confidence interval: [1.096, 1.674]). When the perceived value increased by one unit, the odds of high willingness to pay increased by 2.4%. The interaction between population variants, gender and monthly flexible budget, and social media usage was not significant, as well as the perceived value (see Table 1).

DISCUSSIONS

Theoretical contributions

Based on the theory of two-step flow of communication, this study has found that consumers used social media, when increasing by one unit, the odds of high willingness to pay would increase significantly compared with the low one. Findings support many previous studies (Cui et al., 2019; Gon, 2020; Liu et al., 2020; Pike et al., 2019; Rondan-Cataluna et al., 2015; Xu et al., 2012) note that social media usage positively affects the WTP. The model fits well and effectively predict the WTP. According to the results of the research, regardless of whether the gender is male or female and the monthly flexible budget is high or low, there is no significant difference in the impact of social media usage and perceived value on the willingness to pay. Moreover, improving tourists' perception of sustainable tourism is conducive to increasing tourism revenue. These results confirm earlier research of Mai et al. (2019) and Chi et al. (2020), which suggest that perceptual value is a major factor influencing tourists' WTP higher prices for tourism services.

Practical implications

Operators may use multiple social media forms well to promote the sustainable agritourism services to enhance the consumers to meet their needs for various kinds of visual or literal information acquisition and share comments, so as to increase their WTP for sustainable tourism, which is then beneficial to foster the agritourism profits for elevating the quality of the sustainable services. Since responsible tourism is the current trend of sustainable consumption, tourists attach importance to the value perception of tourism on the local economic, socio-cultural and ecological environment, so that tourists are willing to participate in sustainable tourism, through tourism activities to bring local community income. It's important for the tour operators or government officials to enhance the tourists' perceived value of sustainable agritourism and promote consumers to increase contact with various social platforms and content forms, whether it is posting, and video or word-of-mouth commentary. The government could cooperate with the local community, tourism operators, or industry organizations to invest and develop the sustainable tourism business in the rural farm field, and through the various contents of public (including inviting the influencers, YouTuber, bloggers) or private social media promote and convey the sustainable value of agritourism to attract the travelers visiting, participating and consuming for the tourism services, which help increase the local economic benefits and foster the tourism revenue for making more efforts to develop tourism sustainably.

Limitations and research directions

This study conducted rigorous methodological and data collection, and data analysis by logistic regression, but some limitations could be addressed in future studies: The samples collected in this study are contemporaneous intervals (cross-sectional), so the results of the analysis can only explain the current individual behavior of individuals WTP for tourism. However, the changes of tourists' behaviors still require long-term observation or consideration of the impact of society context where may be more able to determine the causal relationship between variables. Future research could examine the other factors, and even through qualitative interviews to gain insight into consumers.

Table1. Summary Table of Binary Logistic Regression Analysis

variable	Model 1		Model2		Model3	
	B(S.E.)	Exp(B)(CI)	B(S.E.)	Exp(B)(CI)	B(S.E.)	Exp(B)(CI)
Social media usage(SM)	0.318** (0.108)	1.375 (1.113,1.698)	0.303* (0.108)	1.355 (1.096, 1.674)	0.384* (0.183)	1.468 (1.025,2.102)
Perceived value (PV)	0.019 (0.011)	1.020 (0.999,1.041)	0.023* (0.011)	1.024 (1.002, 1.046)	0.047*(0.020)	1.048 (1.008,1.09)
Gender (G)			0.508* (0.236)	1.662 (1.047, 2.638)	0.550* (0.244)	1.734 (1.074,2.8)
MFB			0.523* (0.221)	1.687 (1.093, 2.603)	0.464* (0.227)	1.591 (1.02,2.483)
G X SM					-0.022 (0.024)	0.978 (0.934,1.025)
G X PV					0.319 (0.257)	1.375 (0.831,2.274)
MFB X SM					-0.291 (0.227)	0.747 (0.479,1.165)
MFB X PV					-0.023 (0.023)	0.977 (0.934,1.023)
Omnibus Test	x2(2) =13,471**		x2(4) =24,808**		x2(8) =29,917**	
Hosmer & Lemeshow Test	x2(8) =13,572		x2(8) =8.173		x2(8) =18,069*	
Cox & Snell R2	0.034		0.062		0.074	
Nagelkerke R2	0.047		0.084		0.101	
-2 Log likelihood	496.882		485.544		480.436	

Note: * at a significant level of 0.05, ** at a significant level of 0.01, SM=Social media usage, PV=Perceived value, MFB=Monthly flexible budget, G=Gender.

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EXPLORING THE EXPERIENCE OF IN-DEPTH PARTICIPANTS IN ANIME CONVENTION: USING CHINAJOY AS A CASE STUDY

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INTRODUCTION

The purpose of this study is to explore the in-depth experience of Anime Convention participants participating in the exhibition, and compare the effectiveness of current animation industry marketing from the perspective of consumers. According to iR 2021 report on China's two-dimensional industry, the total output value of China's animation industry will reach 221.2 billion(CNY) in 2020, and the number of users in the two-dimensional animation market would exceed 400 million (iR, 2021). China International Digital Entertainment Expo (ChinaJoy,CJ) is one of the leading animation companies in the related animation industry. Affiliated to ChinaJoy's Cosplay Stage Super League, it is the largest supporting event of CJ and has been officially held for 17 times (Chinajoy, 2022b). As a result, the Cosplay Super League has generated a huge brand effect, and more than 60,000 people are attracted to participate every year.

Crompton&Makay (1997) pointed out in the study of festival tourism that festivals participants tend to show exhibition motivations and experiences in different exhibition. The diversification of the convention and exhibition industry has resulted in huge differences in the types of exhibition activities. Therefore, the research on general festival activities has relatively limited applicability to sub-culture animation exhibitions. Previous literature shows that most anime convention studies focus on otaku, anime destination pilgrimage. (Okamoto, 2015; Tung *et al*., 2017). Therefore, it is urgent to find a comprehensive theoretical framework suitable for this. By studying the behavior, emotion, experience and other aspects of the participants in the whole process of CJ, a complete perspective can be provided for studying the experience of deep animation participants, which will help to analyze the current effective marketing in the industry from the perspective of consumers characteristics, and provide marketing strategies for anime convention managers.

LITERATURE REVIEW

Experience. The word experience can be traced back to Germany in the study of Western language history, and the German is "Erlebenis" (Dilthey, 2010). Then, the psychologist Csikzentmihalyi (1990) proposed an important concept of psychological experience, Flow Experience, which means: when people are performing an activity, they will be immersed in the current situation and filter out All feelings outside of this activity (Csikszentmihalyi & Csikzentmihaly, 1990).In academia, research on experience has been carried out in different disciplines, such as leisure, hospitality, culture, information technology, education and entertainment (Sundbo & Darmer, 2008). The research on tourism and experience is no exception (Quan & Wang, 2004).

Tourism experience. In tourism, the earliest scholars who put forward the essence of tourism experience described it as a popular consumption behavior, and believed that in mass tourism experience, cultural commodification and standardization of tourism experience lead to false feelings experienced by tourists, which are usually regarded as Considered a "pseudo-event" (Boorstin, 1961). Then MacCannell (1973) put forward a diametrically opposite point of view, arguing that tourist experience is an authentic experience that modern people pursue in order to overcome the troubles in life, so the essence of tourist experience is authentic, because "tourists are inherently looking for authenticity. experience". Conhen (1979) synthesized the theories of the above two scholars, and believed that both concepts provided valuable insights into tourists' motivational behavior, etc., but they were not comprehensive enough. He believes that different types of people would like to have different ways of travel experience, and different experiences have different meanings for different tourists and the current society they live in. He defined experience as an individual's relationship to his "spiritual center" that results from one's perception of the world (Conhen, 1979).

Based on Cohen (1979), Little and Schmidt (2006) explored the essence and concept of tourism experience with a research method derived from phenomenology. The implication of this research method is that researchers need to understand the intersubjective world of respondents (The relationship between the self and the world), and how the world they live in is constituted, the key concept of which is the lived experience.

METHODOLOGY

This study used semi-structured interviews in qualitative research. Semi-structured interviews are suitable for studying people's complex thoughts, as well as capturing emotions and other aspects of research topics (Barriball & While, 1994). The study collected data primarily based on the author's social connections. Hill et al (2005) recommend using 8-15 interview participants, with fewer participants required when multiple interviews per participant or when participants are particularly homogeneous. During the actual interview process, it was found that the participants in this study had a high degree of homogeneity, so 15 participants were selected. The duration of the interviews ranges from 65 minutes to 137 minutes, and focus on the discussion of the live atmosphere and on-stage experience of the participants in the CJ stage show. Finally, MAXQDA was adopted as the data collation and analysis software.

FINDING

Although tourism experience is relatively common in festival research area, the theory of in-depth participation in animation exhibitions based on the Chinese cultural background is still being explored. Therefore, this study attempts to explore the driving factors behind the in-depth participants, starting from several types of experience, and interpreting the participants' feelings in different situations. The research mainly finds the following three major themes:

Collective identity. The sense of collective identity stems from the social extension generated after participating in CJ. Social extension has contributed to various derivative collective cultures (such as dormitories, beer festivals) under the background of CJ culture. Numerous collective cultures have brought a sense of collective belonging to the participants and thus endowed CJ with special meaning. The sense of collective belonging prompts the participants to use the "CJ collective culture" as the boundary to divide the internal and external groups. At the same timethe competition within the group promotes the generation of collective identity.In the end, the collective identity under this special cultural background stimulated an unconventional, long-term and stable collective consensus.

Grow. In this study, peak experience was a precondition for participants' transformative experience. Transformative experience is a process that runs through CJ, it is not a purposeful change by participants, but leaded by spiritual innovation and practical opportunities in the participation process, and these two aspects together lay the foundation for the growth of participants.

The boundary between reality and fantasy. The blurring and extension of boundaries run through the whole process of CJ.The artistic prestige brought about by role identity helped participants reshape their role of social selves. CJ provides a threshold space to liberate the social constraints of the participants and find the authentic self under existentialism, so that the authentic experience in the threshold space provides a spiritual support for survival in social situations. Some originally clear and contradictory boundaries gradually blend together to form a contradictory and harmonious participation experience. Therefore, this experience is a combination of social context, exhibition culture, physical space and bodily sensations, which together constitute a complex social experience. In one word, CJ has become a platform for expressing and constructing experience.

CONCLUSION

This research helps to understand the experience of contemporary anime participants, and provides another perspective for event designers. From this research, it can be found that when participating in festival activities, ordinary experience theory can no longer satisfy the participants under Experience Economy 3.0 era. Under the guidance of the post-modern trend of thought, the participants have developed extremely individual needs, which is reflect the desire for spiritual symbolism. The motivation behind in-depth experience activities is the process of human beings seeking answers to questions related to the meaning of life, freedom and death. From this perspective, participants enjoy endowing activities with meaning in various ways, and it will lead individuals to find answers to existence.

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TRAVELING TO LEARN A LANGUAGE – WHAT DETERMINES FORMAL AND INFORMAL LANGUAGE TOURISM?

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INTRODUCTION

Language tourism is characterized by language learning being a primary or secondary motivation for the trip (Iglesias, 2014). This type of tourism can be included within educational tourism (Ritchie, 2003). Educational tourism can be described as a continuum ranging from more informal and tourism-oriented journeys to more formal and education-oriented ones (McGladdery & Lubbe, 2017; Ritchie, 2003). Formal learning is intentional and is a result of experiences in an education institution with structured learning objectives and leading to certification. Non-formal and informal learning are not provided by an education institution, nor do they usually lead to certification. However, while non-formal learning is intentional and structured, informal learning is not. It results from daily life activities related to work, family, or leisure (European Commission, 2001).

In the context of language learning, the importance of non-formal and informal learning has been underlined by previous literature (Krashen, 1976). To date, most research on language acquisition has considered informal learning as an extension of formal learning in the classroom, and the study of informal learning alone has been less frequently investigated. Likewise, tourism research has more frequently analyzed formal language tourism (i.e., which includes language lessons) (Castillo-Arredondo et al., 2018) than informal language tourism (Carvalho, 2021). However, language can be a motivation for traveling without necessarily implying taking lessons in the destination. Nowadays, language tourists (LTs) are more informed than in the past, and some may choose to develop their language skills autonomously through immersion or sustained contact with members of the local community, e.g., through AuPair, volunteering, acquaintances, or internships (Iglesias, 2020), or by using a wide range of online language learning resources (Iglesias, 2017). Yet, to the best of our knowledge, no study thus far has analyzed why some LTs opt for pursuing language lessons in the destination while others choose to develop their skills autonomously. However, this is an important topic of investigation for the language tourism industry, and also for the broader educational tourism industry, which has sought to segment and understand the drivers of educational tourists (Ritchie, 2003).

Therefore, the aim of this article is to contribute to an explanation of what factors explain formal and informal learning in language tourism. Our research question is: *What are the main factors that predict language tourists' decision to take language lessons in the destination?* This study will contribute to a better understanding of language tourism by contributing to a clarification of which factors underlie formal language tourism (FLT) and informal language tourism (ILT). In the present article, the term FLT refers to the facilitation of second language acquisition in formal language learning contexts, e.g., through language lessons provided by an educational institution. In contrast, ILT is associated with informal language learning environments.

LITERATURE REVIEW

According to the World Tourism Organization, "education tourism covers those types of tourism which have as a primary motivation the tourist's engagement and experience in learning, self-improvement, intellectual growth and skills development" (UNWTO, 2019, p.52). Hence, language tourists can be considered educational tourists. This statement aligns with Ritchie's (2003) conceptualization of educational tourism, which encompasses different types of international and domestic tourist activities arranged independently or through providers in a wide range of settings. Ritchie divided educational tourists into two segments, namely "tourism first" and "education first". In the former, travel is a primary motivating factor and purposeful learning is only a secondary motivation. In the latter, the main motivations are education and learning, as in school excursions, language schools and university study abroad experiences.

Language tourism is a specific niche of educational tourism that deserves analysis on its own. It has been mostly approached in the field of second language acquisition, in the context of study abroad experiences (Iglesias, 2020). However, due to the neglect of this area by tourism academia, factors of paramount importance, from a tourism perspective, have only been scarcely analyzed – e.g., travel choices, experience, and behaviour. One of the aspects that has not been approached is what determines FLT and ILT.

METHODOLOGY

In this study we analyse a sample of 1,014 which answered an online survey available in six languages. The sample contained 964 valid responses. This sample was divided into two subsamples (ILT vs. FLT) according to their answer to the question "Did you take language lessons during your trip?". A binary logistic regression method was applied to find the main factors that explain LTs' decision to take or not to take language classes during their most language trip.

RESULTS

For modelling the likelihood of LTs taking language lessons during their trip, predictors were entered into a binary logistic regression model, using stepwise forward selection (likelihood-ratio). Previous studies provided the basis for predictor choice (Carvalho 2021, 2023; Carvalho & Sheppard, 2022, 2023). It is concluded that the decision to take language lessons in the destination is positively influenced by trip length, greater formality of pre-trip learning strategies, having a scholarship, doing exchange trips, having longer stars, learning language to use it at work. In contrast, several predictors decrease the odds to learn a formal language: choosing a country due to having acquaintances in the destination, traveling with relatives, mainly resorting to self-learning strategies, and believing in translation tools as facilitators in the tourism context.

CONCLUSION

This study contributes to explaining what aspects drive FLT and ILT. This article is the first to attempt to provide an explanation of these phenomena, thus contributing to a better understanding of both language tourism and educational tourism. Several predictors were identified, which can be used, adapted, and expanded in future studies that seek to understand what determines the choice for more formal or more informal learning experiences in the tourism context.

In addition to offering new theoretical insights into language tourism, this study also provides valuable benefits for practitioners by advancing the understanding of FLT/ ILT predictors. As language travel organizations mainly provide packages including language lessons in the destinations, it is of utmost importance to better identify the profile of formal LTs. Moreover, this article sheds light on the unexplored segment of informal LTs.

Qualitative studies are needed to identify other relevant variables that we did not consider in this investigation, particularly to determine how the negotiation of constraints (namely time constraints) influences the decision to take language lessons in the destination. Future research is also needed to understand better who informal LTs are and what type of activities could further increase their satisfaction and engagement in the destination, as these aspects can be conducive to more sustainable practices and experiences. Another topic of interest is the impact of the country of origin and the mother tongue in the propensity to choose to learn a language formally.

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PATTERNS AND MAGNITUDE OF LINKING THE ECONOMIC BENEFITS FROM TOURISM TO LOCAL COMMUNITIES: A CASE STUDY OF CHIANG KHAN WALKING STREET, LOEI PROVINCE

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INTRODUCTION

Tourism plays a vital role in spreading economic benefits to local communities, including generating income and employment opportunities. It can also facilitate knowledge enhancement through training and linking information and demand for goods and services (Hall, 2007; Mitchell and Ashley, 2010; Adiyia and Vanneste, 2018). Moreover, tourism can serve as a means of connecting local communities to other economic activities, which can increase their involvement in the tourism supply chain (Holden, 2013; Adiyia and Vanneste, 2018). Most studies have emphasized the significance of linking the economic benefits of tourism to local communities, particularly for poverty reduction among those living in tourist destinations (Meyer, 2007; Mitchell and Ashley, 2010; UNCTAD, 2014; Adiyia and Vanneste, 2018).

Creating local linkages is an effective approach to expanding and distributing the economic advantages of tourism to local communities. This approach can have several ongoing benefits, such as supporting community development, boosting the grassroots economy, and generating employment opportunities. It also ensures a more equitable distribution of income and helps reduce poverty, leading to an improved quality of life for local residents. However, the importance of linking tourism's benefits to local communities is often overlooked or undervalued. This is because it is frequently associated with sustainable tourism, responsible tourism, and eco-tourism, which prioritize environmental concerns. Additionally, it intersects with corporate social responsibility (CSR) activities, which typically involve donations or immediate and visible results (Mitchell and Ashley, 2006).

Previous studies have highlighted that many tourism projects overlook the potential to create linkages between the tourism value chain and local businesses/communities (Adiyia et al., 2015; Adiyia and Vanneste, 2018). The studies on this issue remain limited and incomplete (Meyer, 2007; Anderson and Juma, 2014; Adiyia and Vanneste, 2018). This is due to the complexity of building local linkages and the numerous challenges that can lead to their failure, such as demand issues, local production constraints, and marketing considerations, which are critical components of local linkage (Anderson and Juma, 2014). Moreover, most tourism projects place little emphasis on linking tourism-related activities with local producers, which represents a significant knowledge gap that requires further research (Pillay and Rogerson, 2013; Adiyia and Vanneste, 2018).

This article aims to investigate the patterns and estimate the magnitude of economic benefits that local communities can derive from tourism-related activities. Chiang Khan Walking Street in Loei Province was selected as a case study to explore the economic benefits that local communities can obtain from tourism activities. The study focuses on two tourism-related economic activities, namely accommodation and restaurants. The findings will provide stakeholders with valuable insights to develop a co-management guideline that facilitates collaboration between the local community and the tourism industry. This will enable the local community to reap more economic benefits from tourism activities, including opportunities to participate in the tourism supply chain and benefit from its economic value.

LITERATURE REVIEW

Tourism presents a promising opportunity to foster economic connections with other sectors, thereby facilitating the equitable distribution of financial gains within local communities (UNCTAD, 2014). Nevertheless, prior research conducted before the 20th century indicates that tourism primarily relied on foreign imports rather than domestically sourced products, particularly those from the agricultural sector (Taylor et al., 1991; Freitag, 1994; Mbaiwa, 2000). This trend is attributed to insufficient cooperation and underdeveloped linkages between the tourism industry and other economic sectors at both the national and local levels. Consequently, the potential of tourism as an instrument to promote an inclusive and comprehensive allocation of economic benefits to local communities remains unrealized (UNCTAD, 2014).

One of the significant economic benefits of tourism development is the procurement of local goods and services to cater to the needs of the tourism industry, including businesses, related activities, and tourists themselves. National and local tourism development plans prioritize this aspect since it is believed that tourism's economic benefits can stimulate and interconnect with other sectors in the economy, including the grassroots economy if developed at the community level. It also contributes to enhance the value of local resources, including human resources/labor. To ensure sustainable links between tourism and other sectors, especially the agricultural sector, which serves as the foundation for many communities, demand, supply, market, and other intermediate factors, including government policies, must be considered. However, challenges arise in establishing linkages between sectors, such as a discrepancy between supply and demand and a lack of support structures to connect buyers and sellers. Communication barriers between sectors also hinder cooperation, resulting in issues with quality, credibility, and inadequate production. These issues are often due to poor transportation, storage, and communication (UNCTAD, 2014).

Previous studies have indicated that research on the linkage between tourism and local communities is limited in scope and depth (Meyer, 2007; Anderson and Juma, 2014; Adiyia and Vanneste, 2018). This observation is supported by an academic literature search conducted on the Scopus database from 2012-2022, which yielded only seven articles on "tourism local linkage" over an 11-year period, suggesting that the issue of "linking benefits from tourism to local communities" is understudied in academia. Although, a search on Google Scholar revealed numerous development/ consultancy studies, but fewer than other topics in tourism, such as sustainable tourism, responsible tourism, and community-based tourism. These studies aim to promote, support, and stimulate tourism development in developing countries or rural areas by using tourism as a tool to reduce poverty, upgrade local economies, and improve the quality of life for destination communities. Many of these studies focus on promoting local employment and facilitating community participation in tourism, as demonstrated in various locations such as South Africa (Mitchell and Ashley, 2006), Eastern Caribbean States (World Bank, 2008), Costa Rica (Trejos and Chiang, 2009), northern Thailand (Lacher and Nepal, 2010), Kumarakom in Kerala, India (Chettiparamb and Kokkranikal, 2012; Kumar, Bobbin and Goodwin, 2015), Lao PDR (UNCTAD, 2014), and western Uganda (Adiyia and Vanneste, 2018).

Several reports have provided descriptive accounts of the economic benefits that tourism can bring to local communities, such as income distribution, local product purchases, subcontracting, employment, and community tourism development participation (Yodsuwan et al., 2019). Additionally, studies focused on Community-Based Tourism (CBT) management have highlighted the economic potential that tourism can bring to communities (Kaosa-ard and Untong, 2014; Phaokrueng, Untong, and Poonoi, 2020; Untong and Phaokrueng, 2021). Sustainable tourism and responsible tourism are also approaches that can help link economic benefits of tourism to local communities (Akarapong and Kansinee, 2022). These approaches aim to distribute economic benefits fairly among all stakeholders, create stable employment opportunities, and provide income from tourism to help reduce poverty in the communities that tourism serves (UNWTO, 2004; Goodwin, 2016).

It can be observed that previous studies on linking tourism benefits to local communities have mostly been based on practical experiences and initiatives at the destination level, rather than academic research that pushes the boundaries of knowledge. The aim of linking tourism benefits to the local community is to generate and diversify income and create employment opportunities within the local community, which is one of the significant economic advantages of tourism for the local economy. The hope is to reduce poverty in communities where tourism is a major destination and foster sustainable tourism. However, implementing these initiatives can take time and require a multifaceted approach that considers the negative impacts on society, culture, and the environment. It is also important to accumulate and create social capital among local entrepreneurs, community enterprises, government sectors, and people who own resources. Therefore, community tourism development cannot rely solely on activities that link economic benefits from tourism to local communities. Other factors such as social capital, community participation, and potential social and environmental problems must also be considered. To demonstrate the relationship between "Linking the benefits of tourism to local communities" and other tourism-related issues, particularly tourism development and sustainable tourism, a search was conducted in the Scopus database using the keywords "tourism" and "local linkage." The search was restricted to articles published in journals with the word "tourism" in their titles, and the interval was set to 2012-2022. The search yielded 191 academic articles on the topic during the specified period. Of these, 66 articles (35%) were published during the first five years (2012-2016), and the remaining 125 articles (65%) were published in the subsequent six years (2017-2022), almost twice as many as in the first period (considering the accumulation of articles). The average annual growth rate of publications on this topic was found to be higher in the first five years, at 14%, compared to the subsequent five years, at 3%. Throughout the 2012-2022 period, the average growth rate was 5% per year.

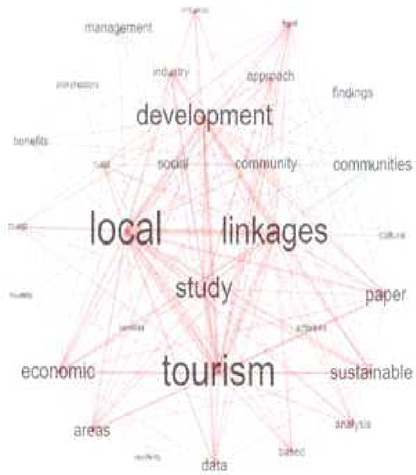
Therefore, the trend in the number of articles published shows a diminishing increase.

The analysis of the frequency of words in abstracts with word cloud using bibliometric analysis (Figure 1a) reveals that most studies conducted in the past 11 years (2012-2022) regarding linking tourism benefits to local communities have focused on fundamental knowledge in tourism development, with a focus on education at the local/community level and emphasizing economic and sustainable development. In essence, past research has prioritized knowledge on how to link economic benefits to the sustainability of tourism destinations, rather than exploring demand-side issues such as tourist behavior, tourist spending, the distribution of economic benefits from tourism, and the tourism marketplace that facilitates economic benefits for local communities. However, it's worth noting that the results of this analysis don't encompass empirical studies that evaluate/measure the effects of linking economic benefits to local communities, including the allocation of economic benefits among stakeholders or those involved in tourism destinations that engage in activities related to linking tourism benefits to local communities.

A recent analysis of the co-occurrence network (Figure 1b) revealed four interconnected clusters of varying sizes, each with its own set of related words. The network highlights the close connections between the words "tourism," "local," "linkages," and "development," which are central to the research on the benefits of tourism for local communities. The nodes are strongly linked to a broad range of knowledge-related words (indicated by line density), and the clusters are closely connected to one another. Overall, the findings suggest that research on the topic emphasizes the relationship between tourism development, economic benefits, and sustainability at the local level.

A literature analysis of 191 academic articles from the Scopus database during 2012-2022 examined the linking of benefits from tourism to local communities using bibliometric analysis and reviews of past literature. The analysis revealed that linking the benefits of tourism to local communities is an important aspect of sustainable tourism and responsible tourism. Therefore, it can be inferred that linking the benefits of tourism to local communities is a practical approach to sustainable tourism that involves businesses, individuals, and tourism destinations. It also encourages the participation of communities and businesses in the distribution of benefits generated from tourism to various sectors of the local community. This aligns with the principles of sustainable tourism development, which emphasize the importance of linking economic benefits with local communities in various ways such as local employment and the use of local inputs and services. The outcome of such linkage would have a positive impact on the local economy, improving the quality of life for the community and helping to alleviate poverty, and promoting pro-poor tourism.

a) Word Frequency



b) Network of Words

Source: Analyzed by R package bibliometric program from the abstracts of 191 articles.

Figure 1. Frequency and Network of Words in Article Abstracts in the Scopus Database, 2012-2022.

METHOD

Conceptual Framework

There are three primary approaches to optimize the economic benefits of tourism for local communities:

1) Enhancing the number of excursionists and tourists through diverse marketing initiatives. Nevertheless, if mismanaged, this may lead to unfavorable socio-cultural and environmental consequences due to visitor congestion beyond the area's carrying capacity. Furthermore, peak seasons could lead to be over-tourism, exceeding the capacity of the community, society, and environment.

2) Enhancing visitor spending per trip by expanding and improving the quality of tourism products and activities, such as upgrading tourist attractions to a higher standard. This may require innovation, design, and technology, along with stakeholder cooperation to encourage longer stays or increased spending. However, if there is a significant leakage, the local community may not fully benefit from the increase in visitor spending.

3) Enhancing connections with local communities by augmenting the percentage of visitor spending that remains within the local economy, thereby reducing leakage. This can be achieved through various means, such as procuring raw materials/ goods and services from the local community and employing local labor. However, a crucial aspect to consider when linking tourism benefits to local communities is the need to improve the standards and quality of goods and services in line with the requirements of tourism-related economic activities, while ensuring the continuity of production and services.

Based on the above three strategies, it is apparent that multiple sectors must strive to achieve a balance among them. They must ensure that the number of visitors aligns with area's capacity, incentivize visitors to increase their spending while minimizing leakage to the local community by strengthening connections with them, following the economic benefit distribution concept from tourism to local communities presented in Figure 2. This concept can be put into action using five methods (Mitchell and Ashley, 2006), which are:

1) Advocating and bolstering tourism-related economic activities and businesses that procure goods or services from local businesses/communities/ people, such as sourcing raw materials for production, utilizing laundry services, buying community products, and so on.

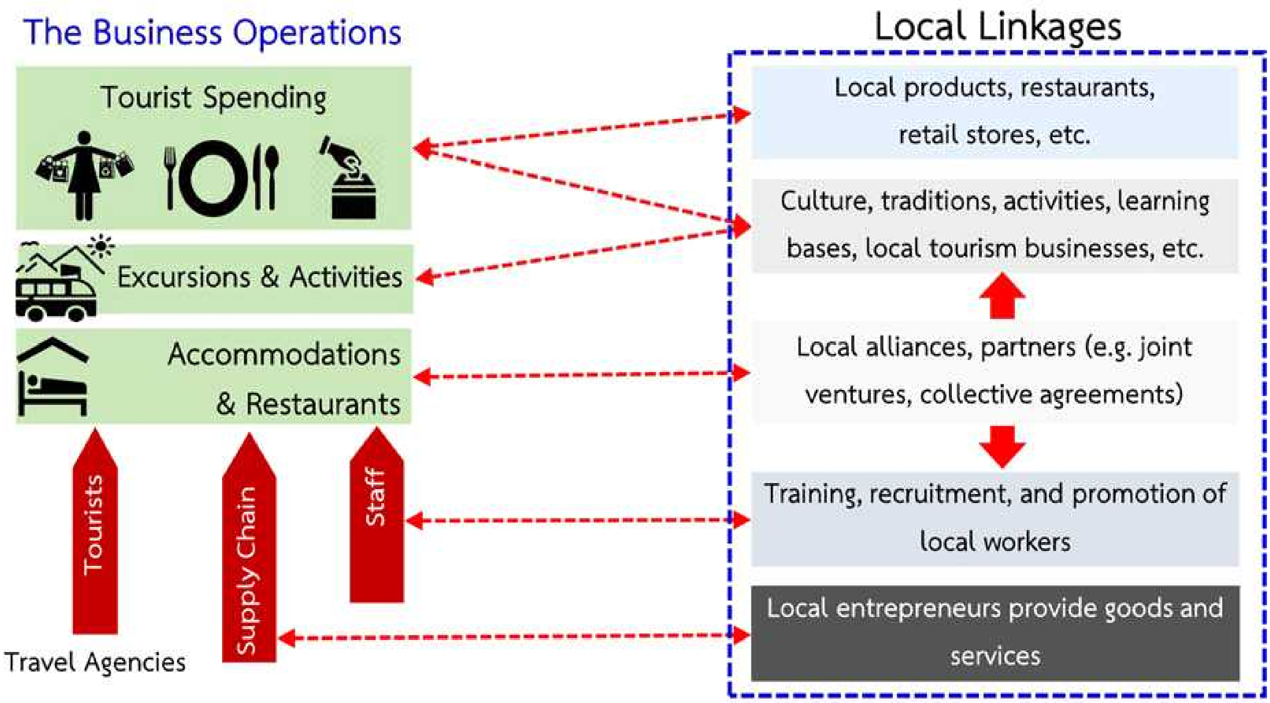
2) Employing and training local workers to impart them with knowledge and experience that will enhance their chances of securing job

opportunities in tourism-related businesses and economic activities.

3) Establishing partnerships, networks, or collaborations with local communities to foster business opportunities for individuals, businesses, and entrepreneurs within the community, such as providing guests with coupons for breakfast at a community restaurant, partnering to conduct joint business ventures, making customer referrals.

4) Showcasing local cultural and heritage products via various means, such as offering culturally significant activities, embellishing venues with cultural products, narrating cultural tales, arranging tourism routes in local communities, and so on.

5) Encouraging or motivating visitors to spend within the local community by suggesting they purchase souvenirs, introducing them to restaurants/cafes in the community, recommending travel itineraries that include local community visits.



Source: Adapted from Mitchell and Ashley (2006).

Figure2 . Conceptual Framework of the Linking Economic Benefits from Tourism to Local Communities.

Research methodology

Linking the economic benefits of tourism to local communities refers to the process of connecting the economic gains of tourism-related activities to the economies of local communities at the destination. To achieve this, it is crucial to identify the scope of the local communities that are tourist destinations and the tourism-related economic activities that are the focus of the research. This includes examining the economic system of the local community that serves as the destination of tourism or the target communities that benefit from tourism-related economic activities. In this study, Chiang Khan Walking Street was identified as an economically advantageous tourism destination, while Chiang Khan District was identified as the local community that derives economic benefits from tourism activities centered on Chiang Khan Walking Street. Accommodation businesses and restaurants were selected as the two tourism-related economic activities for the study, as they have the highest consumption and production value ratios.

This is due to variations in data collection and study techniques depending on the intended objectives. To provide a clear understanding, we present an overview of the connection between the objectives, study methodologies, and data sources in Table 1 before delving into the study method for each section.

Table 1. Objectives, Study Methods, and Sources of Data.

Objectives	Study Methods	Sources of Data
1) The form and value of the linking economic benefits of the targeted tourism-related economic activities (accommodation businesses and restaurants)	Utilize qualitative research methodologies to acquire: The value of demand for raw materials/products and services, as well as labor, involved in the targeted economic activity. This information will be based on the concept of the input-output table which demonstrates the structure of production factors (input) used in the target economic activities. Explore various forms of linking economic benefits besides item 1), such as promoting local spending, customer referrals, establishing economic alliances through community networks, etc. Evaluate the quantity and quality of raw materials, goods and services involved in the production of targeted economic activities.	Conducting in-depth interviews with relevant stakeholders, including entrepreneurs, community members, community enterprise clubs, government officials, and local agencies, to gain a comprehensive understanding of the targeted economic activities.
2) The quantity and quality of inputs required for the targeted economic activities (accommodation businesses and restaurants).	Apply qualitative research methodologies to gather information on the availability, quantity, and quality of raw materials and services in the studied area. This includes identifying the sources of raw materials and services that can fulfill the requirements of the targeted economic activities.	Conduct comprehensive interviews with producers, service providers, farmers, intermediaries (supplier), and government officials in the case study area who supply raw materials and services to the targeted economic activities.
3) The potential revenue from tourism, based on the economic structure of the major tourism activities such as accommodations, food and beverage services, and tour services.	Utilize a research methodology that employs the analysis of tourist behavior to create a comprehensive questionnaire that assesses visitor behavior and expenditure patterns.	Utilized a questionnaire to conduct interviews with 300 visitors who had visited the case study area.

The research methodology comprises two main components, which can be summarized as follows:

The first part of the study employs a quantitative research approach to determine the potential income value from tourism in the Chiang Khan Walking Street area, based on the economic activities related to tourism such as accommodation, food and beverages, tour services, etc. To achieve this, the study utilizes a questionnaire developed using the concept of studying tourist behavior. The draft questionnaire will be reviewed by experts in measuring instruments and tourism to ensure the quality and order of the questions before testing it on a sample of 30 visitors. The feedback from the sample will be used to improve the questionnaire before finalizing the data collection manual. The complete questionnaire will then be used to interview visitors who visit Chiang Khan Walking Street. To ensure accuracy and ease of data recording, a database will be developed to record the collected data.

The accuracy and plausibility of the responses obtained from the questionnaire interviews were carefully examined before they were entered into a meticulously designed database. Subsequently, the data regarding visitors' spending patterns were examined alongside the estimation of the number of visitors, which was based on the calculation of the occupancy rate of accommodations in the Chiang Khan Walking Street vicinity. This assessment aimed to determine the prospective income value from tourism by taking into account the key economic activities of tourism, such as accommodation, food and beverages, and tour services.

The second part of the study utilized a qualitative research approach to explore the distribution of economic benefits related to targeted tourism activities, as well as the quality and quantity of raw materials, goods and services required by these activities. This involved conducting structured in-depth interviews with the target audience, as well as unstructured interviews with key stakeholders such as community leaders, producers, service providers, farmers, and intermediaries who supply fresh fruits and vegetables. Government and local agency staff located in Chiang Khan District, Loei Province was also consulted.

The interview form was developed using an input-output table to represent the structure of the inputs of economic activities related to tourism and insights from relevant literature, preliminary interviews with stakeholders and experts in tourism-related production and service provision, particularly the target groups involved in providing accommodations and food and beverages. The interview questions were then refined before being converted into interview and survey forms (the latter aimed at accommodation and restaurant entrepreneurs not part of the target group). The interview process involved seeking permission from the target group and conducting in-depth interviews based on the structured questions, with written data recorded. The obtained data will be analyzed in two ways:

1) The research team will analyze the qualitative data related to input utilization and output distribution, along with other qualitative data, by applying thematic analysis and content analysis techniques. The analysis will be based on the concept of linking economic benefits from tourism to local communities. The researchers will start by identifying major themes and then separate them into sub-themes and categories. The results of the analysis will be presented in a descriptive manner to demonstrate the pattern and value of linking economic benefits to local communities through targeted tourism-related economic activities. This will include examining the demand for raw materials/products and services, demand for labor (including training, education, and experience for workers), encouraging visitors to spend in the local community, customer referral, as well as creating economic partnerships in the form of business alliances, networks, and collaborations with local communities.

2) The quantitative data related to the utilization of factors of production were analyzed using established guidelines in the tourism industry, such as the tourism satellite account and input-output tables. Additionally, a framework was applied to analyze the linkages between economic benefits from tourism and local communities, based on Mitchell and Ashley's (2006) proposal. This analysis allowed for the evaluation of the structure of input utilization and economic benefit distribution in Chiang Khan District, Loei Province over a period of one year.

Based on the previously outlined research methods, the process of evaluating the extent of the economic benefits generated from the selected economic activities can be summarized in the diagram presented in Figure 3.

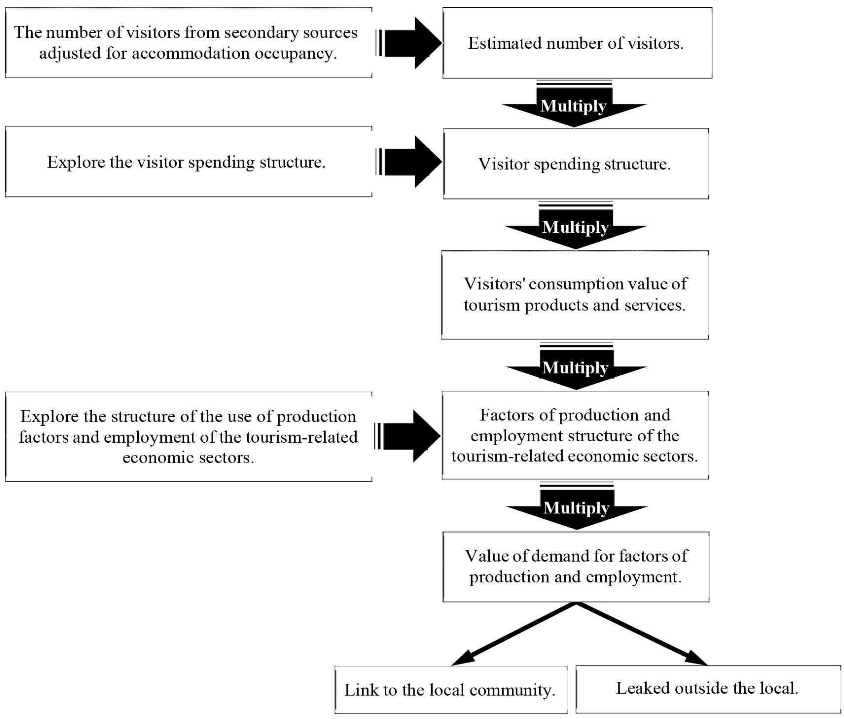


Figure 3. Procedure for Estimating the Magnitude of Linkage of Economic Benefits of Tourism-Related Economic Activities to Local Communities.

FINDINGS

The study findings are organized into two sections. The initial section portrays the findings of an investigation into how economic benefits from tourism are connected to the local community in the case of accommodation businesses and restaurants. The subsequent section provides an approximation of the extent of this connection. The highlights of each section are outlined below:

The Patterns of Linking Economic Benefits from Tourism to Local Communities

Based on the survey conducted among the target audience of accommodation businesses and restaurants at Chiang Khan Walking Street, there are five distinct ways of connecting economic benefits from tourism to local communities. These include procuring local products/raw materials, hiring local employees, forming local alliances/networks/cooperation, endorsing community cultural products, and persuading visitors to spend money in the community. However, the degree of association varies. Employing local workers is still the primary and critical mode of engagement for the accommodation business, with a vast majority of employees being hired from the local community. In contrast, restaurants employ almost exclusively local workers. Purchasing and hiring from local businesses, encouraging visitors to spend in the community, and supporting community cultural products are occasionally undertaken by the accommodation industry. However, the majority of these activities are carried out by restaurants. Collaborations with the community are rare for the accommodation industry and are occasionally undertaken by restaurants as well (see Table 2).

While the target group of the accommodation business operates in all five forms of economic benefit linkage, there are notable variations and discrepancies in each approach. Two of the most frequently conducted activities by accommodation businesses include advising guests to offer sticky rice to monks in the morning and introducing community-based food and beverage outlets to guests. Regarding the primary activities undertaken by the accommodation industry, there is a wide range of practices such as employing local workers, recommending local coffee shops, suggesting participation in community activities, and endorsing community souvenirs.

In the case of the targeted restaurants, the level of engagement in activities that generate economic benefits for the local community was found to be greater than that of any type of accommodation business. However, there are less diversity and variation in each approach compared to the accommodation business. Hiring local workers is an activity which targeted restaurants are more actively engaged than the accommodation industry. Nearly all employees are sourced locally. Regarding the activities that are predominantly carried out, there are several practices, such as using raw materials purchased from local shops/wholesalers/intermediaries, preparing breakfast coupons in partnership with accommodation businesses, serving/recommending the almsgiving with sticky rice, endorsing community cultural activities (Pha Sat Loi Kroh), introducing food and beverage outlets, coffee shops, community souvenirs, and community tourism activities for customers who avail themselves of the services.

Table 2. The Pattern of Linking Economic Benefits from Tourism to Local Communities of Accommodation and Restaurant Businesses.

Linking Patterns	Accommodation Businesses	Restaurants Businesses
Hiring local workers	Mostly	Almost all
Buying/ hiring businesses in the community	Sometimes	Mostly
Encouraging guests to spend in the community	Sometimes	Mostly
Supporting community cultural products	Sometimes	Mostly
Building alliances in the community	Very rarely	Sometimes

Source: Analyzed from survey data of 23hotel operators, 5target restaurants.

The Estimation of the Linkage of Economic Benefits from Tourism to Local Communities

According to the Chiang Khan Sub District Municipality's data in 2020, Chiang Khan has 222 accommodations and 1,780 rooms, which is in line with the findings from a 2022 survey of 23 accommodations on Chiang Khan Walking Street. The survey revealed that the average number of rooms in each accommodation on the walking street is around 8. Based on these sources, it can be estimated that approximately 1,776 and 648,240 rooms are available for daily and yearly rental around Chiang Khan Walking Street. Typically, Chiang Khan Walking Street accommodations have an occupancy rate of about 45 percent annually, with a ratio of two guests per room. During the high season, the occupancy rate is around 60 percent, and during the off-season, it drops to about 30 percent. Based on this information, it is estimated that Chiang Khan Walking Street receives approximately 525,100 tourists per year in normal circumstances. In 2022, the visitor interview data showed that around 60 percent of the sample visitors were tourists (stay overnight). Therefore, it can be estimated that Chiang Khan Walking Street receives around 350,100 tourists per year.

Overall, it can be concluded that Chiang Khan Walking Street attracts approximately 875,000 visitors per year, consisting of around 525,000 tourists per year and around 350,000 excursionists per year.

In the 2022 survey of visitor spending around Chiang Khan Walking Street, it was found that most visitors spend approximately 2,060 baht per person per trip, with varying proportions of spending across different items (see Table 3). To calculate the income value, differences in spending across items must be taken into account. Based on this estimation, it is projected that Chiang Khan Walking Street will generate approximately 826 million baht in annual income from visitors in normal circumstances. Of this amount, over 610 million baht per year (equivalent to approximately 74%) will come from accommodations and restaurants, with approximately 42% of the total revenue from accommodation (assuming each guest stays for one night) and approximately 32% from food and beverage services. The remainder will come from community services and products such as souvenir sales, traditional massage services, community tour services, and so on.

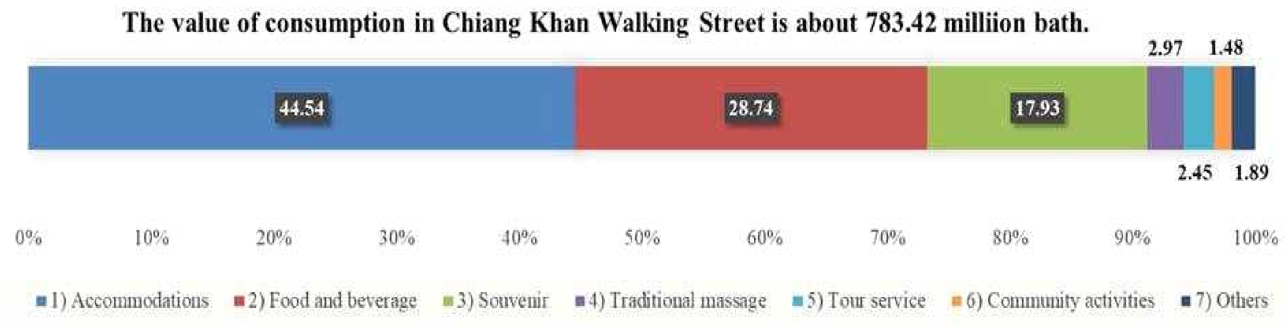
Table 3. Estimated Revenue from Visitors who Visit Chiang Khan Walking Street (in Normal Circumstances)

Expense Items	The Proportion of Visitors who use the Service (%)	Expense/1 (Baht/person/ trip)	Restaurants Businesses	
			Million/year	Percentage
1. Accommodations (most stay 1 night)	66.45	600	348.92	42.26
2. Food and beverage	99.67	300	261.69	31.69
3. Souvenirs	53.49	300	140.44	17.01
4. Traditional massage	13.26	200	23.26	2.82
5. Tour service in local community	10.96	200	19.19	2.32
6. Visiting tourist attractions of the community	10.96	60	5.76	0.70
7. Participation in activities with people in the community	13.29	100	11.63	1.41
8. Others (such as shopping for clothes, accessories, etc.)	5.65	300	14.83	1.08
Total	-	2,060	825.72	100.00

Source: Estimated based on data from visitor interviews in June 2022.
Note: /1it is the median because the answers are not normally distributed which results in the bias of calculated average.
/2Estimated from 875,200 visitors

The estimated income value of visitors to Chiang Khan Walking Street, as presented in Table 3, encompasses the consumption of goods and services both within and outside the area. The total value of spending on such consumption is 826 million baht per year. Of this, approximately 95 percent, or 783 million baht per year, is spent within the walking street area, while the remaining 5 percent, equivalent to 42 million baht, is spent outside the area. It is worth noting that the majority of this external spending is on food and beverages, accounting for roughly 86 percent, with the remainder consisting of fees for utilizing the Skywalk service and other miscellaneous expenses.

A significant proportion, over 45 percent, of the consumption value on Chiang Khan Walking Street is allocated to accommodation, followed by 29 percent for food and beverage expenditures. The purchase of community souvenirs, including items such as coconuts, keychains, and clothing, accounted for around 18 percent of the total spending, with the remaining 8 percent allocated towards other community services and products such as traditional massages, cultural tours, and other locally-sourced goods and services (see Figure 4).

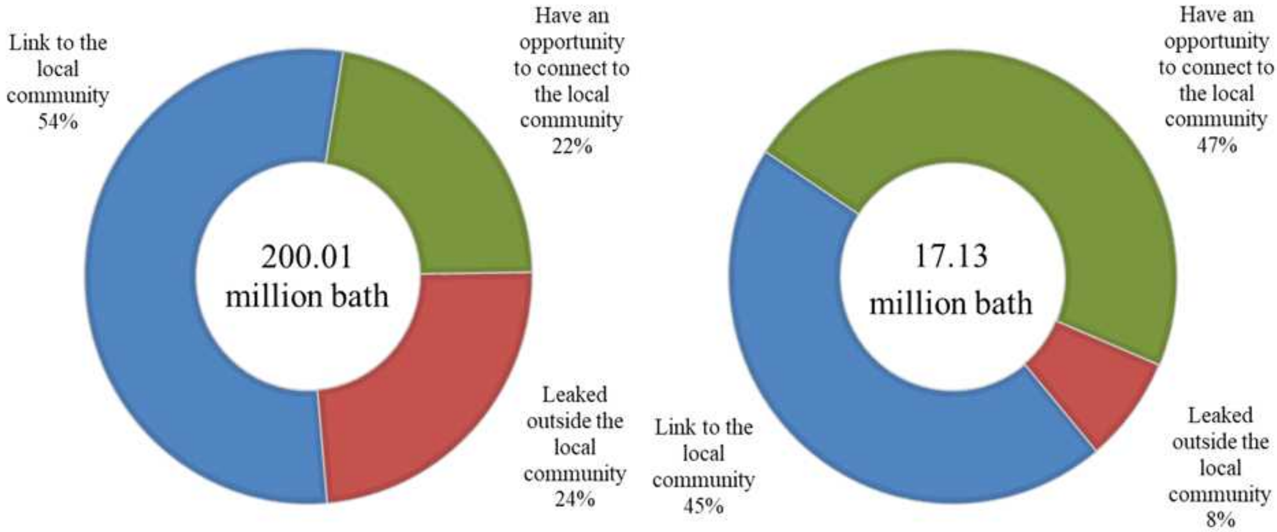


Source: Estimated based on data obtained from visitor interviews during June 2022.

Figure 4. Proportion of Visitors' Consumption of Tourism Goods and Services around Chiang Khan Walking Street.

The accommodations and restaurants around Chiang Khan Walking Street have a significant impact on the local economy, as they contribute to more than 73 percent of the total consumption of goods and services. This has positive ripple effects on other economic activities in the area. Upon analysis of the expenditure on accommodation, it was found that approximately 57 percent or 200 million baht was spent on purchasing factors of production and employment. Of this amount, over 54 percent, or about 110 million baht, was spent on employing local workers, followed by providing guests with coupons to dine at local restaurants for breakfast and using laundry services offered by community members. The remaining 22 percent, or approximately 45 million baht, has the potential to benefit the local community by purchasing goods and services from local businesses, while 24 percent, or around 48 million baht, is spent on public services such as electricity, water, and internet services. It should be noted that in addition to the purchase of raw materials and equipment, the demand for skilled workers to renovate rooms also presents an opportunity to connect the economic benefits of the accommodation to the local community (see Figure 5a).

The proportion of consumption value from visitors at targeted restaurants on Chiang Khan Walking Street was estimated to be approximately 13% of the total food and beverage consumption value. About 60% of the spending, or around 17 million baht, is used to purchase production factors and employ staff at the restaurants. About 45% of this spending, or approximately 7.8 million baht, is already linked to the local community by employing local workers, buying Mekong fish from local people, and purchasing snacks like deep-fried dough sticks produced and sold by locals. Another 47% of the spending, or about 8.1 million baht, presents an opportunity for the local community to benefit by producing raw materials such as eggs, vegetables, and chicken meat for the restaurants, instead of relying on imports from outside the area. The proportion of spending that leak outside the community is small, accounting for only 7.5% or about 1.3 million baht, which is mainly used to pay for public utilities like electricity and water bills. The community can further benefit from the restaurant industry if local farmers are supported and promoted to produce quality raw materials that meet the needs of restaurants, including maintaining production continuity (see Figure 5b).



a) Accommodation Businesses **b) Restaurant Businesses**

Source: Estimated based on data obtained from visitor interviews during June 2022.

Figure 5. Proportion of Linkages of Economic Benefits from Targeted Accommodation and Restaurant Businesses around Chiang Khan Walking Street.

CONCLUSION

This article aims to examine the structure and approximate the scale of the connection of economic advantages from accommodation businesses and restaurants to the local people in Chiang Khan Walking Street, Loei Province. The study uses the notion of linking tourism's economic benefits to local communities as introduced by Mitchell and Ashley (2006). It also applies the guidelines for preparing the national account for tourism (tourism satellite account) based on the concept of input-output table to gauge the extent of these connections.

The study highlights that the employment of local labor is a primary strategy to link economic benefits from tourism in Chiang Khan Walking Street to the local community, particularly for accommodation and restaurant businesses. However, building alliances and cooperation among the community remains a significant challenge in achieving this objective. Based on the evaluation results, tourism generates income for the local community, accounting for up to 95% of the total revenue. Although accommodation businesses have a slightly higher proportion of income linked to the local community than restaurants, restaurants can potentially enhance this link by utilizing the community's agricultural produce instead of importing from external sources.

The study has presented several suggestions to foster opportunities for linking the economic benefits of tourism activities to the local communities. These recommendations include:

1) The development of a digital local economy system that functions as a platform to connect buyers and sellers, which could be a mobile application containing a database of buyers, sellers, and relevant products and services, and supervised by the community committee; 2) The design of tourism-related products and services that leverage community capital by exploring the persona and customer journey of visitors; 3) The encouragement and motivation of local individuals to pursue business opportunities connected to the tourism supply chain; 4) The promotion of collaboration among key groups in the community (public, private, and government sectors) to create guidelines and management initiatives that facilitate more significant economic benefits from tourism for local communities; and 5) The provision of support and encouragement for the development of community tourism supply chains, which can provide a foundation for linking the economic benefits of tourism to local communities.

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RESIDENTS' EXPERIENCES OF TOURISTIC ACTIVITIES AND SUPPORT FOR TOURISM DEVELOPMENT: THE MEDIATING ROLE OF PERCEIVED TOURISM IMPACT

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INTRODUCTION

Residents' experiences of touristic activities and its outcome has gained significant attention in recent literature (Kastenholz et al., 2018; Schnitzer et al., 2019). The current body of literature suggests that direct involvement in touristic activities has a significant impact on residents' perceived value and behaviors related to tourism (Schnitzer et al., 2019). The quality of the surrounding environment has a significant impact on residents' perception of their living and working conditions. Positive experiences of the environment can enhance residents' sense of place attachment, while negative experiences can result in a diminished sense of belonging (Dean et al., 2019). According to Luo et al. (2015), direct engagement in touristic activities can facilitate better inter-party relationships and foster a deeper understanding of the tourism among residents. Moreover, the tourism experience of residents can broaden their understanding of the tourism and its impact on local communities (Chen & Chen, 2010; Eusébio et al., 2018).

Prior research suggests that residents are more likely to endorse tourism development in their area when they perceive the potential positive impacts (Látková & Vogt, 2012; Sharpley, 2014). Tourism can have a beneficial impact on local communities through the creation of job opportunities, the enhancement of infrastructure, the preservation of local culture, and the economic benefits generated by increased visitors (Andereck et al., 2005). Nevertheless the potential negative consequences of tourism must not be ignored, as it can lead to a rise in living costs, property prices, overcrowding, and traffic congestion (Deery et al., 2012).

Given that the support and cooperation of the local community are vital to the effectiveness and continuity of any tourism development initiative, it is essential for policy makers and businesses to comprehend the perspectives of residents and seek their endorsement (Nunkoo & Gursoy, 2012). Early research on residents' perception and reaction to tourism has been subject to criticism for its descriptive nature, without delving into the underlying reasons for such perception and response (Gursoy & Rutherford, 2004). In light of this gap, the current study employs the theory of experience economy (Oh et al., 2007; Pine & Gilmore, 1999) within the context of tourism to examine residents' experience of touristic activities. The four realms of experience economy have already been widely employed as main components of tourism experience and antecedents of behavioral intentions. Hence, the main goals of the current study are twofold: firstly, to scrutinize the influence of residents' experience of touristic activities on the support for the sustainable tourism development, and secondly, to examine the mediating role of perceived tourism impact in the relationship between residents' experience and their support for sustainable tourism development.

METHOD

The survey for this study was conducted in Danang city, Vietnam, from 27th February to 20th March 2022, using a convenient non-probability sampling method. To ensure a balanced representation of both junior and senior residents, the survey was administered using a combination of online tools (Google Form) and traditional methods (hand-down questionnaire). It is noteworthy that a relatively small proportion of senior citizens in Vietnam are active on social network systems, while the young generations can be readily accessed for an online survey via platforms such as Google Form. The measurement items used in this study include residents' tourism experience (Oh et al., 2007), and perceived tourism impact (Simpson, 2008; Yoon et al., 2001). A four-item scale was developed to measure the degree to which residents intend to support sustainable tourism development (Nicholas et al., 2009). The scale assesses residents' level of support by evaluating their agreement with a set of statements related to sustainable tourism development in their area.

Additional questions were included in the questionnaire to gather demographic information, such as gender, age, marital status, education level, and occupation, as well as information on residents' length of residency and monthly household income from tourism. The questionnaire was initially developed in English and subsequently translated into Vietnamese by a group of individuals to ensure the accuracy and consistency of the translated version. The Statistical Package for the Social Sciences (SPSS) 26.00 was used for descriptive analyses. Then factor analysis and structural equation modeling were applied with AMOS 26.00.

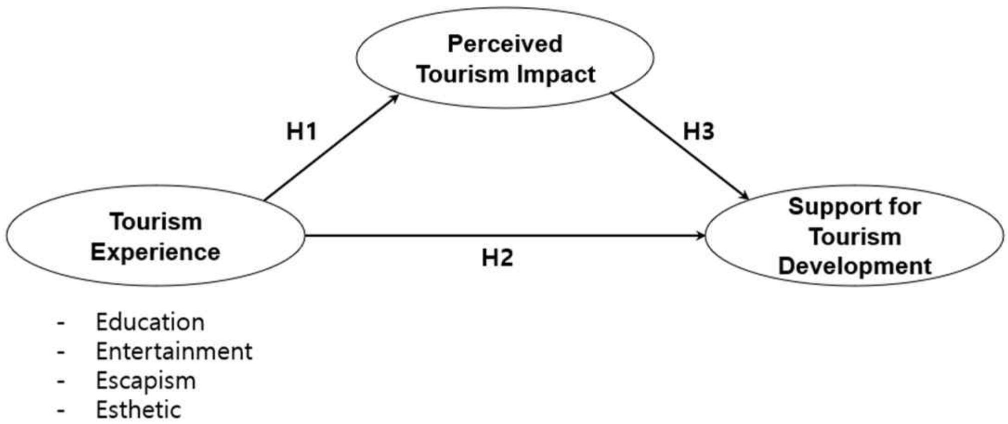

Figure 1. The Proposed research model

FINDINGS

A total of 332 respondents were participated in the survey, with the majority of the respondents being female (57.2%). For age group, the highest percentage of respondents falling into the age group between 25 and 29 (36.4%), followed by those under 25 years old (27.1%). Only 12% of participants were over 40 years old. The marital status of the participants indicated that 132 individuals (39.8%) reported being married, and about 70.8% reported having a college diploma or university degree.

A measurement model was specified to check the validity and reliability of the observed variables responses to the latent variables. To verify the accuracy of the measurement, the study utilized the confirmatory factor analysis (CFA) technique along with the maximum likelihood estimation approach. Due to the factor loading of the item 'I support the development of sustainable tourism in my city' being smaller than .50, this item was deleted from the initial results (Hair et al., 2009). Consequently, CFA was conducted again with the remaining 30 items. The revised scale with 30 items demonstrated improved fit indices, suggesting a better fit with the data. Additionally, all items had factor loadings greater than .50, indicating a stronger association between the observed variables and their underlying latent constructs. CR values higher than .70 indicate a high internal consistency for all the latent variables (Chen et al., 2014).

Structural equation modeling was used to test the proposed relationships among variables. The goodness of fit indicators ($\chi 2$ = 562.017, df = 343, χ

2/df = 1.639, p = .000, SRMR=.067, RMSEA = .044, CFI = .944, TLI = 0.929, IFI = .945, GFI=.901) revealed that the model is appropriate and acceptable. As seen in <Table 1>, Education (β =0.253, sig. =.004), Entertainment (β=-0.212, sig. =.004) and Esthetic (β=0.303, sig. =.004) exert significant impacts on local resident' perceived positive tourism impact, with high explanatory power (Squared Multiple Correlations [R¬2] = .309). Furthermore, Education (β=-0.219, sig. =.017) and Entertainment (β=0.274, sig. =.006) significantly influence local resident' perceived negative tourism impact with a relatively low explaining power of 8.1%. Among four dimensions of tourism experience, only Escapism (β=0.363, sig. =.004) directly influences resident' support for sustainable tourism development, while three other dimensions have indirect effects on their support. Additionally, both local citizen' perceived positive and negative tourism impacts directly influence their support for sustainable tourism development. It illuminated the partial mediating role of residents' perception on tourism impacts.

Table 1. Bootstrapping analysis results

Independent Variable	Dependent Variable					
	Perceived Positive Tourism Impact		Perceived Negative Tourism Impact		Support Sustainable Tourism Development	
	Direct	Indirect	Direct	Indirect	Direct	Indirect
Tourism Education Experience	.253***	-	-.219**	-	.128	.228***
Tourism Entertainment Experience	-.212***	-	.274***	-	.209	-.208***
Tourism Escapism Experience	-.077	-	.010	-	.363***	-.059
Tourism Esthetic Experience	.303***	-	.063	-	-.167	.213***
Perceived Positive Tourism Impact	-	-	-	-	.740***	-
Perceived Negative Tourism Impact	-	-	-	-	-.183*	-

*p<.1; **p<.05; ***p<.01

CONCLUSION

The findings of this study address and respond to the recent calls for a more nuanced approach to understanding residents' perceptions and behavior (Kim et al., 2020). Theoretical underpinnings suggest that residents' engagement in touristic activities within their residential area could significantly influence their perception of tourism impacts and, subsequently, shape their support for sustainable tourism development. The study findings suggest that the framework of four realms of experience proposed by Pine and Gilmores (1999) can provide valuable insights for improving our understandings of residents' behavior and attitude toward tourism development. It can be inferred that the educational and esthetic aspects of residents' experience with touristic activities have a positive association with their expectations of tourism impact in the region. On the other hand, the entertainment aspects of residents' experience are more likely to be associated with negative perception of tourism impacts. Residents would perceive that entertainment activities are usually experienced as fun but may not help much in lifting their living standards or creating any other economic benefit for the community. Perception on tourism impact play a mediating role, especially for education, entertainment, and esthetic experience, in influencing the support for sustainable tourism development in the area. Different elements of touristic experience for residents needs to be considered when the opportunity is not limited to tourists. Future research could explore how the intensity and types of touristic activities influence experiential outcomes, with the potential inclusion of in-depth interviews with residents of popular tourist destinations to enhance both theoretical and practical contributions.

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A STUDY OF THE INFLUENCE OF OTHER CUSTOMERS ON CUSTOMERS IN REAL STORES OF JAPANESE TRAVEL AGENCIES

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INTRODUCTION

Japan's Ministry of Economy, Trade and Industry has indicated that the relationship between companies and their customers must shift from goods-dominant logic to service-dominant logic (S-D logic). As a result, traditional travel agencies in Japan, which have been advocating their "commitment" and "our unique characteristics" to the market, have begun to change their management plans over the past few years to "pursue added value and propose it to customers" and "improve the value that customers feel". In other words, they are beginning to adopt marketing strategies based on S-D logic. However, companies have not clarified how they co-create value with their customers. In addition, they have not been able to provide a clear direction on how to utilize real stores, which are unique service encounters that online-specialized travel agencies do not possess.

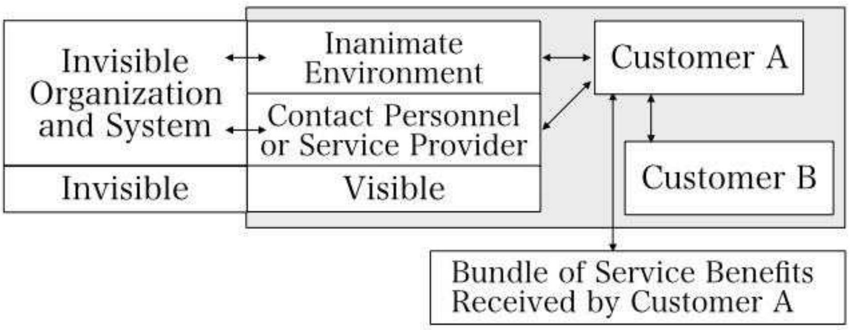

Figure 1. The Servuction Framework

In this study, we refer to the Servuction Framework (Langeard et al., 1981) of service marketing research in the BtoC domain and focus on customer B, which influences customer A shown in Figure 1. Customer A here is the person who receives travel consultation services from a customer contact employee, and Customer B is another customer in a visible location in the store where no direct interaction occurs. We focused on it for two reasons: first, the event of Customer A being in the same space as Customer B is an inherent event in real stores; second, the presence of Customer B and its social impact is often overlooked in research and practice compared to other visible elements (Fisk et al., 2004).

An overview of previous tourism-related studies examining other customers in the same space reveals that some studies focused on when customers are traveling (e.g., Wu, 2007; Rihova et al., 2018), but none focused on the funnel of travel consultation in real stores. Therefore, this research has novelty and academic significance. In addition, we believe that it can contribute to practice in terms of providing suggestions for new ways to utilize real stores.

Based on the above, what we would like to clarify through our empirical research is whether and to what extent the presence of others with whom there is no interaction influences customers' consumption behavior. We would also like to research the significance of the existence of real stores and the basic concept of how companies co-create value with their customers.

HYPOTHESIS BUILDING BASED ON LITERATURE REVIEW

(1) Interdependent construal of self

In cultural psychology, Markus and Kitayama (1991) define the "interdependent construal of self" as a concept in which the self is viewed as part of the components of a social unit, an Eastern cultural view of self. In other words, the definition of self differs depending on the situation and other people present. In the East, where such a view of self is shared, a culturally accepted image of the person is acquired by recognizing oneself as an important part of meaningful social relationships and being recognized as such by those around one (Kitayama, 1998). They are more concerned with group goals and cooperative behavior, and the maintenance of interpersonal relationships is a primary goal, more important than individual success (Nisbett, 2003). In Japan, associations with an interdependent view of self have been examined in self-presenting and self-assessing behaviors, religion, and parenting stress (Agata & Kugihara, 2008). In addition, Takata (1999) found that the interdependent view of self of Japanese adolescents was higher than that of Australian and Canadian adolescents.

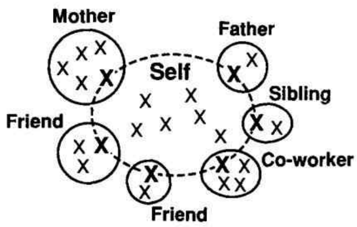

Figure 2. Conceptual representation of "interdependent construal of self"

(Markus & Kitayama, 1991)

(2) Independent construal of self

Its counterpart, the "interdependent view of self", is a cultural view of the self unique to the West that sees the self as an entity essentially separate from the people around it (Markus & Kitayama, 1991). In other words, it is defined by the subject's attributes such as abilities, personality, and talents. In general, Westerners desire individuality that is different from others and value personal success over interpersonal relationships, with the belief that interpersonal relationships can also hinder personal success (Nisbett, 2003). Kitayama (1998) argues that in the interdependent view of self, having and expressing independent thoughts and ways of life is a culturally accepted image of the human being. Incidentally, Manalo et al. (2013) found that Japanese people generally tend to lean toward the "interdependent construal of self," although there are people for whom the "independent construal of self" is dominant.

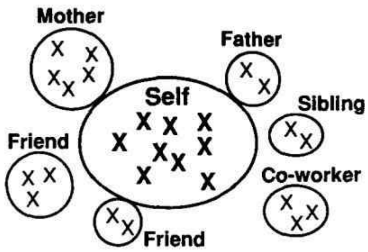

Figure 3. Conceptual representation of "independent construal of self"

(Markus & Kitayama, 1991)

(3) Relate

These "culture views of self" have been shown to influence consumer behavior (e.g., Aaker & Lee, 2001; Mandel, 2003). He et al. (2012) found that when customers have an "interdependent construal of self", the presence of others increases customer satisfaction with the services provided by the company. On the other hand, Schmitt (1999) discusses RELATE in the framework of the "strategic experiential module" as the value felt as a result of relating the self to others in a social and cultural context. Schmitt (1999) discussed marketing methods that provide value to customers by designing the customer's experience when purchasing and using a company's product, and classified the value perceived by customers into five "strategic experiential modules". RELATE marketing is one of these approaches, in which a company tries to co-create value with its customers by making them feel that they belong to an ideal image of themselves, others, or a particular culture or group (Schmitt, 1999). Based on the above, we decided to examine the characteristics of "culture views of self" that companies should keep in mind when implementing RELATE marketing by focusing on others, especially in this case other customers in the store. To this end, we found it meaningful to identify the correlation between "culture views of self," the degree of influence exerted by other customers, and RELATE. We then derived the following two hypotheses.

- H1: Interdependent construal of self has a positive effect on RELATE.
- H2: Independent construal of self has a negative effect on RELATE.

(4) Retention and WOM

Goodman (2014) argues that the customer experience of completing services under value co-creation influences customer retention and word-of-mouth(WOM), suggesting that improving and enhancing the customer experience reduces customer defection and increases positive WOM. In a study in financial services, which, like travel counseling, proposes intangible service goods, Wong, Hung, and Chow (2007) found that relationship quality was the best predictor of customer loyalty. In addition, maintaining high- quality relationships spreads positive word-of- mouth intentions that lead to increased customer willingness to refer (Wu & Li, 2011), which increases willingness to spend and purchase further (DeWulf, Odekerken-Schröder & Iacobucci, 2001) suggested that the word-of-mouth intention of the respondents is more likely to be positive (Wu & Li, 2011). To confirm the correlation between the quality of the company-customer relationship, or RELATE, and "post-purchase customer behavior," the following hypothesis was formulated.

- H3: RELATE has a positive effect on RETENTION.
- H4: RELATE has a positive effect on WOM.

(5) Research Model

The above suggests that the correlation between the two components of "culture view of self" and RELATE, as well as the correlation between RELATE and the two types of customer behavior as outcomes, can be examined in an integrated manner. Therefore, the following hypotheses are formulated and their structural model is shown in Figure 4.

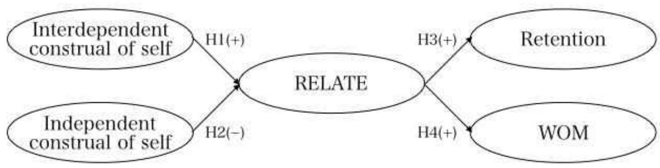

Figure 4. Research Model

METHOD

(1) Target of the verification study

The survey was conducted online from April 3 to April 4, 2023. Respondents were Japanese aged 20 to 69, and the survey was commissioned to Rakuten Insight, which has approximately 2.2 million users, one of the largest in the research industry in Japan. The screening was conducted from the following four perspectives: first, those who had worked for a travel agency were excluded; second, those who had visited a travel agency in Japan within the past five years were included; third, those who stopped by or were escorted on a visit unrelated to the purchase of products or services offered were excluded; and fourth, those who visited a travel agency for business trips other than private trips were excluded. Based on the above, valid responses were obtained from a total of 500 Japanese respondents. The sample size was equally allocated to the age (in 10-year increments) and sex (by gender) of the survey respondents. Subjects who had used more than one store were asked to respond about the store they had used most recently. The screening collection sample size was 3,730. Detailed demographic variables are shown in Table 1.

Table 1. Demographics of Respondents (n=500)

Characteristics		Frequency	Percent
Gender	Male	250	50.0
	Female	250	50.0
Age	20-29	100	20.0
	30-39	100	20.0
	40-49	100	20.0
	50-59	100	20.0
	60-69	100	20.0
Education	Junior High Scool	5	1.0
	High school	104	20.8
	Vocational School	61	12.2
	Junior college	48	9.6
	College	243	48.6
	Graduate School	20	4.0
	Others	19	3.8
Annual Household Income	4,000,000 JPY or less	138	27.6
	4,010,000 to 6,000,000 JPY	101	20.2
	6,010,000 to 8,000,000 JPY	100	20.0
	8,010,000 to 10,000,000 JPY	75	15.0
	10,100,000 JPY or more	86	17.2
Region	Hokkaido / Tohoku	34	6.8
	Kanto	208	41.6
	Chubu / Hokuriku	79	15.8
	Kinki	110	22.0
	Chugoku / Shikoku	34	6.8
	Kyushu / Okinawa	35	7.0

(2) Survey design

The culture view of self was obtained using the Self-Construal Scale (SCS) created by Singelis (1994), with 30 items as observed variables: 15 items measuring the interdependent construal of self and 15 items measuring the independent construal of self. The SCS is most commonly used in studies involving views of the self in the West. However, it is pointed out, for example, that question item " I feel comfortable using someone's first name soon after I meet them, even when they are much older than I am" is defined by the characteristics of North American culture and includes items that lack validity for questions targeting Japanese respondents. Matsumoto (1999), for example, argues that the validity between Western and Asian cultures has not been recognized.

On the other hand, Kim et al. (1996), in conducting a questionnaire survey on the culture view of self among college students in Japan, Korea, Hawaii, and the U.S. mainland, modified the SCS items to fit the content of each culture. Shiki (2019) argues that the aforementioned question item has been revised to "I can talk openly with someone even if they are considerably older than me when I first meet them," thereby increasing its validity in Japanese culture. Therefore, the present study adopted a modified version of the 30-item question on the culture view of self by Kim et al. (1996) and asked for responses on a 7-point Likert scale. The RELATE, Retention, and WOM measures refer to Kanda (2023), who examined the relationship between strategic experiential modules and post-purchase customer behavior. A total of 15 observed variables, five for each of the three factors, were set up and responses were requested on a 7-point Likert scale.

In addition to the studies presented in the structural model, we also measured the extent of influence of other customers in the various spaces where services are provided and investigated the position of real stores of travel agencies in this context. A representative study in this area is Zhang et al. (2010), which identified differences in customer interactions in the service delivery space across 15 industries. In this study, 16 industries were included in the questions, with "travel agencies" newly added to the items where Uemoto (2021) changed the scope of the survey from "parks" to "theme parks" because "they are highly public and rarely subject to management by private companies". The respondents were asked to respond on a 7-point Likert scale to the question, "How important is the presence of other customers to you in each of the spaces where service is provided ?".

(3) Results of a survey

IBM SPSS Statistics 29.0 and Smart PLS 4.0.9.2 were used for the statistical analysis.

PLS-SEM was selected because of its flexibility for predictive studies with small sample size data (Hair et al., 2016).

1) Research Models

We conducted a confirmatory factor analysis. Items with factor loadings below .600 were removed, except for observed variables that should ensure content validity. REL5, 'I am sociable', was not excluded because of its content validity, as it is an important observed variable to explain RELATE. Convergent validity is shown in Table 2. Although AVE did not exceed the criterion value of .500, Cronbach's alpha and CR were high enough to be considered adequate without problems. The heterotrait–monotrait ratio of correlations (HTMT) was applied to appraise the discriminant validity. As shown in Table 3, the highest value of the HTMT score is .864, below the recommended value of .90. Thus, satisfactory discriminant validity was achieved.

Before testing the structural model, the inner and outer variance inflation factors (VIF) were calculated and found to be less than four (1.000-2.365), indicating no issues with multicollinearity. The structural model was then assessed. The standardized root mean square residual (SRMR) value was .085, which was not less than .080, but approximately met the criteria. Furthermore, Q2 (predictive relevance) values were REL=.291, RET=.387, WOM=.414. Each was shown to have good predictive relevance. F2 (effect size) of most paths exceeded .150, indicating medium-to-large effects.

The results of the hypothesis testing are shown in Table 4. H1, H3, and H4 were all supported, as clear correlations were verified. For H2, the Standardized regression weight of the IND is positive, suggesting that the interdependent view of self has a positive influence on RELATE. H2 was therefore rejected. The structural model is shown in Figure 5.

Table 2. Result of convergent validity

	Loading	Cronbach's α	CR	AVE
Interdependent construal of self		.922	.924	.480
INT 13	.782			
INT 7	.762			
INT 15	.756			
INT 14	.742			
INT 9	.738			
INT 11	.734			
INT 4	.698			
INT 12	.672			
INT 8	.668			
INT 6	.666			
INT 10	.649			
INT 2	.639			
INT 5	.639			
INT 1	.615			
INT 3	.603			
Independent construal of self		.907	.909	.475
IND 6	.754			
IND 3	.753			
IND 14	.747			
IND 7	.723			
IND 10	.714			
IND 9	.710			
IND 12	.685			
IND 4	.682			
IND 2	.657			
IND 5	.654			
IND 1	.641			
IND 8	.617			
IND 13	.604			
RELATE		.825	.848	.604
REL 3	.868			
REL 2	.837			
REL 1	.829			
REL 4	.757			
REL 5	.501			
Retention		.897	.909	.709
RET 2	.915			
RET 3	.870			
RET 1	.858			
RET 5	.802			
RET 4	.757			
WOM		.957	.957	.853
WOM 3	.937			
WOM 2	.935			
WOM 5	.926			
WOM 4	.921			
WOM 1	.897			

The factor names are as follows:
interdependent construal of self = INT, independent construal of self = IND,
RELATE = REL, continued use intention = RET, and word-of-mouth intention = WOM.

Table 3. Results of discriminant validity (HTMT)

	INT	IND	REL	RET	WOM
Interdependent construal of self					
Independent construal of self	.831				
RELATE	.796	.752			
Retention	.613	.541	.848		
WOM	.609	.543	.782	.864	

Table 4. Results of structural model test

Hypothesis	Path	β	t Value	f^2	p Value	Result
H1	INT → REL	.471	8.348 ***	.186	0	Supported
H2	IND → REL	.276	4.339 *	.064	0	Unsupported
H3	REL → RET	.747	32.390 ***	1.260	0	Supported
H4	REL → WOM	.700	25.373 ***	.960	0	Supported

Note. *p < 0.05, **p < 0.01, *** p < 0.001. β=Standardized regression weight. f^2=effect size.

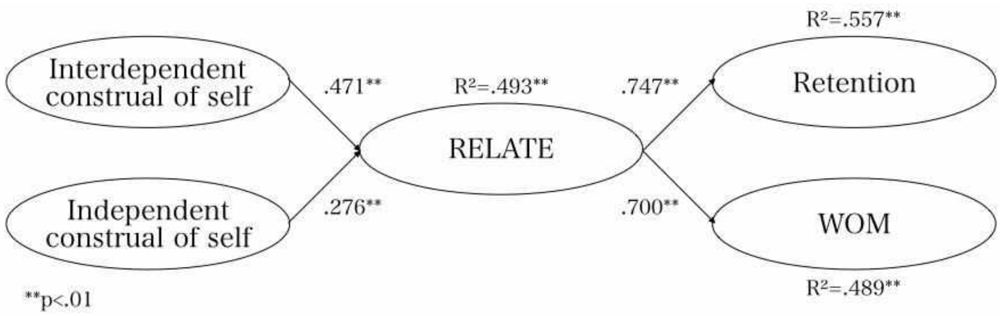

Figure 5. The structural model

2) Comparison of the influence of other customers across industries

The Friedman test, a nonparametric test of three or more corresponding groups, was used for statistical processing when comparing travel agencies to other industries among the 16 industry groups. The Bonferroni method was used for multiple comparisons. The significance level was set at 5%. As shown in Table 5, the results of the Friedman test were significant (p<.001) and there were significant differences among the 16 groups. Also, as shown in Table 6, the results of multiple comparisons were significantly higher for travel agencies compared to restaurants (p<.001), public transportation (p<.001), hospitals (p<.001), concerts (p=.007), and hotels (p=.008). This allows us to assume that travel agency customers do not consider other customers in the store to be important when compared to the five industries that showed significant differences with travel agencies.

Table 5. Result of the Friedman test

n	Degrees of freedom	Chi-square score	p Value
500	15	370.569	0.000

Table 6. Result of multiple comparison tests with Travel Agencies

Subject of comparison	Difference of means	Significant probability
Movie theater	-.227	1.000
Bank	-.113	1.000
Air/train/bus	-2.076	.000
Concert	-1.210	.007
Retail	-.670	1.000
Grocery	-.863	.499
Sports	.128	1.000
Gym	.501	1.000
Theme park	-.589	1.000
Bar	.310	1.000
Doctor's	-1.835	.000
Hair salon	-.324	1.000
Hotel	-1.200	.008
Restaurant	-2.099	.000
Cruise	-.251	1.000

In addition, a one-sample t-test was used to compare the data obtained in this survey with the 75 American samples by Zhang et al. (2010) and the 178 Japanese samples by Uemoto (2021) presented in the previous section. Table 7 shows the results of examining the significant differences in the 28 comparable patterns of the two previous studies. The significance level was set at 5%. Compared to Zhang et al. (2010), responses for movie theaters, public transportation, concerts, shopping centers, supermarkets, stadiums, gyms, bars, hospitals, hair salons, hotels, restaurants, and cruises were significantly lower, and the presence of other customers in the service scape was significantly more respondents indicated that the presence of other customers in the service scape was important. In comparison to Uemoto (2021), public transportation, concerts, shopping centers, supermarkets, stadiums, theme parks, hospitals, hotels, and restaurants had significantly lower responses, and significantly more respondents indicated that the presence of other customers in the service scape was important. On the other hand, responses for banks and bars were significantly higher, and significantly more respondents indicated that the presence of other customers was not important.

Table 7. Comparison with data from previous studies

	This study	Zhang et al.(2010)		Uemoto(2021)	
			Significant probability		Significant probability
Movie theater	3.624	4.900	.000	3.630	.929
Bank	3.610	3.500	.106	3.250	.000
Air/train/bus	3.128	4.700	.000	3.870	.000
Concert	3.376	4.300	.000	4.270	.000
Retail	3.464	4.200	.000	3.630	.009
Grocery	3.412	3.700	.000	3.810	.000
Sports	3.698	4.600	.000	4.030	.000
Gym	3.892	4.100	.002	3.770	.074
Theme park	3.516	-	-	3.650	.039
Bar	3.846	4.200	.000	3.660	.005
Doctor's	3.180	4.300	.000	3.890	.000
Hair salon	3.576	4.000	.000	3.490	.188
Hotel	3.340	4.000	.000	3.670	.000
Restaurant	3.108	5.300	.000	3.780	.000
Cruise	3.784	4.600	.000	-	

The relationship between the degree of influence of other customers in real stores of travel agencies and the five measures of the research model was also examined using Spearman's rank correlation coefficient. The responses about the travel agency were significantly positively correlated with INT ($\rho=.420$, $p<.001$), IND ($\rho=.432$, $p<.001$), REL ($\rho=.377$, $p<.001$), RET ($\rho=.391$, $p<.001$), and WOM ($\rho=.395$, $p<.001$). In this case, the larger response about travel agencies indicates that "the presence of other customers is not important in the space where services are provided". The results indicate that those who feel that the presence of other customers is not important tend to have higher INT, IND, REL, RET, and WOM scores tended to be higher.

IMPLICATIONS

(1) Interpretation of Survey Results

The empirical investigation substantiated both hypotheses that RELATE has a significant impact on customer retention and WOM, as in the referenced previous studies. On the other hand, based on previous studies that showed that the presence of other customers increases satisfaction with the services provided by a company, we hypothesized that having an "interdependent construal of self" would have a positive effect on RELATE and having an "independent construal of self" would have a negative effect. However, the former hypothesis was supported, while the latter was rejected. In other words, both "interdependent construal of self" and "independent construal of self" were found to have a positive influence on RELATE. The following three implications can be read from this result.

The first point is to examine the interpretation of the concept of others. As mentioned earlier, RELATE represents the value that results from relating the self to others in a social and cultural context. And it is an "interdependent construal of self" that focuses on the social self that includes others. Markus and Kitayama (1991) define "others" in this context as, in particular, an inner group. The inner group generally refers to a group with which one shares a common destiny, such as a family, but a group with which one shares similarities also falls under this category. Triandis (1989) identified common preferences, demographics, and behaviors as perspectives of similarity. It is suggested that making customers with either “culture view of self” realize these similarities will improve RELATE and by extension, Retention and WOM.

In this study, which focuses on travel consultation services at real stores, "others" for customers are considered to be "partners" with whom they share the "action" of creating a trip together, as well as "fellow customers" who are considering the same "action" with them. In other words, for customers with an "interdependent construal of self," others include employees and other customers with whom they have contact. For customers with "independent construal of self", only employees who have contact with others are relevant. For companies, it is desirable to maintain and develop their respective social relationships. In addition, "common preferences," such as travel objectives and destinations, and "demographics," such as gender and age, as well as acquired attributes such as education, occupation, and values, should all be similar.

On the other hand, in the Servuction Framework, "inanimate environment" such as facilities and equipment, in addition to employees who have contact with customers, are listed as visible elements. The "inanimate environment" corresponds to the fulfillment of customer values such as SENSE and FEEL in the strategic experiential modules described by Schmitt (1999). However, they do not correlate with an improvement in the quality of the relationship between the company and its customers (Kanda, 2023). Based on the above, the Servuction Framework for each self-view focusing on visible elements can be organized as shown in Figure 6.

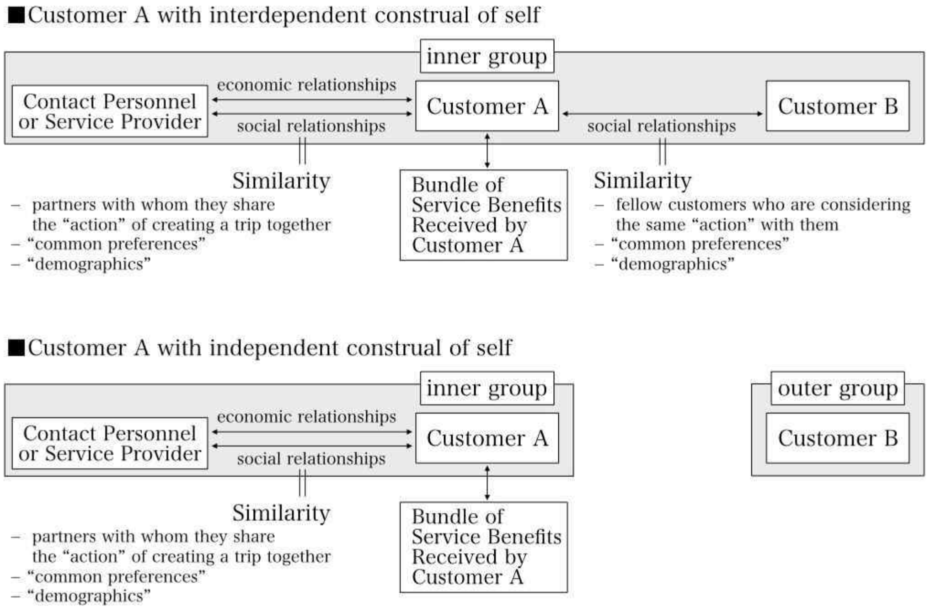

Figure 6. The Servuction Framework limited to visible elements in this study

The second point is to examine the relationship between customers with an “interdependent construal of self” and other customers as an outer group. As mentioned earlier, we found that even customers with an “interdependent view of self” have a positive influence on RELATE due to their similarity to employees. Compared to other typical scenarios where services are provided, travel agency customers do not consider other customers as important. Besides, it was found that RELATE, Customer retention, and WOM improve the more unimportant they think they are. Travel agencies need to avoid the occurrence of events in which customers are negatively affected by other customers. For example, directly, disruptive behavior involving abusive language or behavior. Indirectly, employees spend excessive time on service, forcing customers to wait or crowd the store. However, there is little probability that they will pay special attention to customer interaction.

On the other hand, customers with an “interdependent view of self” have a desire to impress others by expressing their ideal self (Kurt et al., 2011). This is considered part of manifest consumption, such as trying to make oneself look good through the purchasing behavior of spending more. Kurt et al. (2011) describe them as customers with an "Agency" orientation and argue that they pursue individuality and difference compared to their counterparts with a "Communion" orientation (Figure 7). Although no direct interaction with other customers occurs, employees at the customer contact point must understand the customer's desire to show off such a feeling at a later stage of the travel consultation service and take into account the possibility that appropriate handling in the interaction will lead to an increase in RELATE.

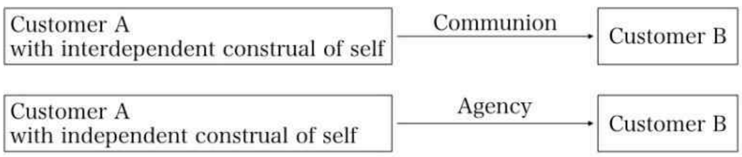

Figure 7. Communion and Agency

The third point is to examine how companies should view their customers' view of self. As mentioned in the previous studies and survey results, it is clear that Japanese people tend to have an interdependent construal of self. However, even if such a state of affairs exists as a national characteristic, it is not always reflected in an individual's view of self. It is also true that there are individuals for whom the "independent view of self" prevails. In a global society where cross-cultural communication is becoming easier and information distribution is evolving at an accelerated pace, it is difficult to maintain discussions limited to regional frameworks such as East and West. Given this environment, the number of Japanese with a predominant independent view of self may have increased over the past several decades.

The argument we want to focus on, then, is that the same person may lean toward either "view of self" due to changes in environment or circumstances. It is the concept of "activation" by He et al. (2012) and "developmental change" by Takata (2011) that contribute to this explanation. The view of self is not limited to dependence on the culture in which one was raised, but one view of self will predominate depending on the situation and the developmental stage of the person while both views of self are present. In other words, a person is endowed with both of the two views of self, at which point the predominant "view of self" defines the individual's behavior. In light of the above, what companies need to focus on is that "interdependent and independent construal of self" coexist within individual customers, but the aspects that surface vary depending on their relative strengths (Aaker & Lee, 2001).

The discussion up to this point, from the standpoint of the company, can be summarized as follows. Then, we would like to develop the argument from two perspectives.

A) It is desirable for customers with a predominant view of interdependent construal of self to have other customers in the store that they perceive similarity with.

B) It is desirable to adopt the following responses to customers who have a predominant independent construal of self. For companies, it is meaningless for customers to have contact with other customers, so they should not be allowed to share the same space with other customers, but rather be provided with an environment where they can concentrate on their interactions with employees. And design a situation that makes customers feel Agency when they sign a contract or pay the price.

C) After considering the predominant "culture view of self" of the customer, either A or B should be adopted.

(2) Significance of Real Stores

The possibility of building a good relationship with customers with any culture view of self and eventually becoming a permanent customer was suggested, and the significance of travel agencies owning real stores and providing in-store travel consultation services became clear. What is important is how to understand the "culture view of self" of customers who visit a store. It is not always possible to classify customers based on their behavior due to their view of self or their age as indicated by Takata (2011), and it is also difficult for employees to determine each time a customer visits a store.

In doing so, it should be noted that the "O2O ratio," in which consumers use the Internet to gather information before purchasing at a travel agency's real store, has long overwhelmed that of other industries (Kanda, 2023). It is expected that designing questions and practicing communication with consumers who progress to the step of making inquiries or reservations for store visits after accessing stock information on websites and SNS will lead to a certain understanding of their characteristics by enabling them to grasp their view of self. By accumulating records of responses to new customers, and by attempting to create a typology by finding a correlation between some characteristics and "view of self" among existing customers, it is expected that the answer to the aforementioned question can be derived. Fisk et al. (2004) define the "customer mix" as the combination of age, gender, social background, knowledge and experience, and ethnicity of the people who patronize a particular service provider, and they argue that a repertoire needs to be developed when dealing with so many types of customers simultaneously. Even companies that already manage a customer mix are required to implement communication that leads to the understanding of the view of self as part of their repertoire.

We would then like to examine specifically the "other customers" mentioned in A above as measures that should be implemented by travel agencies. To give customers a sense of "common preferences," it is worth considering limiting the consultation service to specific travel directions or distinctive experiences. For example, a store specializing in Asian resorts or a store specializing in theme park travel sales could be considered. If we keep in mind the similarity of "demographics," we can consider setting up stores that limit their customers to seniors or specialty stores that focus on offering travel products with the lowest possible environmental impact. By doing so, there is an expectation of increased loyalty to the company through a sense of similarity to other customers when they visit the store. For B, examples include using a private room or booth as a consultation space so that other customers are out of sight, or having an employee visit the customer's home or workplace, although a reasonable investment of time and money is expected. Then, when the customer purchases the travel product, ideally, the contract and payment should be facilitated in a public space that supports operability, separate from the consultation service.

On the other hand, the basic approach required of customer-contact employees and companies is, of course, also open to consideration. Table 8 shows the ten retail types discussed in Stephens (2021) that will be required for retailers after the COVID-19 pandemic. It categorizes the stance that retailers with real stores should adopt in the face of the rise of giant online retailers, in response to questions posed by consumers. If we consider the similarities that correspond to either view of self, we can say that "The Activist" and “The Clairvoyant" are the best candidates for adoption. Stephens (2021), regarding the former, gives the example of Patagonia, an outdoor clothing brand that advocates a corporate philosophy on environmental protection as its "cause," and states that consumers choose brands based on moral solidarity. Regarding the latter, using the example of online clothing retailer Stitch Fix, the report states that by using technology and human intuition to predict customer needs, preferences, and desires, the information coming in from customers will increase, entering a virtuous cycle of increased sales and customer loyalty for the company. It is not sufficient to be aware of only two types, of course, but it is expected to help fulfill communication in which customers themselves are aware of similarities. In addition, it is desirable to be able to guarantee similarities in other aspects of "other customers," such as senior employees in senior specialty stores.

Table 8. Ten Retail Types Surviving the New Era

Retail Types
The Storyteller
The Activist
The Tastemaker
The Artist
The Clairvoyant
The Concerge
The Oracle
The Engineer
The Gatekeeper
The Renegade

(Stephens, 2021)

(3) For companies to co-create value with their customers

Grönroos and Voima (2013) argue that both firms and customers have a role as value co-creators, using the example of direct communication between bank employees and customers at the counter. The same recognition is required for travel agencies in implementing communication strategies that follow the S-D logic. It is important to note here that the psychological motivation "trust" further strengthens the social relationship to reach the stage of value co-creation by reinforcing similarities.

Behind the customer's desire to maintain a relationship with a particular service provider is "dependence," which has a means-end meaning, and "trust," which has a self-fulfillment meaning (Bendapudi & Berry, 1997). A relationship of dependence has constraints that prevent the free choice of other service providers. In other words, it refers to a situation in which the economic, social, and psychological costs of dissolving the relationship are so great that it is impossible to disengage from the relationship. On the other hand, a relationship of trust is one in which a person is free to choose other service providers but continues to have a relationship with that provider based on a sense of trust. The trust eventually leads to feelings of "dedication," a sense of "cooperation and collaboration" with the service provider, a sense of "oneness," and even "advocacy" for the service provider. Bendapudi and Berry (1997) argue that this relationship is elevated from mere customer to "partner" after several stages of increasing intimacy. Two factors contribute to this intimacy: one factor relates to the competence of the service provider, and the other to the frequency of actual interaction between the company and its customers. For the former, it is essential to update vocational training for each of them, but also to disclose their personalities and hone their strengths and abilities to the extent that it contributes to creating a similarity with clients. For the latter, it is possible to see the possibility of strengthening social ties in the future by strengthening relationships through a dedicated customer system and a complete database, and by further increasing opportunities for customers to evaluate the company.

Many travel agencies advocate security and safety in dealing with a service that is unique in that it is an intangible good and the timing of purchase and consumption is different. However, it is difficult to gain understanding by one-way clamoring. It is necessary to design a space where value can be co-created beyond trust while existing as a media venue, not a place to sell services.

CONCLUSION

In conducting the empirical research for this study, we assume that the target companies of each respondent's retrospective experience are diverse and that the products and services purchased are extensive. A more balanced sampling is needed, taking into account the distribution of the sample in the residential areas and the characteristics of the stores, such as the location of the tenants and the location of the stores. In addition, this study did not delve into a discussion that delves into other customer-side factors and circumstances that influence customers. In addition to quantitative analysis focusing on presence, future research from a qualitative perspective, such as the nature and characteristics of others who influence, the distance of relationships with others, and the circumstances and conditions that influence from others, is an issue to be addressed. We also believe that clarifying the factors on the customer side that are affected will lead to the accumulation of further academic knowledge and the presentation of suggestions useful for practice. We would like to conclude this paper by presenting these as limitations of this study.

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THE EFFECTS OF TOURIST EXPERIENTIAL VALUE ON SKI DESTINATION IMAGE AND TOURISTS' BEHAVIORAL INTENTION: THE MODERATING ROLE OF 2022 WINTER OLYMPICS GAMES IMAGE

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INTRODUCTION

With the boost of winter sports catalyzed by the 2022 Winter Olympics, China's ski tourism market has been rapidly heating up. As of October 2021, more than 346 million Chinese people have participated in skiing activities, and China's ski market has emerged as one of the fastest-growing markets globally (Vanat, 2020). Additionally, Zhangjiakou city, as one of the host cities for the Winter Olympic, its existing ski resorts receive nearly 3 million visitors each winter since 2021(Xinhua News, 2022). Despite this growth and development in the ski industry, China's ski tourism faces certain challenges after the 2022 Winter Olympics due to the limited time and hasten development. In European countries, ski tourists hold a significant experiential value, and famous ski destinations have emerged as a crucial contributor to the national economy (Tuppen, 2000). According to Li (2018), the experiential value offered to ski tourists still lags behind Europe by a wide margin. However, ski tourism is a highly participatory and experiential activity, having a high rate of revisits and repeat consumption (Prebensen, 2017). And the experiential value that ski tourists seek is an essential factor in their decision to visit a particular ski destination. The ski destination and experiential value are closely related and understanding the experiential value of Chinese ski tourists is essential to development of the ski destination in China. This may have a significant influence on the sustainable and high-quality growth of ski tourism in the future.

The research of tourist experiential value and its effect on tourists' loyalty, tourists' satisfaction and behavioral intention has been widely discussed (He and Luo, 2020; Wang & Sun, 2022). Recently, this trend has motivated scholars to explore the structural dimensions of tourist experiential value in different tourism scenarios, such as sports event tourism (Hervás et al., 2020), food tourism (Tasai &Wang, 2017) and ski tourism (Xu et al., 2022). In the context of ski tourism, the hierarchical experiential value emphasizes multidimensional interactions between tourists and destination, but most of these studies failed to analyze the effect on the ski destination image. In particular, the ski destination image of the Winter Olympics host cities. Thus, this paper based on the theory of tourist experiential value (Berbeka, 2018) to explore the effect on the ski destination image and aims to test the relationship between ski destination image and tourist behavioral intention.

In addition, destination markets have focused on hosting mega sports events as a strategy to enhance both destination image and the behavioral consequence of future visit intentions (Chalip & Green, 2001). And existing literature suggests that there has a significant impact of event image on destination image (Kaplanidou & Vogt, 2007). In this trend, the impact of event image on the destination image cannot be ignored. Therefore, it is necessary to consider the influence of event image when examining the relationship between ski destination image and ski tourists' behavioral intention. However, the research on the moderating role of event image is rare. This study attempts to explore the moderating role of mega sports event image.

In summary, this paper uses Zhangjiakou city as an example, which hosted the 2022 Winter Olympics Games, as well as investigates the effect of tourist experiential value on the image of Zhangjiakou ski resorts and tourists' behavioral intention. Meanwhile, it examines the moderating effect of 2022 Winter Olympic Games image.

METHOD

The measures of this study contain three major sections: the experiential value of Chinese ski tourists, the ski destination image, and tourists' behavioral intention. As for the tourist experiential value in different types of tourism not only has some common dimensions but may also have some unique dimensions due to the features of skiing (Xu et al., 2022). Therefore, this paper employed the measurement dimensions of ski tourism from the previous research by Xu et al. (2022) and Wang & Sun (2022) (facility value, financial value, safety value and service value, respectively). Consequently, it can more effectively measure the experiential value of Chinese ski tourists.

As for the ski destination images, it should accordingly be seen as constructs consisting of both a cognitive domain and affective domain (Andersen et al., 2017). Additionally, Zhangjiakou ski destination have seven large ski resorts. In order to fully reflect the affective and cognitive image of Zhangjiakou ski destination and the moderating effect of the 2022 Winter Olympics Games image, this paper selected the skiers who have visited one of the ski resorts of Zhangjiakou for ski tourism after the 2022 Winter Olympics.

Finally, tourists' behavioral intention was measures with the intention to recommend the ski destination and intention to revisit destination for ski tourism (Tasai &Wang, 2017). The preliminary conceptual framework of this study is presented in Fig.1, and hypotheses were formulated.

The data collection took place online from March 15-31, 2023, with the help of a ski application (Huabei App) supported by Pow Snow Technology (www.fenxuekeji.com) based in mainland China. After 15 days of data collection, 306 valid responses were obtained from 566 Chinese individuals who had joined the online ski community of Zhangjiakou and experience with ski tourism in there after 2022 Winter Olympics. In data analysis, the measurement model and structural model were evaluated using the PLS algorithm and bootstrapping (5000 subsamples), respectively, with SmartPLS (version 4.0.8.7).

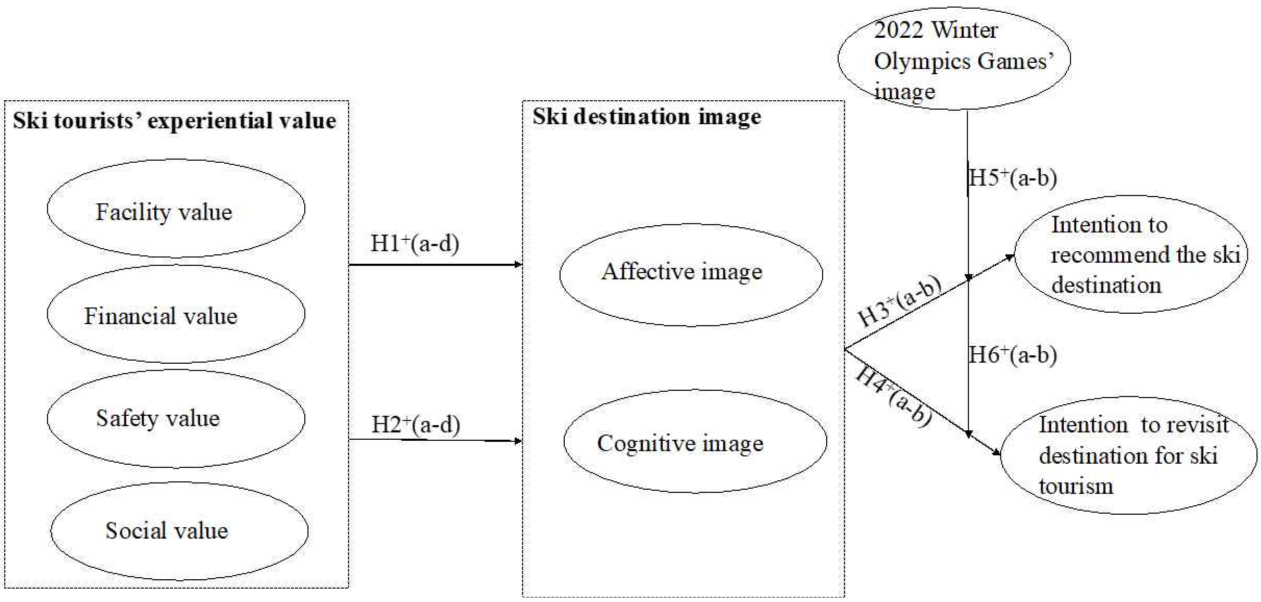

Figure 1. Research model

FINDINGS

Table 1 shows the demographic characteristics of the survey sample, the respondents consisted of slightly more males (51.6%) than females (49.4%), and relatively highly educated young people with a high annual income. Regarding the age structure of the respondents, individuals between the ages of 20 and 40 constitute 87.9% of the sample. Furthermore, they have utilized various ski applications excluding the Huabei App.

To assess the valid, the Confirmatory Factor Analysis (CFA) was used followed by the structural model analysis for hypothesis testing and model prediction. To measure the internal consistency and scale reliability, the Cronbach's α and CR were used. The Cronbach's α values ranged 0.797 to 0.914, while CR values ranged 0.894 to 0.933, which is a good indicator of internal consistency. Second, factor loading, and average variance extracted (AVE) were used to access the convergent and discriminant validity of the constructs. All the loadings were above 0.7 as recommended value. Furthermore, each AVE value was greater than 0.50, including a satisfactory degree of convergent validity. And the square root of the AVE for each construct was significantly higher than the correlations between constructs. Hence, it is concluded that the proposed theoretical framework has an adequate discriminant and convergent validity as well as reliability of all the constructs.

The structural model was subsequently evaluated. The inner Variance Inflation Factor (VIF) were calculated and found to be less than 5 (1.063~1.287), indicating that there were no problems with multicollinearity. The value of SRMR was 0.053, which was less than the threshold of 0.08, suggesting a good fit. As shown in the Table 2, the proposed research model manifested relatively moderate to substantial explanation power (R2 was 0.178, 0.211, 0.114, 0.216, respectively), all Q2 values were greater than zero, which indicate the exogenous latent variables had good predictive relevance.

The results of hypothesis testing are presented in Table 2. The moderating results of H5a, H6a, and H3b were rejected, whereas the remaining hypotheses were found to be meaningful and supported.

Table 1. Demographic characteristic (N=306)

Gender			Age			Education			Annual Income (yuan)		
	freq.	%	old	freq.	%		freq.	%		freq.	%
Male	158	51.6	**10 ~ 20**	4	1.3	**Senior high school and below**	18	5.8	**<30000**	6	*2*
Female	148	48.4	**20 ~ 30**	105	34.3	**Junior college**	76	24.9	**30000~100000**	43	*14.1*
			30 ~ 40	164	53.5	**Undergrate**	153	50	**100000~300000**	167	*54.5*
			>40	33	10.9	**Master and above**	59	19.3	**>300000**	90	*29.4*
Total	306	100	**Total**	306	100	**Total**	306	100	**Total**	306	*100*

Table 2. Results of hypothesis testing

Regression paths	β	t-Value	p-Value	Result
H1a: FaV → AI	0.191	3.495	0.000	Accepted
H1b: FiV →AI	0.157	2.848	0.004	Accepted
H1c: SaV → AI	0.154	2.887	0.004	Accepted
H1d: SeV → AI	0.171	3.017	0.003	Accepted
H2a: FaV → CI	0.155	3.018	0.003	Accepted
H2b: FiV →CI	0.203	4.048	0.000	Accepted
H2d: SeV → CI	0.200	3.746	0.000	Accepted
H3a: AI → IR	0.135	2.295	0.022	Accepted
H3b: AI →IV	0.064	1.110	0.267	Rejected
H3c: SaV → CI	0.178	3.244	0.001	Accepted
H4a: CI → IR	0.156	2.613	0.009	Accepted
H4b: CI → IV	0.165	2.829	0.005	Accepted
	R^2	Q^2		
AI	0.167	0.121		
CI	0.201	0.144		
IR	0.099	0.079		
IV	0.203	0.150		
Moderation result				
H5a: GI x AI →IR	0.063	1.045	0.296	Rejected
H5b: GI x AI → IV	0.113	2.029	0.043	Accepted
H6a: GI x CI →IR	0.107	1.724	0.085	Rejected
H6b: GI x CI -> IV	0.208	3.610	0.000	Accepted

Note. *p<0.05, **p<0.01, ***p<0.001, ns=non-significant. β=Standard regression coefficient. FaV=Facility value, FiV=financial Value, SaV=Safety Value, SeV=Service Value, AI=Affective Image, CI=Cognitive Image, IR=Intension to recommend the ski destination, IV=Intention to revisit destination for ski tourism, GI=2022 Winter Olympics Game image. R^2 =explained variace, Q^2 =prediction relevance.

IMPLICATIONS

According to results of this study, the tourist experiential value in ski tourism has significant positive effects on ski destination image. Furthermore, it was found that the cognitive image has a stronger effect than the affective image, which expand the theory of tourist experiential value in tourism research. Additionally, the affective image of Zhangjiakou has little correlation with the intention to revisit, however the cognitive image of Zhangjiakou has significant influence on both revisiting Zhangjiakou and recommending its ski resorts. This finding differs from traditional sightseeing tourism studies (Afshardoost & Eshaghi, 2020). Finally, the study found that the 2022 Winter Olympics Games image plays a positive moderating role in the impact of both affective and cognitive image on the intention to revisit Zhangjiakou for ski tourism. This result provides an innovative reference for future Winter Olympics host cities to develop ski tourism.

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THE DETERMINANTS OF INFORMATION CREDIBILITY ON MGC SITES: TOURIST PERCEPTION ON RESTAURANT WEBSITES IN THAILAND

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INTRODUCTION

Information search is a necessary process for reducing the uncertainty and perceived risks of a trip to an unfamiliar destination (Fodness & Murray, 1999; Fuentes-Moraleda et al., 2022; S. C. Jang, 2013) and is considered essential in making wise choices when faced with various alternatives (Guo, 2001; Xiang & Fesenmaier, 2022). Information credibility is the initial factor to information adoption and behavioral intention (Balouchi et al., 2017; Erkan & Evans, 2016; Luo et al., 2018) and has been considered the strongest predictor for information adoption (Balouchi et al., 2017). Moreover, it has been indicated that information credibility is a key influencer affecting a user's choice of sources and judgement of the information adoption (Robson & Robinson, 2013)

Despite the great importance of online information credibility, research on the credibility of information on restaurant websites (MGC) and its determinants in the context is not widely conducted. Even though there have been a decent number of studies examining on the credibility of restaurants' online reviews (UGC), they have investigated in a general manner rather than investigating a perception of foreign customers in relation to local restaurants in destinations–in this case, Thailand, and mainly without considering factors of information credibility that impact customers' behavioral intention. They also applied source credibility concepts rather than information credibility concepts (Abedin et al., 2019; Anaya-Sánchez et al., 2019; Ayeh et al., 2013; Filieri, 2016; Hussain et al., 2017).

Understanding information credibility on marketer-generated content (MGC) is limited and research on websites' information credibility has been weighted intensively on some areas, such as health information (Rains & Karmikel, 2009; Song et al., 2019; Thon & Jucks, 2017). Most research in this field has employed inductive approaches, focused on factors and effects of information credibility (McKnight & Kacmar, 2007), and provided overwhelming verification lists to assess the credibility (Metzger, 2007). Metzger (2007) indicated that these had not been directly connected to investigate what factors people really use to determine online information credibility and they also noted that not all factors would apply to every context. Some factors are more or less helpful in evaluating credibility at different levels of websites. To close these research gaps, this study aims to explore determinants affecting perceived online information credibility on restaurant of British visitors searching for local restaurants in the destination, Thailand.

METHOD

Semi-structured interviews were employed to identify antecedents of online information credibility on restaurant websites. Interviews were conducted in a quiet room with a computer for completing a task. Participants, British visitors, were instructed to search for a Thai restaurant in Thailand to dine in. They were provided three simulated restaurant websites using a website builder (Wix.com). General information (e.g., background, menu descriptions, promotions, and pictures) was used and manipulated based on real restaurant e-commerce websites mentioned on Thai restaurant websites (located in Thailand). After selecting a restaurant, the following questions were prepared for the interview: 1) Have you ever come across a suspect information on restaurant websites that you had perceived as untruthful? 2) Could you explain what made you feel unsure that the information on restaurant websites is untrustful? 3) Could you explain what characteristics of information on restaurant websites that you perceived to be credible? The prepared questions were used as a guideline to achieve goals of the study and varied depending on how the individual participants responded.

Appendix 1 illustrates basic characteristic of interview participants. The number of participants in this study was 16 participants, who were students and university staff, and customers from Thai restaurants in Southern England. Purposive sampling approach was applied because this technique helped the researcher to decide what needs to be known and set out to find people who can and are willing to provide useful information by their knowledge and experience.

Data were thematically analyzed, following a structured approach which systematically moved from open coding to axial and theoretical coding. NVivo 12 was used to manage and organize the data. Member checks and intercoder reliability were used to ensure the rigor and believability of findings.

FINDINGS

The interview results of this study found that Currency of Information, Factuality of Information, Language Quality, Information Coverage, (reader) Experience, and Verification by other sources were dominant factors that made participants feel that the information was credible (See Appendix 2).

Currency of Information was one of the main themes that interviewees relayed throughout the interviews and considered as the main factor in judging online information credibility on restaurant websites. Participant 10 said that he wanted to get more information when he was at an actual restaurant and wanted to see whether the promotion on the website still existed. This is because he had previous experience of out-of-date restaurant websites.

- ***"the websites might not be updated. Some restaurant website may out of date. So we need to go there and see whether the promotion is still exist." (P10)***

Factuality of Information was found to be one of the central factors in evaluating information credibility on restaurant websites when selecting a restaurant. One of phrases that participants frequently mentioned was unrealistic food pictures on restaurant websites.

- ***"I didn't like the photos on the third one because it didn't look real. Food doesn't look like that" (P1)***

In addition, participant 5 mentioned that she had experience of advertising pictures looking different from actual dishes.

- ***"Like you see the picture. It's like, Ah, it looks so nice. And then when you get the food it doesn't look like the picture" (P5)***

Language Quality helped participants to assess information credibility. In this regard, participant 2 reported that the selected restaurant had better English quality regarding language flows and grammatical errors:

- *"This site seemed to have the most fluent English of the three. For example, that there would be some grammatical errors. Slight grammatical errors"* (P2)

Participant 12 considered spelling mistakes as an issue of language quality

- *"I think for me the actual website is also like if I see like there are spelling mistakes on the website or like the design is a bit not so nice."* (P12)

Information Coverage

used to justify information credibility on restaurant webpages. Participant 2 reported that during the restaurant selection process, he eliminated choices with less in-depth information and narrow content.

- *"I deleted website less in-depth content, very immediate, Bish, bash Bosh shallow content"* (P2)

(reader) Experience

Some interviewees reported that they adopted and utilized their knowledge and experiences to evaluate the credibility of information on restaurant webpages and restaurant online review pages. As participant 6 worked as a graphic designer, she could identify whether pictures were over photoshopped or not. Participant 5 had experiences eating Thai food at Thai restaurants in the UK and she knew menus provided in Thai restaurants and what Thai restaurant should look like.

- *"Yeah, like the pictures they put on there. Like, I work as a graphic designer as well. So I know how they take photos of food. I've seen how you photograph food.* (P 6)
- *"Maybe I have a bit of a knowledge of Thai food because I've experienced it in UK…I won't not trust the website. So I know what the restaurant is going to be looking like I know what they're going to sell"* (P 5)

Verifying using other sources

Participants preferred cross checking both visual information and verbal information from different sources, such as review websites, social media, and search engines rather than relying on an official restaurant website. For example, participant 4 used Instagram to check actual pictures and hashtag to see what people were saying about that restaurant.

- *"So no, they're not credible? Of course not. But when you go on Instagram, sometimes you can look at their tag pictures. So you can look at who's tagged this restaurant. whatever other people posted of their food, what does their food look like versus was professionally taken"* (P4)

CONCLUSION AND IMPLICATIONS

This pioneering study has critically identified factors determining British visitors' online information credibility on restaurant websites, were represented by six major themes affecting online information credibility on restaurant websites, including currency of information, factuality of information, language quality, information coverage, (reader) experience, and verification by other sources.

It has made a vital contribution to the literature on online information credibility of websites, especially related to MGC websites (e.g. restaurant websites) because previous understanding is limited. This research differs from previous studies in a number of ways. For instance, research on websites' information credibility has been weighted intensively on some areas, such as health care, finance and news reports (Fogg et al., 2003; Rains & Karmikel, 2009; Thon & Jucks, 2017). Also, review articles in this particular area have provided extensive lists of determinants to assess the information credibility of websites (e.g., Metzger, 2007; Kakol, Nielek and Wierzbicki, 2017). Accordingly, they have found that some factors were more or less helpful in evaluating credibility at different levels of websites. This study provides significant factors affecting online information credibility on MGC websites including currency of information, factuality of information, language quality and information coverage. Thus, the results of this study offer compelling evidence to fill an important gap in the credibility literature regrading MGC websites. The limitation of this study is that the results might not be generalizable. Thus, this research idea should be broadened to include more respondents and use quantitative methods to enhance the current findings.

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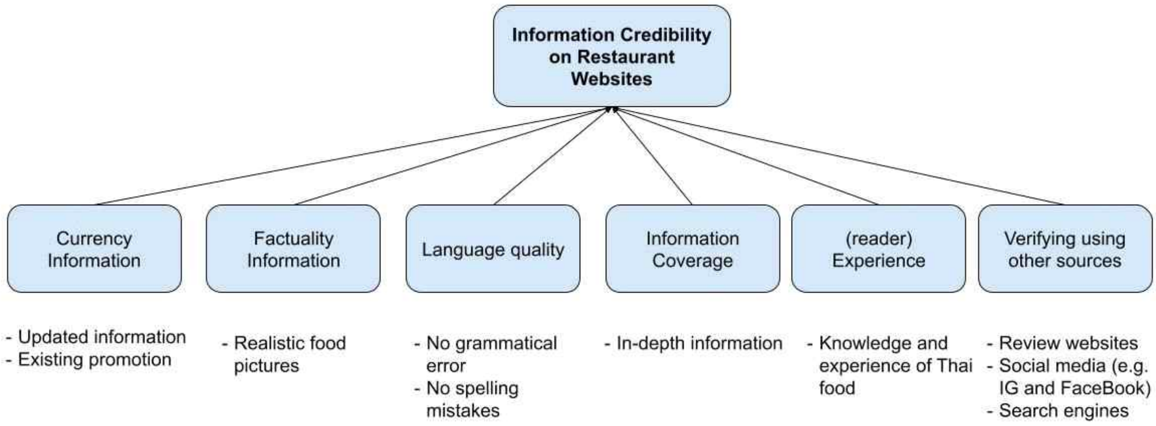
APPENDICES

Appendix 1. Characteristics of Participants

Participant ID	*Gender*	*Age (yrs.)*	*Number of visits to Thailand*	*Frequency of eating Thai food*	*Participant characteristic*
P 1	Female	21	0	About once a year	Student
P 2	Male	44	1	3−6 times a year	Restaurant customer
P 3	Male	42	1	At least once a month	Restaurant customer
P 4	Female	26	0	About twice a year	Student
P 5	Female	24	0	3−6 times a year	Student
P 6	Female	32	0	About twice a year	University staff
P 7	Female	57	0	About once a year	University staff
P 8	Female	28	0	N/A	Student
P 9	Male	31	0	N/A	Student
P 10	Male	23	0	3−6 times a year	Student
P 11	Female	35	0	At least once a week	University staff
P 12	Female	21	0	N/A	Student
P 13	Male	30	0	3−6 times a year	Restaurant customer
P 14	Male	36	0	3−6 times a year	University staff
P 15	Male	58	7	At least once a month	Restaurant customer
P 16	Male	21	0	About once a year	Student

Appendix 2. Theoretical Framework Emerging from the Study



PIES IN THE TAIWANESE COUNTRYSIDE—EXPLORING THE GLOCALISATION PROCESS OF EXOTIC FOODS THROUGH THE LIFEWORLDS OF PRODUCERS

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INTRODUCTION

Food is both a basic need and an important tourist attraction. As a result of globalisation, mobility benefits from time-space compressions, such as tourism and migration (Adey, 2017; Willson et al., 2013). Recent years have witnessed some urban migrants moving to rural areas and entering in tourism and hospitality industry in Taiwan (Taitung County Government, 2022). Although previous research points out that rural areas are less affected by globalisation than urban areas (Takahashi et al., 2021), the migrants bring new cuisines to the new places which are different from the local food culture and these cuisines become part of the local symbolic tourism food. Yet, little is known about how exotic food is brought by migrants and it can also represent the local traits of food that attract tourists. The study aims to find out the interaction within glocalisation through the lifeworld of exotic food migrant producers in rural areas. This study attempts to answer the following research questions: (1) What is the process of producing exotic food in rural areas by immigrant producers? (2) What are the factors impacting the glocalisation of exotic foods? (3) How does the migrant producer present their lives through food?

LITERATURE REVIEW

This section will discuss the key concepts of "cultural turn", "glocalisation" and "mobility and migration" as well as the research gaps that need to be addressed. The so-called "cultural turn" is linked to the concept of place-making, which emphasises cultural identity production and allows tourists to gain authentic experience (Williams & Shaw, 2004; Ellis et al., 2018; Everett, 2012; Stalmirska, 2020). It also recognises the importance of daily life which is cultural production and reproduction based and intertwined with some aspects of social life (Evans, 2017). However, the previous research informed by "cultural turn" has predominantly focused more on tourists' experience or local community development but ignored both the production side and the power of individuals. We believe that as the merge of consumption and production in modern tourism destination (Everett, 2012), individuals as the producers in the destination also contributes to the local cultural production and reproduction.

Glocalisation has significantly impacted food tourism by creating a demand for authentic, locally-sourced cuisine that reflects both global and local influences (Robertson, 1992). The lenses of homogenisation, heterogenisation, and glocalisation are a common framework for understanding cultural globalisation (Hopper, 2007; Mak et al., 2012; Ritzer, 2016; Salvatore et al., 2021). More recent arguments against the dichotomy of globalisation and localisation have been indicated by several scholars (Featherstone, 2007; Robertson, 1992). However glocalisation acts as a cultural bridge between the local and the global, facilitating communication between residents and visitors (Stalmirska, 2020; Robertson, 1992). Mak et al. (2012) have developed a conceptual framework to demonstrate the complex interplay of globalisation's influence on food tourism. The conceptual framework points out that there are three aspects 'homogenisation' versus 'heterogenisation', 'global consciousness' versus 'local consciousness', and 'global culture' versus 'local culture' related to the local food supply. However, more empirical research is needed to improve and perfect the conceptual model.

Cheng (2004) illustrates that the cultural globalisation of food is influenced by immigration, commercialisation and colonisation in Taiwan. Mobility, migration and tourism are closely related and influenced by glocalisation which is also highly associated with food tourism but is little discussed (Adey, 2017). Under glocalisation and mobility, we are interested in the adaption delving into the daily life routine of an individual as a food producer and how the culture is produced. Therefore, this study aims to investigate how migrants introduce exotic cuisine while simultaneously representing the local food culture that appeals to tourists.

METHODOLOGY

Heidegger's hermeneutic phenomenology was adopted in this study. This methodology helps to understand how people make sense of their experiences, offering strong complementarity and guidance for interpretive research aimed toward sa deeper "understanding" and "meaning" in the world of tourism (Creswell & Poth, 2016; Kirillova, 2018; Neubauer et al., 2019).

Taitung was selected as the setting of this study. This county is mostly centred around agriculture and tourism, with the symbolic food associated with rice, bean and tofu. Enjoying the rich natural resources, Taitung has attracted approximately 4,500 migrants every year (Taitung County Government, 2021). Pie is more and more commonly offered by cafés and restaurants in Taitung. It is generally accepted as a representative exotic food of Taitung, which is recommended by Taitung Slow Food.

Seven participants (Appendix 1) were recruited through the tourism brochures "Handbook of visiting and eating in Taitung" with a purposive sampling strategy. The selection criteria included: (1) pie producers located in Taitung, and (2) migrated from urban to rural areas. In-depth interviews and participant observation were employed to collect data. Each interview lasted at least 60 minutes. The data were analysed through open and axial coding of key themes and the process was guided by both the phenomenological approach and the hermeneutic circle. To analyse the data, we began by immersing ourselves in the verbatim transcripts, through reading and constantly reflecting to gain a deep understanding and finally reduced the influence of our preunderstanding. Method triangulation was achieved through a combination of interviews verbatim, field notes, and research reflections, complemented by participant observation, which facilitated prolonged engagement with the research participants.

FINDINGS

We distinguish the glocalisation process into three main stages: (1) attraction, (2) integration, and (3) taking root locally. Attraction, which means how individuals know and are keen on the pie. Travel and consumption experience are two primary reasons individuals can get in touch with the pie in globalised cities. Pie, which consists of pie crust, vegetables and meat and custards, owns the flexibility and represents a modern symbol to reach differentiation compared with local traditional food.

Integration, which means combining exotic images (or globalisation) and local expression (localisation) within a food. The pie compositions of the seven participants varied considerably based on two mainly factors including material accessibility and personal preferences. Cafés and pies are the exotic and modern symbols in rural areas, as Carol and Fione said. Participants used locally sourced ingredients to present the local characteristic, including those from nearby farms, and food retailers, or those grown by themselves. As a result, the pie fillings varied with the changing seasons. Additionally, participants had flexibility in incorporating their personal preferences, expressions, and philosophies into their pie production. Amber insists on adopting the basic vegetable commonly planted in the locals to convey their lifestyle of them and Carol combines the ingredients popular in Taitung tribes and coastal lines.

Taken root locally, which means individuals well immerse themselves in new culture and their food become popular and representative. Participants have successfully developed their social networks by operating their cafés and pie production. Overall, Pie compositions express individuals' understanding of the local place, acting as a bridge between producers and consumers and promoting local identity.

DISCUSSION

Impacting factors glocalisation of on exotic food production side.

Appendix 2 revealed that the pie composition was influenced by several factors from the globalisation and localisation forces, then reached a glocalised state. Previous research points out tourists are looking for cultural heterogeneity (Mak et al., 2012; Stalmirska, 2020). The pie producers, as once tourists either, enjoy convenient mobility and appear culturally heterogeneous characteristics. These individuals have been exposed to globalisation and cultural collisions in different stages of life, leading to the exploration of local ingredients in the creation of pies and realise the emerging food culture, such as Slow Food (de Souza Bispo, 2016; Gao & Zhou, 2021). As a result, the pies may reflect a combination of familiar exotic cuisine and local tastes, conveying the flavours of the region to tourists.

Impact on local tourism development.

During the glocalisation process, the reinvention of food culture may happen through the creation of new culinary products (Everett, 2012; Kim & Ellis, 2015; Yang et al., 2019). With the development of tourism, Taitung attracts tourists and migrants who become catering business entrepreneurs and prefer to bring the cuisine with more familiarity (Stalmirska, 2020). At the same time, the local cuisine needs to be reinvented to cope with the tourists' expectations. Pies in Taitung act as new products bracketing both local symbols and modern symbols, and tend to be consumed by tourists and a small number of locals because of the cultural differences and higher prices. The reconstruction of local food interpretive processes that respond to social changes (Jackson, 2004; Stalmirska, 2020).

Expressing their life.

Immersing in the participant's daily life can well reflect on their experiences and their interpretation of meaning (Neubauer et al., 2019). Ingredients play a crucial role in expanding social networks and promoting clean, healthy, and symbolic cuisine to both residents and tourists. They also keep adapting the receipts and using more and more locally-produced agricultural products. Pie producers still have the flexibility to design cuisine that expresses their emotions, cultural understanding, and personal experiences, rather than solely catering to tourists' expectations. Overall, the merging of consumption and production, globalisation and localisation, reflects the role of individual agencies in the evolution of local food (Everett, 2012).

CONCLUSION

Factors such as local culture, global culture, material accessibility, and personal preferences, lead to variations in the final product which not only can respond to the previous conceptual framework but also gain more detail from an individual perspective. Globalisation, localisation and agency affect the pie presentation in rural tourism. However, it should be noted that glocalisation is a long-term process, and its effects on local tourism development may still be on the tourist's level but not on the local level (Sidali et al., 2015). Future research may use a larger sample size to find another potential factor. It can enlarge the cuisine types like Vietnamese cuisine and Japanese cuisine and make the comparison.

Keywords: Glocalisation; food tourism; food producer; migrant; rural area

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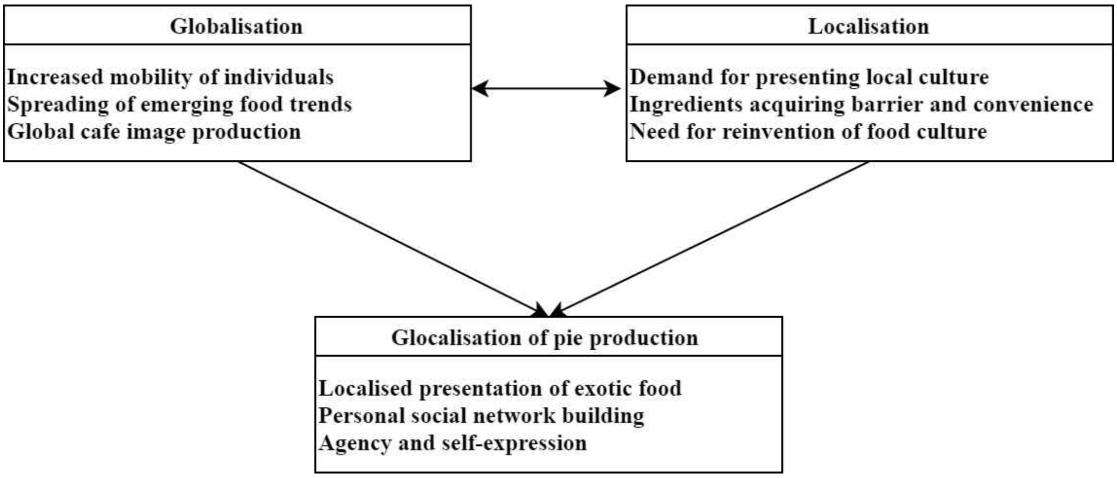
APPENDIX

Appendix 1. Profile of participants

Participant (Pseudonym)	Age (gender)	Type of business	Operation time	Migration time	Migrated from
Amber	30 (Female)	Café	8 years	8 years	Taipei, Taiwan
Blaze	28 (Female)	Café	3 years	6 years	Bordeaux, France
Carol	39 (Female)	Online & farm market	6 years	6 years	Taipei, Taiwan
David	38 (Male)	Café	5 years	10 years	Taipei, Taiwan
Elena	45 (Female)	Home made restaurant	More than 3 years	15years	Taipei, Taiwan
Fione	32 (Female)	Food truck	1 year	1 year	Keelong, Taiwan
Gina	25 (Female)	Café	4 months	1 year	Taipei, Taiwan

Appendix 2. Glocalisation influences factors on rural food production



PLANNING FOR RESILIENT COMMUNITY: FUNCTIONS AND SUITABILITY OF HOME-SHARING FOR DISASTER RELIEF

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INTRODUCTION

Home-sharing is a typical type of community-based hospitality business. Developing home-sharing has become an alternative to large-scale accommodations in rural areas. While various restrictions have been placed on the home-sharing industry due to the negative impact it brings (Simcock, 2021), home-sharing may benefit a community during and post a major crisis. However, the potential positive functions and public goods of the home-sharing economy were underexplored. During disasters, home-sharing can provide critical accommodation resources to communities. Conducting a resource stewardship for home- sharing properties can help destinations ace unexpected disasters during the response and recovery phase. Past experiences have shown that the home-sharing properties have been used to increase affordable housing, emergency shelters, and medical stays during various crises such as wildfires, hurricanes, or floods (Griswold, 2017; Guesty, 2020; von Briel & Dolnicar, 2021; Wong et al., 2019).

Tourism destinations are vulnerable to disasters. Any man-made disasters or natural hazards can greatly affect not just the tourism economy but also the whole destination system. Natural disasters like earthquakes, hurricanes can cause a decline in tourism demand by up to 73% (Hajibaba & Dolnicar, 2018; Huan et al., 2004). Man-made crises such as terrorism, major crime, and political instability can cause an extreme decline in the tourism and hospitality industry (Sönmez, 1998; Xu et al., 2019). During the past decade, Florida has experienced a major loss of life and property due to a wide range of disasters. According to the National Hurricane Center, 40% of the Florida population live in places vulnerable to hurricanes and storm surge (FDEM, 2018). While tourism consists of nearly 10% of the Florida economy (RockPort Analytics, 2017), tourism industry in Florida is particularly vulnerable to hurricanes. For communities who want to develop tourism into a pillar industry, it is important to build a resilient tourism destination and provide temporary housings to tourists and residents in times of crisis.

There is a good chance for the home-sharing economy to play a role in destination/community disaster relief. However, current public understanding and governmental regulations on the home-sharing economy have put limits to leverage this resource. Communities who look to develop the home-sharing business into a supportive industry for locals, must understand the interactions between the home-sharing and local community and pay efforts to integrate the home-sharing economy into the destination system. Accordingly, the overall guiding question for this study is: how could home-sharing contribute to community resilience in rural areas, and how could we plan for home-sharing in a resilient way?

The purpose of this study is two-fold: first identify the determinants that have been influencing the use of home-sharing economy for disaster relief purpose in rural destinations. Second, validate the determinants and make spatial planning suggestions for home-sharing siting.

METHOD

Based on the research goals, the study consists of two steps:

Step 1, survey residents' perception of home-sharing, community resilience, disaster response, and relevant policies so as to explore the chance of using home-sharing for disaster relief.

Step 2, identify the resilience-related factors that have significant impacts on home-sharing development and community crisis recovery. Using the factors to make spatial planning for home-sharing accommodations and evaluate the current geographical distribution of the current home-sharing properties.

For step 1, we traveled onsite and surveyed 169 residents in the Gulf County of Florida to identify the factors that impact their attitudes toward using home-sharing for temporary housing needs after Hurricane Michael of year 2018, and how the level of shock and policies can intermediate the impact. To achieve that, three major constructs were measured: 1) residents' attitudes towards home-sharing business, 2) residents' perceptions of community resilience, and 3) residents' attitudes toward the policy on home-sharing business. To control for the main effect, questions were created to measure residents' housing conditions, their experience with home-sharing economy, and socio-economic features. The research framework in Figure 1 shows the relationships among the constructs being measured. Questionnaire were designed in a way to inquire residents' perception towards the existing policy, resilience, and development of home-sharing economy as well as their agreement on using home-sharing property for disaster relief.

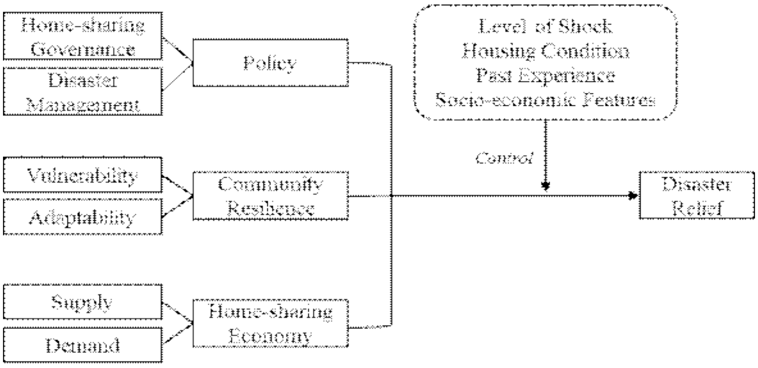

Figure 1. Resident survey framework

For step 2, a suitability model was built to identify the most suitable places to operate home-sharing properties for disaster relief. The scores were calculated by the formula below:

$$Suitability\ Score = \sum_{i}^{n} W_i \times S_i$$

$$S_i = F_i(x_i)$$

where Suitability Score represents the level of suitability a location, is the th factor to be included in the siting decision, denotes the function to transfer different into comparable scale. In this study, the factor scores are assigned to each class defined by natural breaks. W represents the weight assigned to factor so that the = 1. The weights were calculated based on the value of the beta coefficients of the survey regression result as shown in Table 1.

Eventually we included four factors in to the model with their weights marked behind: : 1. Area of Designated Enterprise Zones (DEZ)– 29.3%; 2. Number of reservations in home-sharing accommodation sector (DEMAND)– 23.9%; 3. Special Flood Hazard Areas (SFHA)– 20.7%; 4. Home-sharing performance: Revenue per available room (RevPAR)– 26.1%

FINDINGS

Among all the respondents, 82% were permanent residents of Gulf County. Over one third (34%) of respondents were male. 44% have a bachelor's or graduate degree and 54.2% have a high school or associate degree. In terms of racial and ethnic distribution, 87% were White/Caucasian, 10% were black/African American, and 1% were Asian/Pacific Islander. In terms of employment status, over half of the respondents were employed in some way and 30% were retired. The median income of the respondents which fell between USD 35,000 ~ 49,999, which corresponds to the U.S. census data. As of living conditions, 72% of respondents owned a home, while 18% rent a home. A large percentage (80%) live in permanent homes, while only 6% are in an apartment or condo, and 11% reside in mobile homes.

Table 1 showed the regression results for model 1-3. The four factors have shown significant influences on residents' perception of using home-sharing properties for disaster relief: (1) incentives, (2) prospect demand of home-sharing accommodation, (3) level of vulnerability of a community, and (4) effective community governance.

Table 1. Regression results

	Model 1	Model 2	Model 3
Demand of home-sharing	0.324**		
Supply of home-sharing	0.028		
Community vulnerability		0.281**	
Community adaptability		0.129	
Policy to home-sharing			0.354**
Policy to disaster management			-0.109
Perceived shock	0.074	0.083	0.147
House distance from seashore	-0.037	0.072	-0.01
Household size	-0.056	-0.03	-0.022
Length of residence	-0.072	-0.081	-0.11
Housing cost	-7.00E-03	0.022	0.039
Past experience as guest	0.024	0.166*	0.168*
Past experience as host	-0.072	-0.133	-0.05
Age	-0.071	0.021	0.014
Gender	-0.092	-0.05	-0.098
Education	-0.033	0.054	0.003
R square	0.158	0.154	0.185

Dependent Variable: agreement to share homes for disaster relief purposes
*Significant at Alpha = 0.10 level
**Significant at Alpha = 0.05 level

Figure 2 shows the suitability of all parcels to develop home-sharing for disaster relief purposes. The green and light green areas indicate suitable locations, while the brown and white areas represent unsuitable areas. The selection of the suitable areas not just considered a location's suitability to develop home-sharing accommodation, but also included the factor of vulnerability, which can help facilitate homeowners' willingness to share their properties. The suitability map indicates that the vulnerability and business attractiveness are both higher in the north of Cape San Blas and the north of Highland View.

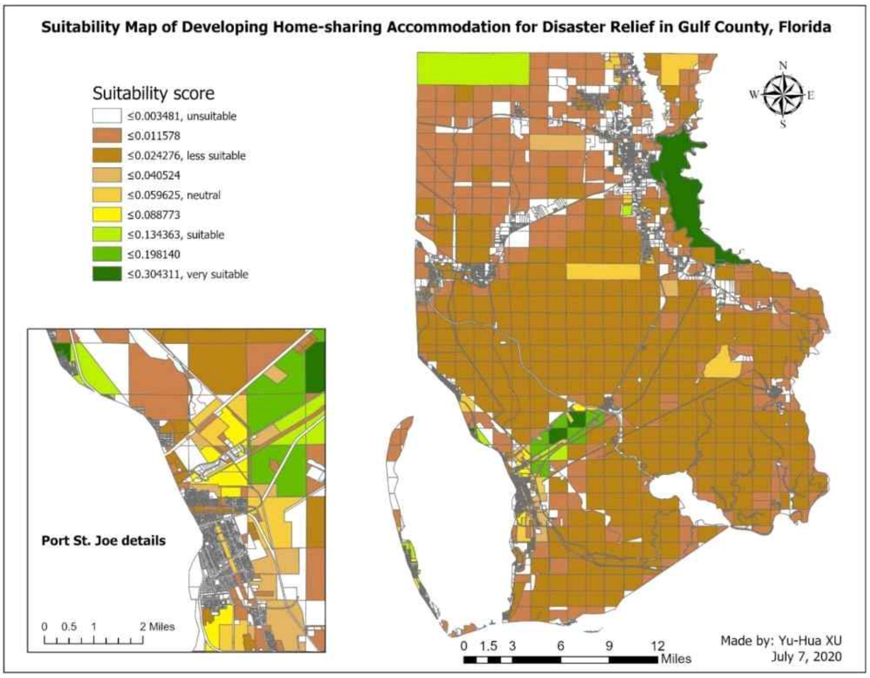

Figure 2. Suitability map of developing home-sharing for disaster relief

CONCLUSIONS AND IMPLICATIONS

The study used a mixed-method to explore the disaster relief function of home-sharing accommodations for communities. A survey was conducted among 169 residents in Gulf County, Florida, and suggested a group of factors that can encourage homeowners to engage in the practice disaster relief. First, incentives can largely enhance hosts' willingness to leverage their properties for crisis recovery. Secondly, people who have ever engaged in sharing economy as guests are more prone to share their resources for disaster relief. Thirdly, the level of vulnerability of a place can positively stimulate residents to share their homes to people in need. Finally, a good governance of the sharing economy and a prosperous shared service market will present an encouraging environment for people to share their resources during crises.

Based on the results from the survey, the second part of the study adopted a suitability model to identify the most suitable locations in Gulf County to use home-sharing for disaster relief. When interpreting community resilience, there should be a balance between adaptability and vulnerability (Cutter et al., 2008; Norris et al., 2008). Therefore, our suitability model adopted 3 factors representing the attractiveness to the home-sharing business and 1 factor to represent the community vulnerability. With an important assumption that a suitable place should be a place where homeowners are willing to share their properties, we made a map to assess the level of suitability of all parcels in the studied area.

It is recommended to design a system of incentives to encourage homeowners to register their vacant properties as temporary shelters in regular time and open it for hurricane evacuees in times of crisis. Since the mapped suitable areas are also susceptible to hurricane and flood, it is also suggested to implement architectural screening for safety before registering a home-sharing property for crisis recovery purposes.

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IMPLICATIONS OF CLIMATE CHANGE ON CHERRY BLOSSOM VIEWING AND AUTUMN FOLIAGE TOURISM IN TOKYO: EVIDENCE FROM THE HOLIDAY CLIMATE INDEX (HCI)

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INTRODUCTION

Climatic resources contribute significantly to destination attractiveness and tourist choice (Hu & Richie, 1993) and influence the timing and location of tourism activities (Lise & Tol, 2002). In this sense tourism can be said to be "predicated" on the climate of a destination (Scott & McBoyle, 2001). Japan's wide latitudinal spread means the country has a variety of climate-dependent cultural events to attract visitors including the well-established tourist events of hanami (cherry blossom viewing) and momijigari (autumn foliage viewing). Tokyo has more than 50 recognized locations for cherry blossom viewing and no fewer than 40 for autumn foliage viewing (Weathernews, 2022; 2023) and in the wake of the Covid-19 pandemic the city is keen to re-welcome overseas visitors to experience them both (NHK World, 2023).

With more than 1000 years of known history cherry blossom viewing (CBV) is a highly important representation of spring in Japan (Weathernews, 2013) and one of the most culturally significant events in the country's tourism calendar. Taking place during the flowering of cherry blossom trees, CBV is an outdoor picnic or promenade with friends or colleagues to view the blossoms; in recent years it has also become a major draw for international visitors. Autumn foliage viewing (AFV) on the other hand has been a part of Japanese domestic travel for some 400 years and is the most recognised form of contemporary autumnal tourism (Liu et al., 2019). Both CBV and AFV feature heavily in marketing to international visitors (JNTO, 2023), are known to bring tangible impacts on the economy (Li et al., 2022; Sakurai et al., 2011), and have even been shown to improve psychological wellbeing (Jo et al., 2022).

As a result of the deep cultural roots linking Japan, its people and its climate the Japan Meteorological Agency (JMA) maintains extensive phenological records of the country's flora (Primack et al., 2009). This includes the flowering dates of cherry blossoms, and the coloration and leaf fall for a range of autumnal leaves. These records inform us that the periods for CBV and AFV in Tokyo are changing with earlier flowering in spring (Aono & Kazui, 2008) and later shedding of leaves by many species of trees in autumn (Ge et al., 2013; Parmesan, 2007).

These changing phenological circumstances can be both a benefit or a hinderance for tourism. For example, evidence suggests the delay in the coloration of autumn leaves will produce more vivid colors and increase visitation but at the same time altered viewing periods may negatively impact visitor numbers (Kyne & Diver, 2012). Nagai et al. (2019) suggest "moderate warming" may increase the value of the cherry blossom to the tourist industry, but also that enhanced warming could shift the flowering period from its 'expected' period. These observations are consistent with the IPCC 6th Assessment Report (IPCC, 2021) which indicates as growing seasons change temporally so will flora-based tourism.

These arguments inform about the resource itself, but what about the climate visitors themselves are experiencing during CBV and AFV? Has the tourism climate improved or deteriorated during the peak periods of flowering/coloration when tourists most want to visit? These are important questions since CBV and AFV are inherently climate-dependent and changes in the flora resource will affect tourists and tourism industry stakeholders alike and ultimately the economic and cultural sustainability of the two events (Moriuchi & Basil, 2019; Sakurai et al., 2011). One way to assess these questions is through the use of a tourism climate index such as the Holiday Climate Index (HCI:urban).

Over the past 40 years tourism climate indices have been widely used and progressively improved to represent the climate tourists experience (de Freitas et al., 2008; Mieczkowski, 1985). In recent years the Holiday Climate Index (HCI:urban) (Scott et al., 2016) has established itself as one of the most widely used tools for objectively assessing tourism climate favorability worldwide (Demiroglu et al., 2020; Mahtabi & Taran, 2018; Rutty et al., 2020; Yu et al., 2020). The index incorporates the weighted climatic variables of air temperature, relative humidity, cloud cover, precipitation and wind speed to produce an index value that reflects a destination's climatic suitability to tourism. The HCI rates tourism climate on an 8-point scale from 0-100 for which 90-100 represents 'ideal' tourism conditions, while a value of less than 10 indicates 'dangerous' ones.

In an attempt to better understand the tourist climate in Tokyo during the cherry blossom and autumn foliage viewing periods the current research examines an extended longitudinal record of the Holiday Climate Index (HCI:urban). In doing so it aims to highlight the temporal changes to the tourism climate during peak viewing periods and in light of the findings better inform tourists and tourism stakeholders about the favorability of the climate to cherry blossom and autumn foliage viewing.

METHOD

To investigate the tourism climate during the CBV and AFV periods the current research utilized the online archive of the Japan Meteorological Agency (JMA, 2023) for 1976-2023. The peak viewing periods were constructed by visual analysis of cherry blossom flowering dates over a 48-year period, and maple and ginko leaf coloration over 42 years. This yielded an 'ideal' 21-day CBV period and an equivalent 20-day AFV period. Due to temporal changes in flowering/coloration over the 40-plus year study period the longitudinal record was split into two periods (CBV = 1976-2000 and 2001-2023; AFV = 1981-2000 and 2001 -2022). In order that the respective later periods matched flowering/coloration the 21-day CBV was *advanced* 5 days for 2001-23 while the AFV was *delayed* 5 days for 2001-2022.

Longitudinal HCI ratio plots for the 21-day CBV and 20-day AFV were constructed using equation (1) and Mann-Kendall trend analysis performed on the HCI:urban and its constituent meteorological parameters. To more clearly identify climate favorability for tourism a modified 6-point HCI scale, 'excellent' (HCI= 80-100), 'very good' (70-79), 'good' (60-69), 'marginal' (50-59), 'poor' (40-49) and 'unacceptable' (<40) was employed in place of the 8-point scale of Scott et al. (2016).

$$\text{HCI:urban} = 4(\text{thermal comfort}) + 2(\text{cloud cover}) + (3(\text{precipitation}) + \text{wind}) \qquad (1)$$

FINDINGS

The phenological record indicates that in spring the mean date of full flowering of cherry blossoms in Tokyo has advanced 7 days between 1976 and 2023 (April 5th – March 29th). In autumn while no delay is apparent in the date of maple leaf *coloration* there is a 5-day delay in the *leaf fall*, and for ginko leaves coloration occurs 6 days with a 6 days delay and remains for an additional 3 days. Mann-Kendall analysis indicates the advance of cherry blossom flowering and delay in autumn leaf coloration are statistically significant ($p<0.0001$).

In tandem with the phenological changes to the leaves themselves, the Holiday Climate Index (HCI:urban) shows the tourism climate has changed with the CBV period becoming more favorable to tourism and the AFV slightly less so. As shown in Table 1, average CBV conditions rated as 'good' (HCI = 67) in 1976-2000 have improved to 'very good' (HCI = 71) in 2013-2023 with 37% of all days rated as 'excellent' (HCI >= 80). By contrast, AFV period conditions rated as 'very good' (HCI = 71) in 1976-2000 have declined to 69 ('good') in 2013-22 with the ratio of 'excellent' AFV days remaining unchanged.

Table 1. HCI during Cherry Blossom Viewing and Autumn Foliage Viewing (1976-2023)

	1976-2000		2001-2023		Last 10 Years	
Viewing Period	HCI	Ratio of Excellent Days*	HCI	Ratio of Excellent days*	HCI	Ratio of Excellent days*
Cherry Blossom (3/26~4/15; 3/21~4/10)	67 (good)	27%	70 (very good)	30%	71 (very good)	37%
Autumn Foliage (11/16~12/05; 11/21~12/10)	71 (very good)	23%	69 (good)	21%	69 (good)	22%

*Holiday Climate Index (HCI) >=80

Mann Kendall trend analysis indicates that, although the mean changes in HCI:urban are modest, both CBV ($Z = 2.418$, $p = 0.016$) and AFV ($Z = -1.994$, $p = 0.046$) are statistically significant. During the cherry blossom viewing period more favorable conditions are driven by the increase in maximum air temperature ($Z = 2.444$, $p = 0.015$), and the incidence of dry days (<1mm/day) ($Z = 1.661$, $p = 0.097$), while less favorable conditions during the autumn foliage viewing period are associated with a *fall* in the incidence of dry days ($Z = -2.952$, $p = 0.003$), an increase in the number of wet days (>6mm/day) ($Z =2.148$, $p = 0.032$) and increased cloudiness ($Z = 2.384$, $p = 0.017$).

IMPLICATIONS or CONCLUSION

As climate change advances we can expect the climate suitability of destinations will change both temporally and spatially (Scott et al., 2019). According to the findings of this research the suitability of the tourism climate during the cherry blossom viewing period is improving, but during the autumn foliage viewing it appears to be in decline. At the same time the appearance and longevity of the flora-based resource is changing over time. This complex situation can present challenges and opportunities for destinations and events with climate-dependent tourism resources and supports the notion that tourists and tourism stakeholders are on the “front line of climate change” (Broadbent and Lantto, 2009).

One implication of the change in favorability of the tourism climate is the imperative to continue and expand monitoring of the flora and the wider tourism climate. In addition to the dates of full blossoming (CBV) and coloration (AFV) the expected dates of blossom fall and leaf color quality are key metrics for the tourist experience of both events. Moreover, although public messaging of flowering /coloration dates is well-developed for Japan’s domestic market (Primack et al., 2009) it seems less so for its international one. In 2023 the JNTO platform held images of cherry blossoms on its April page rather than March and autumn foliage in October rather than November (JNTO, 2023). These anachronistic representations of CBV and AFV contradict the findings made here, and could misinform visitors planning visits to Tokyo.

A second consequence of changing tourism climate is on tourism flows and destination facilities. Although better tourism climate conditions during CBV may encourage more visitors this has the risk of giving rise to problems associated with overtourism or destination fatigue. While improved tourist flow management may offer locations a temporary solution, with more than 50 sites to view cherry blossom in Tokyo informed marketing that can nudge visitors to less visited locations is recommended. During autumn, despite the longer leaf coloration period, the increased incidence of wet days is a significant challenge to autumn foliage viewing. Enhancing or repurposing in-door visitor center facilities that can provide an alternative autumn foliage experience should be considered to counter this threat. Finally, the temporal creep of the AFV period into December should be seen as an opportunity for Tokyo to develop a new market niche. Underpinning these ideas is the implicit need for the strategic integration of tourism climate and climate-dependent events into urban planning.

It is hoped the current study can make a contribution to understanding the changing climate during the cherry blossom and autumn foliage viewing periods. Both events are invaluable to Tokyo's tourism profile as it seeks to re-establish itself as one of the world's most visited capitals. The current research is limited in that it only considers tourism climate and the resource in one city and does not assess tourist demand. In future, tourism climate research focusing on other climate-dependent events (such as Sapporo's Snow Festival) and ideally with a demand/climate agenda is highly desirable as a means to better understand the complex and dynamic relationship between tourism, tourism climate, and climate change.

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THE IMPACT OF HOST-TOURIST INTERACTION ON RESPONSIBLE TOURIST BEHAVIOR: A CASE ON MACAU

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INTRODUCTION

A balanced or harmonious relationship between tourists, the people and places they encounter, and the organizations and enterprises providing tourism services is the foundation for the tourism industry's successful development (Zhang et al., 2006). However, the media frequently cites instances of tourists' irresponsible behaviors that have a detrimental impact on other people, create issues for hospitality businesses, as well as challenges for government, ranging from stealing hotel supplies to causing damage to historical buildings (Wan et al., 2021).

Considering the sustainable development of travel destinations, it is important to focus on responsible tourism practices to promote the harmonious development of tourists and travel destinations (Farmaki et al., 2014). Responsible tourist behavior can be defined as a behavior that tourist with the need to avoid having a negative impact on the destination and emphasize the responsibility of tourists to the destination (Balıkçıoğlu Dedeoğlu et al., 2022). Environmental friendliness (Dolnicar & Long, 2009), respect for local culture (Leslie, 2012), and pro-tourism behavior (Liu et al., 2022) are all practical actions taken by tourists to support responsible tourism behavior. Like impolite behavior, not all tourists are aware of this (Lee et al., 2017). In the context of sustainable tourism development, encouraging tourists to adopt more ethical and sustainable travel behaviors plays a more positive and critical role (Chen et al., 2018).

Studies pointed out that the relationship between host and guest had a significant impact on the level of satisfaction and spiritual awareness experienced by tourists (e.g., Reisinger & Turner, 2002). In addition, destination residents could perceive positive or negative impacts brought about by the tourism industry and tourists (Tang & Wang, 2021). In other words, tourists gain utility and value from their interactions with the service environment or the people they meet (Prebensen et al., 2013). These interactions' experiential value may influence their intentions or behaviors toward the destination, such as responsible tourist behavior (e.g., Wei et al., 2020).

Host-tourist interaction (HTI for short) research has never ceased (e.g., Xiong et al., 2021; Fan et al., 2020) and showed positive behavior among residents could foster tourists' attachment and satisfaction with the destination, whereas negative behavior could result in discrimination and harm tourists' perceived moral behavior toward the destination (Stylidis et al., 2021). Examining HTI is therefore critical for promoting responsible tourist behavior and improving the sustainability of tourism destination development (Tse & Tung, 2022). However, although interaction has received academic attention, empirical research is still insufficient to provide a comprehensive understanding of HTI and this behavioral mechanism because it is primarily based on the perspectives of residents (Xiong et al., 2021), and detection of tourist perspectives is deficient (Tabaeeian et al., 2022).

Tourists frequently seek new social

interactions in tourism destinations unconsciously in order to promote understanding and emotional connections to the destination, thereby forming place attachment (Stedman, 2002). Tourists who have a strong attachment to their destination are more likely to support initiatives related to the development of tourism destinations and to engage in sustainable tourism practices such as responsible tourist behavior and environmental protection behavior (Schütte & van der Heijden, 2020).

Moreover, tourism information sharing among tourists promoted destination attachment, which was positively correlated with responsible tourist behavior (Lin et al., 2022). However, limited research has been conducted that directly examines the relationship between responsible tourist behavior and HTI. As a result, it is necessary to determine whether HTI based on tourist perspectives can also have a positive impact on tourists' place attachment and responsible tourist behavior. The mechanism of responsible tourist behavior formation may be more subtle than the mechanism of interactive and responsible behavior formation between tourists. The tourism industry can benefit from a better understanding of how responsible behavior affects tourists.

Considering the above research gaps, this study aims to investigate the impact of interaction between tourists and destination hosts on responsible tourist behavior. The specific objectives are:

(1) Exploring the impact of interaction between hosts and tourists on place attachment from the perspective of tourists.

(2) Explore whether the interaction between hosts and tourists can directly affect responsible tourist behavior.

(3) Explore whether place attachment plays a mediating role in the interaction and responsible behavior between hosts and tourists.

Combined with the above factors mentioned and the research purpose, the following hypotheses are put forth:

H1: HTI is positively related to place attachment.

H2: HTI is positively related to responsible tourist behavior.

H3: The relationship between HTI and responsible tourist behavior will be mediated by place attachment.

METHOD

The primary research methodology in this study was a questionnaire survey, with testing conducted using a 7-point Likert scale. The survey is broken down into four sections: HTI (Tabaeeian et al., 2022), place attachment (Eusébio et al., 2018), responsible tourist behavior (Lin et al., 2022), and socio-demographic questions about the respondents' gender, age, education level, marital status, and economic situation.

The target group for this study is visitors to Macao, and a purposeful sample approach is used to guarantee the accuracy of the research findings. Based on the survey's research methodology, 633 visitors visiting Macau provided valid data using a questionnaire survey, which was then examined from February 1 to February 15, 2023. Ruins of St. Paul and Rua do Cunha make up the survey locations.

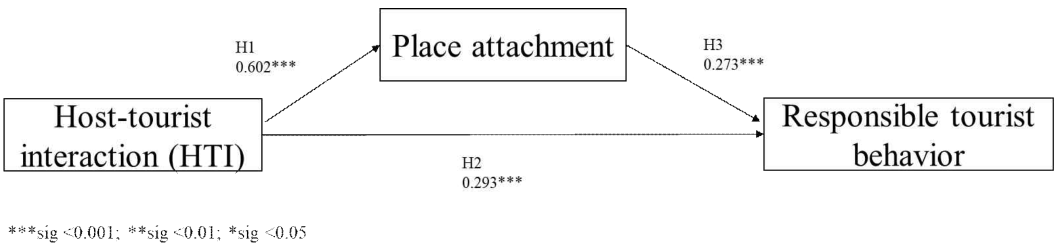

Figure 1. Research model and result of PLS-SEM analysis.

FINDINGS

Convergent reliability was obvious, and construct validity was also proven by the fact that constructs consistently scored higher than qualified index on the value of average variance extracted

(AVE) in this research. Moreover, the justification for discriminant validity was also demonstrated by comparing AVE values with squared correlations between relevant constructs (Fornell & Larcker, 1981). Using software PLS 4.0, we also carried out the confirmatory factor analysis (CFA) to confirm the model fit of the measurement.

The results of the PLS-SEM analysis support the hypotheses 1 to 3, which are shown in Figure 1 (HTI → PA: $\beta = 0.602$, $p < 0.001$; HTI → RTB: $\beta = 0.293$, $p < 0.001$; HTI → PA → RTB: $\beta = 0.273$, $p < 0.001$). In other word, the study shows that the HTI can directly influence place attachment and responsible tourist behavior. In addition, the study highlights the mediating role of place attachment in the relationship between HTI and responsible tourist behavior.

IMPLICATIONS

There are several meanings to this study. Theoretically, this study developed a conceptual model and specifically looked at the connection between HTI and ethical travel practices. This is an attempt to understand responsible tourist behavior using interaction as an antecedent. Second, the uniqueness of this study resides in its viewpoint, which fills a gap in HTI by including tourists' perspectives on interactions with locals. Thirdly, this study extends the investigation of place attachment generation using HTI's hedonic interaction and functional interaction analysis, assisting researchers in explaining how tourists form attachment to a place, encouraging the intention of tourists with special interactions to engage in responsible behavior, and contributing to the interaction field from the viewpoint of understudied tourists. Additionally, this study highlights the mediating function of place attachment in the relationship between HTI and responsible tourist behavior, extending the range of research contexts in which place attachment can be used as a mediating variable. Last but not least, this study took Macao as the research site, as the world tourism and leisure center, this study would help scholars to further understand the relationship between responsible tourist behavior and HTI in Greater China, and also provided reference for similar foreign tourist destinations.

The following management implications stem from this study. First, sustainable tourism places a high priority on responsible visitor conduct. As a result, from the standpoint of HTI, tourism practitioners or managers are motivated to start with hosts, enhance the interaction between hosts and tourists, and provide tourists a positive picture of tourism destinations, encouraging their propensity to return. Second, there are hedonic and functional aspects to the interactions between the host and tourist. Starting with these two factors, other techniques of engagement can be put up in various living spaces to encourage more pleasant interaction, such as games and festival activities. This encourages interaction between tourists and hosts, enabling tourists to comprehend the local social mores and customs while also helping to encourage tourists to develop into responsible, civilized tourists who defend their destinations. Thirdly, considering that the place attachment significantly encourages responsible travel, the government can put out relevant measures to cultivate tourists' sense of community. For instance, using social media to suggest travel products and routes that allow for interaction with hosts (like Macau's distinctive Portuguese-style market). Additionally, the free shuttle buses provided by Macao hotels is one of the main means of transportation for tourists. Putting local cultural propaganda films and tourism-related public service advertisements on shuttle buses should be regarded as a feasible means to enhance tourists' feelings for Macao.

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THE EFFECTS OF PLACE ATTACHMENT AND EMPATHY ON DESTINATION LOYALTY: USING PLACE-ORIENTED AND PEOPLE-ORIENTED CONCEPTS

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INTRODUCTION

A successful tourism destination is largely determined by tourists' destination loyalty. Tourists are more likely to revisit or recommend a destination based on their memorable and favorable experiences and positive evaluation of the destination performance (Su et al., 2017). Tourists' evaluation of travel experience and destination's performance is influenced by their relationship with destination and its local people. Studies demonstrate that destination loyalty is explained through place-oriented factors and/or people-oriented factors (Tasci, 2017). Place-oriented factors refer to tourists' relationship, emotions and attitudes with the destination, and their evaluations of destination attractions and performance (Tasci et al., 2021), whereas people-oriented factors refer to tourists' relationship with, and attitudes toward residents (Patwardhan et al., 2020; Ribeiro et al., 2018). Place-oriented factors (destination image and place attachment) and people-oriented factors (cultural and social distance, and emotional solidarity) were important antecedents in explaining destination loyalty (Tasci et al., 2021). However, the place-oriented factors elucidated both past and future destination loyalty better than the people-oriented factors as tourists' evaluations of touristic attributes can be core elements, while human interactions are peripheral elements to determine loyalty (Tasci et al., 2021). Furthermore, place-oriented and people-oriented factors can be connected to strengthen their effects on destination loyalty. Patwardhan et al. (2020) found that both place attachment and emotional solidarity significantly increase visitors' destination loyalty. Visitors' emotional attachment to the festival also influences their emotional solidarity with the residents.

To understand destination loyalty in a dynamic and complex tourism environment, the need of an integrated model with people-oriented and place-oriented factors using different variables is required. However, limited studies have integrated these two factors together to examine how influencing on destination loyalty. This study investigated the effect of place attachment (place-oriented) and tourists' empathy (people-oriented) on destination loyalty and the mediating role of destination trust and trip satisfaction. There are two objectives: (1) to examine the effects of place attachment and tourists' empathy on destination loyalty, (2) to investigate the mediating role of destination trust and trip satisfaction between place attachment and destination loyalty, and tourists' empathy and destination loyalty. Findings can provide suggestions to destination marketers to understand the contributing place-oriented and people-oriented factors of destination loyalty, and to attract loyal tourists.

Place attachment is defined as an emotional link between people and place (Hidalgo & Hernandez, 2001). Strong place attachment increases tourists' emotional bonding to a destination, which strengthens tourists' relationships with the destination and increases their trust (Bidmon, 2017; Kang et al., 2017), satisfaction (Prayag & Ryan, 2012), and destination loyalty (Patwardhan et al., 2020; Tasci et al., 2021). Empathy refers to the ability and attitude toward understanding other people's feelings and thoughts (de Waal, 2008). Empathy improves interpersonal relationships between tourists and residents, and influences tourists' attitudes and behaviors (Tamborrel & Cheer, 2019; Pera et al., 2019;

Wieseke et al., 2012). Empathic tourists are more likely to show more trust (Bahadur et al., 2020), increase satisfaction (Wieseke et al., 2012), and promote positive behaviors and loyalty (Pera et al.., 2019, Zhang et al., 2018). This study proposed that tourists' empathy is a key determinant of destination loyalty.

Destination loyalty is tourists' willingness to revisit or recommend the destination (Wang et al., 2020). Tourists' positive evaluations of, and attitudes toward the destination (Hosany et al., 2017; Prayag & Ryan, 2012), and their positive relationship with residents (Patwardhan et al., 2020; Ribeiro et al., 2018). Researchers have confirmed that destination trust (Han & Hyun, 2015), and tourists' satisfaction (Al-Ansi & Han, 2019) are critical predictors of destination loyalty. Based on the literature review, ten hypotheses were proposed.

METHOD

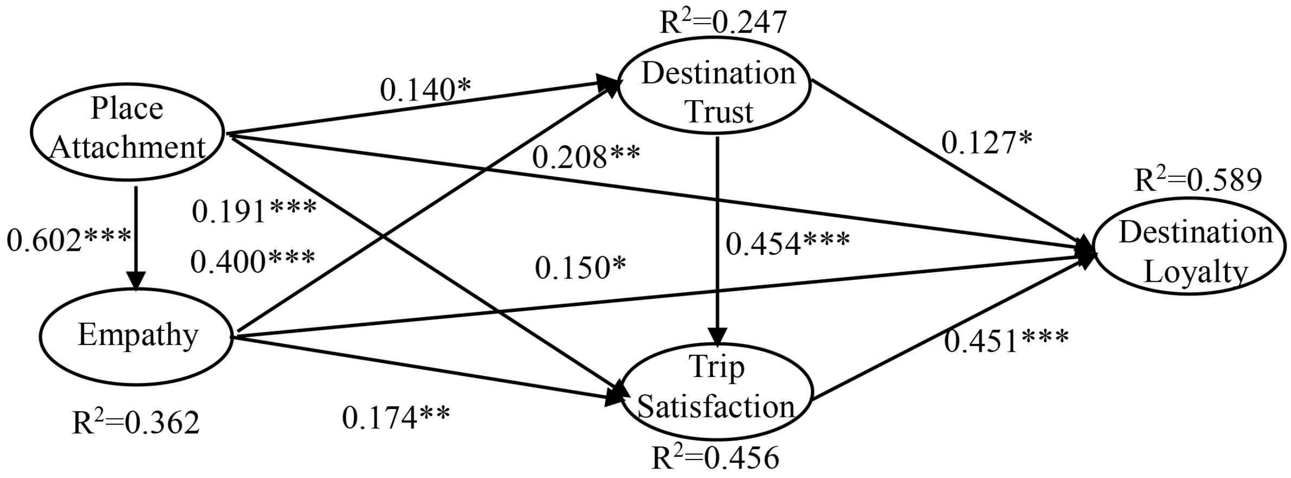
A self-administered questionnaire was developed as the survey instrument. Items were derived and modified from previous studies. Five items on place attachment (Lee et al., 2020; Shaykh-Baygloo, 2021), six items on empathy (Batchelder et al., 2017; Segal et al., 2013), six items on destination trust (Kumar & Kaushik, 2017; Liu et al., 2019), three items on trip satisfaction (Su et al., 2017), and three items on destination loyalty (Al-Ansi & Han, 2019). All items were measured on a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. The questionnaire was first developed in English and translated into Chinese using the back-translation method (Brislin, 1970). Using a convenience sampling method, the data was collected from Mainland Chinese tourists in tourism spots in Macau from June 2021 to January 2022. A total of 720 questionnaires were collected and 548 valid questionnaires was used for the analysis. Structural Equation Modeling (SEM) was carried out to examine measurements and structural model using SPSS 25.0 and AMOS 24.0.

FINDINGS

Demographic characteristics. The sample had slightly more female respondents (51.5%). About 80.6% of respondents aged from 18-39. Most of the respondents hold a bachelor's degree or higher (66.8%). 36.3% have an income of RMB 20,001-30,000.

Results of CFA. The factor loading of all items were higher than 0.6 which was acceptable (Hair et al., 2014). Composite reliabilities (CR) ranged from 0.844 to 0.881, which demonstrated the internal consistency for all constructs (Hair et al., 2014). The average variance extracted (AVE) for all latent variables were greater than 0.5 (Fornell & Larcker, 1981). The discriminant validity was confirmed as the value of square roots of AVE were greater than the standardized correlations between the associated constructs (Fornell & Larcker, 1981).

Results of hypotheses. Figure 1 and Table 1 showed that all hypotheses were supported. Place attachment had a positive effect on tourists' empathy (β=0.602, $p<0.001$), destination trust (β=0.140, $p<0.05$), trip satisfaction (β=0.190, $p<0.001$) and destination loyalty (β=0.208, $p<0.001$). Tourists' empathy positively influenced destination trust (β =0.400, $p<0.001$), trip satisfaction (β=0.150, $p<0.001$), and destination loyalty (β=0.174, $p<0.01$). Destination trust had a positive effect on trip satisfaction (β=0.454, $p<0.001$) and destination loyalty (β=0.127, $p<0.05$). Trip satisfaction positively influenced destination loyalty (β=0.451, $p<0.001$). The variance explained for endogenous constructs are 36.2%, 24.7%, 45.6% and 58.9% for tourists' empathy, destination trust, trip satisfaction, and destination loyalty respectively.



Note: ***: *p < 0.001, **: p < 0.01, *: p < 0.05*

Figure 1. Results of Hypotheses

Table 1. Results of hypotheses testing

Hypothesis	Path	Direct Effect	Indirect Effect	Total Effect	Result
H1	Place attachment → Empathy	0.602***	-	0.602	Supported
H2	Place attachment → Destination trust	0.140*	0.240	0.380	Supported
H3	Place attachment → Destination loyalty	0.208***	0.350	0.558	Supported
H4	Place attachment →Trip satisfaction	0.191***	0.278	0.468	Supported
H5	Empathy → Destination trust	0.400***	-	0.400	Supported
H6	Empathy →Destination loyalty	0.150**	0.211	0.361	Supported
H7	Empathy →Trip satisfaction	0.174**	0.182	0.356	Supported
H8	Destination trust → Trip satisfaction	0.454***	-	0.454	Supported
H9	Destination trust → Destination loyalty	0.127*	0.205	0.332	Supported
H10	Trip satisfaction → Destination loyalty	0.451***	-	0.451	Supported

Note: ***: *p < 0.001, **: p < 0.01, *: p < 0.05*

DISCUSSIONS and CONCLUSION

This study examined the effects of place-oriented and people-oriented constructs on examining destination loyalty by investigating place attachment, and tourists' empathy, and testing the mediating role of destination trust and trip satisfaction. Findings found that place attachment and tourists' empathy are important determinants of destination loyalty. Place attachment had a stronger influence on trip satisfaction and destination loyalty, while tourists' empathy had a stronger effect on destination trust. The results is consistent with Tasci et al. (2021) that tourists' emotional feelings and evaluations on the destination are more a contributor of destination loyalty than their attitudes, evaluations and understanding of local residents. Moreover, this study confirmed that place attachment had a positive influence on destination trust, which contributed to the current research results (Bidmon, 2017; Kang et al., 2017). Empathy helps to promote positive attitudes and understanding of local residents, which increases tourists' positive traveling experiences and destination loyalty, which was consistent with previous studies (Bahadur et al., 2020; Wieseke et al., 2012). Specifically, the impact of tourists' empathy on destination trust was particularly strong. Empathic tourists had more understanding and positive attitudes toward local communities, which influences their better evaluation of destination performance (Tsai, 2012). Moreover, the impact of trip satisfaction on destination loyalty is stronger than that of destination trust, which further reflects that tourists' affective evaluations of their experience had stronger effects than their cognitive evaluations of destinations (Su et al., 2017) in this research.

This study investigated tourists' empathy and examined its effects on destination loyalty. The indirect effect of place attachment and tourists' empathy were positive through destination trust and trip satisfaction, which indicated the mediating roles on these constructs in this model. A new model for understanding tourists' trust, satisfaction and destination loyalty was developed. For practical implications, regarding to place-oriented factors, destination managers and marketers can strengthen tourists' emotional connections with the destinations through promoting more local activities and events, and reinforcing destination's position and uniqueness. Second, for promoting the effect of people-oriented factor, destination can encourage tourists to have more interactions with local communities to increases their social bonds and understanding. Finally, destination managers have to provide high quality products, services and performances to increase tourists' trust and satisfaction toward the destination.

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UNDERSTANDING CHINESE GIRLFRIEND GETAWAYS' TRAVEL MOTIVATION AND TRAVEL PREFERENCES: FROM THE PERSPECTIVE OF FEMINIST AND NON-FEMINIST

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INTRODUCTION

The girlfriend getaway (GGA) refers to females traveling with other female friends and relatives for holiday purposes (Khoo-Lattimore & Prayag, 2018), gaining popularity among women. Although GGA started to get academics' attention (Chen & Mak, 2020; Berdychevsky et al., 2016), previous scholars neglected the influence of females' self-awareness on feminism on their motivations and travel preferences during GGA. In conjunction with the application of feminist theory in the tourism industry, this study explores the different stages of GGA tourists' self-awareness on feminism, their motivation, and their travel preference. This will contribute to a more complete understanding of the relationship between GGA tourist travel behaviors and feminist ideas, fill the gap of feminism in this field of tourism, as well as revise the various studies that have been conducted on female tourists and their behaviors.

METHOD

In this study, we adopted the qualitative method of in-depth interviews. The interview outline focused on 3 main categories: self-awareness on feminism, motivation, and travel preferences. From November 2022, purposive sampling was used at the beginning based on our best judgment. Snowball sampling was adopted later as a supplement to reach more GGA tourists. The interviewees in our study were females aged between 18 and 31 who have recently experienced GGA. We used VooV Meeting to conduct online interviews. In addition, based on the data saturation rule (Corbin & Strauss, 2008), a total of 21 interviews continued until April 2023 when the interviewees' responses grew stale and no fresh information surfaced. Textual data from the in-depth interviews were analyzed using inductive thematic analysis by refining into abstract categories and themes (Creswell, 2014). The examples of the coding process are shown in Table 1.

Table 1. Examples of the Process of Coding

Data Extracts	Initial codes	Subcategories	Main Category
The reason why I traveled with my bestie was mainly to help her relieve the pressure. She was under great study pressure when she took the postgraduate entrance examination. I hoped that traveling could help her relax. I thought it would be more relaxing for her to travel with me because we both know each other well and were familiar with each other's living habits and preferences. We were all very happy on this trip and enhanced our friendship.	Help each other; relieve the pressure; postgraduate entrance exam; study pressure; relax; get to know each other well; familiar; living habits; preferences; happy; friendship.	To bond with friends To escape pressures To have fun	Motivation
I prefer traveling with my family to traveling alone with my bestie. I also enjoy traveling with my bestie's family. Maybe I'm lazy. I hope I'm the one to be taken care of during the trip. I rely on my bestie very much, although I thought I was an independent female. But when my bestie wanted me to work such as planning a route, I am fully capable of being the head of the tour. I am willing to compromise because I can be different for my bestie.	Lazy; be taken care of; rely on my bestie; independent female; planning a route; capable of being head of the tour; compromise.	Consciousness germination	Self-awareness on feminism

FINDINGS

21 interviewees' self-awareness on feminism can be divided into 3 stages: consciousness germination, awakening, and subject generation.

The 11 interviewees who fall into the consciousness germination stage do not perceive themselves as feminists, though they may have learned feminist thoughts to a certain degree (N19, N20). They preferred a neutral position (N19), defining some feminists as "too extreme" (N21). While sometimes they have to take responsibility, they prefer to be taken care of and be spoiled by others (N18, N20). 3 interviewees are in the awakening stage. They have accepted their identity as feminists, but cannot tell what kind of feminists (e.g., radical, liberal, etc.) they are currently. They agree with some radical feminist thoughts (N17), and have a strong negative view towards all males, embracing celibacy (N5). As for the 7 interviewees who enter the subject generation stage, they not only perceive themselves as feminists but have an explicit recognition of their genre. Though one of them recognizes herself as a liberal feminist and admits sometimes compromising to social pressure (N15), most of them consider themselves as radical feminists, supporting and practicing 6B4T idea (a set of radical feminism ideas from Korea) in daily life (N4, N6, N13, N14, N16). They are not satisfied with merely fighting for women's equal rights (N13), but wish to establish a matriarchy Utopia (N16). What they are most interested in is enhancing their competitiveness in society (N6, N13). They also criticize wearing makeup as pandering to patriarchal culture (N13).

Although some scholars have pointed out that the motives of GGA were refined into 13 categories (Khoo-Lattimore et al., 2019), the interviewees' main motives in this study were as follows. To bond with friends is the most mentioned motivation to join GGA at every stage. Many described their female friends as soul mates and "wish to have an emotional attachment with them" (N11). Some of the interviewees were motivated by celebrating milestone such as "for my graduation" (N18), while some participated in GGA to socialize with friends in an attempt to "seek sister in arms to fight against patriarchy" (N1). Furthermore, interviewees also seek to escape from pressure, especially from "political depression generated from social media content every day" (N1). Only interviewees in the consciousness germination stage were pushed by traveling in the safety of numbers to "gain a sense of security" (N18). In addition, some would participate in GGA in order to find support in difficult times. For instance, one respondent stated: "I sought comfort from my besties after a really difficult situation" (N13). Interviewees were also driven by experiencing something new, one interviewee noted: "I just want to immerse in the brand new local culture" (N7). Several interviewees aimed at increasing knowledge about destinations or places that is "related to feminist and matriarchal culture" (N16). Another motivation is to seek adventure, including experiences like "cycling and bamboo rafting" (N14). A number of interviewees join GGA merely to have fun, as one indicated that "I can finally be myself" (N4). Being emotionally and physically refreshed is another motivation as some described the precious experience of "restoring energy in nature" (N6). The last motivation is to be spoiled, which is more mentioned by the consciousness germination stage. An interviewee said that "I just want to follow my friends and be taken care of without thinking" (N21).

As for travel preferences, most of the interviewees are attracted by natural scenery as "feeling a sense of harmony and strength" (N13). Meanwhile, heritage sites are also very popular, "I go to museums once I visit a new city, as they represent the history of it", as one interviewee stated (N15). Local culture and customs are another hit, many interviewees would like to "live in a local homestay, and pretend to be a local" (N17). Not surprisingly, many interviewees travel for gastronomy, especially "those hole-in-the-wall diners providing traditional cuisine'" (N14). Interestingly, some interviewees prefer art exhibitions, particularly those "embody feminist and sisterhood ideas" (N17).

IMPLICATIONS or CONCLUSION

By filling in the gaps left by earlier studies and enhancing the content of GGA tourism research, this study advances the investigation into whether diverse female travelers' self-awareness on feminism can vary their motivation and travel preferences during GGA. It offers fresh insight and equips the tourism industry with knowledge of the traits of feminists, and the commonness and otherness of the demands of females in different stages of feminist awareness. GGA is more in demand due to the rising status of women, and this study will help tourism businesses to identify different strands within their female clientele and offer more customized tourism products.

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IMPACTS OF HIGH-SPEED TRAINS ON INTERNATIONAL TOURIST ARRIVALS TO CHINA

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INTRODUCTION

China tourism industry was found to help alleviate the Chinese public's doubts about the investment of HST and fill this gap (Chen & Haynes, 2012). On the other hand, in the Asia-Pacific region, the Shinkansen system of Japan was first established in1964. Since then, with the construction and opening of high-speed rail in Europe such as Spanish high-speed train (AVE) system and French HST (TGV) system, Europe is the most developed continent in the world for HST during past few decades. Hence, many studies have examined the impacts of the European HST systems on tourism only a few studies concentrated on HST of China.

For the above reasons, the research question is clear, this paper attempts to use a longer data period (2007-2016) and different analysis model (Gravity model) to see what the relationship is between CRH and China inbound tourism arrivals accurately, we focus on the international tourists who travel to those Chinese provinces by CRH. This paper contributes to the literature by follows: 1). the role of HST in promoting the number of international tourist arrivals in different economic regions is discussed in detail and separately; 2). It is the first time to apply the gravity model in analyzing the impacts of HST on international tourist arrivals to China.

METHOD

In this paper, the tourism demand version of the gravity model is modified as a function of the characteristics of the countries of origin and province of China. In this function, distance which adjusted by crude oil price and others factors is used to unvalued the motivation of international tourism demand of China. For estimation purposes, expression of this study can be transformed using natural logarithms ("Ln") to estimate. Thus, we employ a basic model in this study which shown in equation (1). Firstly, the "o" denotes the countries of origin. Secondly, “d” represents the provinces of destination. Next, "t" means at time "t". Finally, "ε" _"odt" is an individual error term over time which is under normal distribution. We transfer all continuous variables into logarithmic form. And set the value of 0.1 in case of the logarithm of zero.

$$\ln TOUR_{odt} = \alpha_0+\alpha_1\ln DIS_{odt}+\alpha_2\ln GDP_{ot}+\alpha_3\ln GDP_{dt}+\alpha_4\ln RP_{odt} +\alpha_5\ln TA_{dt}+\alpha_6\ln HOTEL_{dt}+\beta CRH_{dt}+\varepsilon_{odt} \quad (1)$$

The only one dependent variable is TOUR, which implies the number of foreign tourist arrivals from origin divided in per province at time t. It is often used to reflect the tourism demand [18,20,21]. The explanatory variable which to test the main effect of HST on foreign tourist arrivals in China is a dummy variable of CRH. Since there will be time lag effect after the high-speed rail has just opened, here we take CRH into account began with 2011. The distance expressed by the distance from the capital cities of the origin countries to the capital cities of Chinese province adjusted by crude oil price at time t is the main sector of the gravity model, it reported the travel cost both transportation cost and time cost between origin and destination with a negative influence on the foreign tourist arrivals. Gross domestic product of both origin and destination as for socio-economics factors, it identifies the characteristic of a different economy. The relative price that modifies by CPI-exchange rate, which reflects the living cost in the destination.

We expect it has strong influences in the number of foreign tourist arrivals with the negative relationship among them (Martin & Witt, 1988). The level of regional tourism resources represented by tourism attractions (TA) the numbers of 5A tourism view spots and the accommodation (HOTEL) the number of starred hotels. They are also essential drivers to improve the number of foreign tourist arrivals.

FINDINGS

In this paper, we assume that the impact of CRH on the number of foreign tourist arrivals can be divided into two parts to analysis the effect of CRH service more accurate, overall effect and the time-lagged effect. Firstly, we use a dummy variable of CRH based on whether this service operates in year t to test overall effect of CRH. Then, this study purposes to study the impact of CRH reflected on the diverse time after the running of CRH by using dummy variables CRH1-2 and CRH3, which mean that CRH runs for one to two years and run for three years or more at one area, respectively. Besides, by considering the results of Hausman's test, it shows that we should use fixed effect model rather than the random effect model for testing the overall effect of CRH. As aspect to time-lagged effect, due to the results of Hausman's test, we employ a random effect model to appraise the time-lagged effect of northeast and eastern region.

The results of this study are described in Table 1, estimates the overall effect of CRH and Table 1 shows the result of evaluating the time-lagged impact of CRH on foreign tourist arrivals of China.

Table 1. Results of time lagged effect of CRH.

	Total	North-east(re)	Eastern (re)	Central	Western
lnDIS	-0.5854***	-0.8534***	-0.5638***	-0.2591***	-0.5134***
lnGDPo	0.5001***	0.4539***	0.4365***	0.4299***	0.5426***
lnGDPd	0.2333***	0.9991***	0.3579***	-0.0643	0.2441***
lnRP	-0.6524***	-1.4772**	0.2862**	-0.0177	-0.6329*
lnTA	0.1797***	-4.1490*	-0.2863***	0.9904***	0.1211
lnHOTEL	0.9866***	0.8236**	0.7897***	0.4285**	1.2457***
CRH 1-2	0.5586***	0.1299	0.2743***	0.3219**	0.2915**
CRH 3	0.9634***	0.2183	0.2864**	0.8267***	1.0978***
Hausman	111.51***	12.36	5.82	91.84***	14.47*
Number of Obs	3410	330	1100	660	1320

Note: Significance at the 0.01, 0.05, and 0.10 levels are indicated by ***, **, *, respectively.

CONCLUSION

By employing panel database covering the foreign tourist arrivals from 11 countries to 31 provinces in China over ten years (2007–2016) and combined with gravity model to evaluate the impact of CRH service on regional tourism economies. Change in CRH is able to bring increase in inbound tourism of China. To a certain extent, we can conclude that the launch of CRH service in China will induce significant benefits of promote the attractiveness of foreign tourist arrivals. Secondly, the powerful time-lagged effect of CRH confirms the first step in developing a HST network, especially for regions with low-level development of accessibility and tourism economics. This will support the policy of establishment of CRH even the current beneficial results are not strongly obvious because it will bring more benefits in the long run.

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ASIAN HOSPITALITY IN THE AGE OF TOURISM 4.0

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INTRODUCTION

As technology advances and increasingly technology-savvy customers today seek better guest experiences, the hotel industry has undergone dramatic changes. There is increasing evidence in studies of current hotel industry trends that guests demand more personalized attention and entertainment (Kaliappen & Hassan, 2022). With this in mind, technological innovation has a massive effect on creating a remarkable guest experience, hence guest satisfaction could be achieved. In the hotel industry context, personalized digitalization and luxury hospitable experiences have been intensively researched separately in tourism and hospitality academia.

The Emerging Digitalization Trend in Hotel Industry

Technological advancement keeps evolving to today's Tourism 4.0. The term Tourism 4.0 is derived from Industry 4.0, which refers to a variety of smart technologies including Big Data, Artificial Intelligence (AI), cloud technologies, Internet of Things (IoT), Virtual Reality (VR), Augmented Reality (AR), Blockchain, etc. (Hassan, 2022). Unsurprisingly, technology is one of the megatrends. The new wave of digital innovation has been affecting almost all sectors in some way, the hotel industry is no exception. In the hotel industry, digitalization has been a debatable topic for a long time. Some argue digitalization is not a necessary technology to adopt, instead, it is just a gimmick, which would not last for long in the hotel industry. Taking consideration of the nature of hospitality, traditionally, luxury hotels are characterized by professional butler services that offer personalized and anticipatory attention to hotel guests' needs. That is, hotels are places where guests can indulge themselves with the customized hospitable service provided by hotel staff. There is no doubt that digitalization has penetrated the hotel industry for a considerable period, and digitalization is getting acceptable to customers. Digitalization will continue to develop and evolve, in other words, digitalization is here to stay. In today's hotel industry, increasing consumer power, technological advances, and increased competition pose threats to hoteliers. Hence, digital innovation is essential to sustain their business as well as to maintain the interest of guests in their hotels.

In particular, the impacts of the global pandemic in 2019 have leveraged more demand for digitalization. It is no surprise that service robots have been a significant help in co-creating guest experience in hospitality (Fusté-Forné & Jamal, 2021). To maintain a contactless service, robots provide product delivery for guests amid a pandemic, which is the way to ensure safety for both hotel guests and employees. It is recognized that the acceptance of adopting digitalization has increased. Kaliappen and Hassan (2022) suggested to remain competitive in a rapidly changing competitive climate in hospitality, hotels must undergo digital transformation to meet the changing demands of customers in the digital age. According to the audit firm "PwC", it is recognized the importance to navigate the opportunities and risks with the essential emerging smart technologies, for instance, artificial intelligence (AI), augmented reality (AR), blockchain, Internet of Things (IoT), robotics, and virtual reality (VR) (Likens, 2022). Many of these smart technologies have been adopted in many sectors, providing opportunities for the service-oriented hotel industry (Osei et al., 2020). Technology is the key to remain innovative in the competitive market (Koellinger, 2008). As smart technologies Tourism 4.0 are applied more widely and frequently, the hotel industry will continue to grow and undergo significant changes (Wang et al., 2016).

A Hybrid Experience of "High-tech, Human-touch" is in Demand

According to Kaliappen and Hassan (2022), hotel guests are demanding more personalized attention and entertainment, it is understandable, especially the more experienced guests who naturally expect more services. To facilitate the ever-increasing demand for personalized services from guests, hoteliers are suggested to remain the high quality of offering guest experience with the realms of educational, entertainment, escapist, and esthetic based on the Experience Economy by Pine and Gilmore (2011). In addition, hotels in Asia have advised to identify their authentic Asian hospitality and bring it into business. Asian hospitality has consistently received high compliments for the service excellence worldwide (Sucher et al., 2013). Most importantly, emphasizing Asian hospitality is not only to offer an excellent servicescape but also fulfilling the growing interest of guests seeking authentic experience (Ateljevic & Doorne, 2005). It has been said that hotels could benefit greatly from implementing Asian hospitality in their business. Asian hospitality could differentiate hotels from the crowd, it also serves as a branding strategy to attract more business (Chon et al., 2020). Without a doubt, the global pandemic has accelerated the need for digitalization, in the meantime, human interaction and social experience are irreplaceable. The value of the human touch experience remains high. The authentic human-touch experience could dilute the coldness and indifferent digitalization feeling, resulting high level of guest satisfaction. Asian hospitality together with digitalization shape the experience that guests desired.

Following this logic, the hybrid experience of integrating "High-tech, Human-touch" is in greater demand, it is supported by Davari et al. (2022). The demand for hybrid experience phenomenon is especially more evident in Asia. Naturally, customers have the expectation for Asian-ness hotel services separates hotels in Asian from other regions. That is, Asian hospitality, comes with sincerity, kindness, and Asian way of human-touch services (Chin et al., 2016). In addition, earlier, the property management company, Jones Lang LaSalle denoted Asia leads the race in smart hotel technology (JLL, 2018).

Nevertheless, digitalization and experience were intensively researched in academia, to the best of the author's knowledge, none of the academic papers has proposed the combination of adopting digitalization and the human-touch guest experience for the industry to maintain their competitive advantage. Therefore, it is imperative to explore the combination of the two unique paradigms (Tourism 4.0 and Asian hospitality) for the hotel industry to maintain competitiveness and achieve higher customer satisfaction. With this in mind, this paper theoretically contributes for more future studies in high tech and high touch, and how the combination results in remaining competitive and customer satisfaction. Practically, this study affirms high tech and high touch to be included in the business model of Asian hotels. More specifically, it maps out creating digital and gracious experience in the realms of entertainment, educational, esthetic and escapist. Consequently, it guides hotels in Asia to facilitate the needs of customer and survive in the fierce marketplace and yet remain competitive.

LITERATURE REVIEW

The Concept of Tourism 4.0

In the rapidly technological advancing era, tourism has paved its way for smart tourism, integrating smart technologies in the journey of travel. The term Industry 4.0 was the term used by the German government to describe the fourth industrial revolution of the high-tech strategy in 2011 (BMBF, 2018). In the era of Industry 4.0, connected computers are becoming more prevalent together with the use of the Internet of Things, cloud computing, and cognitive computing (Woliński, 2018). Park (2018) explains Industry 4.0 as a system that enhances productivity and intensifies industrial production by increasing automation and connectivity through using artificial intelligence (AI), big data, robotics, and the internet of things. In this sense, Industry 4.0 encompasses a variety of smart technologies, such as Big Data, Artificial Intelligence (AI), cloud technologies, Internet of Things (IoT), Virtual Reality (VR), Augmented Reality (AR), Blockchain, etc. (Hassan, 2022). Earlier, Rodič (2017) claimed that the paradigm of

Industry 4.0 has become global, which has penetrated many disciplines, including tourism and hospitality (Korže, 2019). Derived from the concepts of Industry 4.0, Tourism 4.0 becomes a new paradigm introducing new business models supported by technology such as big data, IoT, artificial intelligence, virtual reality, augmented reality, and so forth to build a collaborative tourism ecosystem in the tourism and hospitality context (Arctur d.o.o., 2019).

According to Korže (2019), the term Tourism 4.0 has been used by governments and tourism policymakers various countries, for instance, European countries including Portugal, (2016), Finland (2017), Italy (2017), Spain (2018), Turkey (2017), and Slovenia (2018). Whilst in Southeast Asian countries, Thailand (2017), Bali (2018), and Malaysia (2018) have adopted the term Tourism 4.0. Most importantly, the World Tourism Organization (UNWTO) used the term Tourism 4.0 in 2017 at the 22nd Session of the UNWTO General Assembly – Special Session on Smart Tourism. In academia, there are only five publications in research on Tourism 4.0 by the middle of 2019, none of them published in highly-ranked tourism journals (Korže, 2019). To the best knowledge of the author, until September of 2022, there was not much difference in terms of a number of publications. For improving the quality of service and experience in tourism and hospitality, more research needs to be done on Tourism 4.0.

Tourism 4.0 in the Hotel Industry

Hotels are competing more fiercely than ever before to stay competitive. To stay competitive in the market, hotels are not only providing quality hospitality services but also embracing digitalization to remain relevant in the market. Artificial intelligence (AI), Internet of Things (IoT), Robotics, Mobile Technology, Augmented Reality (AR) and Virtual Reality (VR) are the key smart technologies that have been used in hotels.

Artificial Intelligence (AI)

Artificial intelligence (AI) is applicable in many disciplines, the hotel industry is no exception. The hotel industry can benefit greatly from adopting artificial intelligence. A better understanding of the customer journey, better profiling of guests, and discovering what they want can boost the customer experience (Lacalle, 2021). There are many ways in using artificial intelligence. Chatbots are one of the AI technologies that allow hotel industry to maintain its conversational hospitality. Chatbots are used to handle frequently asked questions, concierge services, and housekeeping requests, chatbots may be the perfect solution. Theoretically, it greatly frees up the human capital for taking care of more important tasks to offer great personalization service (Weldhen, 2019). In practice, for more advanced tasks, guests may look for in-person services instead of chatbots. Four Seasons has set a good example, to strike for a balance, Four Seasons Chat is a chatbot integrated with a humanized approach to provide personalized service together with technology, which has won awards for the industry-leading app (Martin, 2020). Most importantly, the other key attribute of AI is data analysis, which could help hoteliers to quickly analyze data, interpret it, and apply what it has learned to make improvements. As a result, it helps to better understand the target guests and their behavior. Furthermore, as of today’s convenient digitalization, hotel guests make their bookings on online platform. The hyperdynamic pricing based on artificial intelligence, hotel rates are automatically updated on booking engines based on user data, therefore to adjust the rates to maximize profits for hotels (Lacalle, 2021). Hotelogix (2022) assured that hotels are beneficial with the integration of AI into guest experience.

Robotics

Artificial intelligent robot is one of the most popular applications of smart technology in use in hotels. Robots in hotels serve two major functions, one is for social purpose and the other one is for operation purpose. The social robots aim to socialize with guests in a way to engage with them for many reasons, for impression, entertainment, and connection with guests. For instance, humanoid robot Mario welcomes guests at Marriott hotel in Ghent, Belgium. Mario has achieved cult status and become local social media star. The artificial intelligent empowers Mario speaks 19 languages, it makes no challenges to communicate with guests all around the world. In addition to welcoming guests, Mario serves as an assistant to provide information about events, bus schedules, breakfast buffet, etc. (Hyland, 2017). Operational robots offer more value to hotels in operation, which less the stress of workforce issues. Robots take over the tedious and repetitive tasks, freeing hotel staff for more important and human service work. Top hotels have adopted robots in helping operational work. Evidence could be found at Hilton's concierge robot named as Connie, Aloft's butler robot, Crowne Plaza's delivery robot named as Dash, Yotel Hotel's luggage-carrying robot named as Yobot and Henn-na hotel's front desk robot (Social Tables, n.a.-a). In Japan, the Henn-na hotel, the world's first robot hotel, which is well-known for its no human employees. Guests are greeted by robots at front desk and luggage is delivered by robots to the room (Hotel, 2022). In addition, operational robots also assist at room delivering items as per guests requested such as luggage, towels, toothpaste or beverage.

Augmented Reality (AR) and Virtual Reality (VR)

Augmented Reality has emerged as an imperative technology in hotel industry in recent years, AR enhances the appeal of the physical environment of the hotel offering guests' experience of exploring the surrounding area at hotel (Revfine, 2022). The use of Augmented Reality in hotels, AR technology enables more interactive hotel stay by accessing information of the hotel and restaurant, translate written signs, navigate around the destination by applying the AR app on mobile devices. The AR makes the hotel stay experience more enjoyable through the interaction and gamification of the app. Taking the example of Best Western hotel, hotel guests could see themselves next to characters from Disney films with the AR technology (Juegostudio, 2019). In addition, hotels are encouraged to develop their own AR games in referencing to Pokemonm Go that allow hotel guests exploring the hotel and local area more enjoyable with the gamification. Whilst virtual reality is commonly used in hotel industry for offering virtual hotel tours. The virtual tour allows potential guests to preview the hotel room, facilities, and even the local surrounding area prior booking or arrival, it largely enhances guests' satisfaction. It is said that to experience the virtual hotel tour best with a VR headset, however, with Facebook's 360-degree video technology, they can also be accessed by those without a headset (Juegostudio, 2019).

Mobile Technology

With the rapid growth of mobile technology, it is also widely used in hotel industry in terms of check-ins, checkouts, room keys to control room temperature, lighting, and curtain etc. (Korže, 2019). More services are provided via mobile technology such as food and beverage ordering system, payment, loyalty system and guest messaging platform to enhance guest satisfaction and engagement during their stay (Criton, 2020). According to research, 67% of hotel guests prefer having a digital key for check-in and room access over traditional plastic keycards. More importantly, with the use of mobile technology leads 7% incremental guest satisfaction score (Boberg, 2022). With the impact of global pandemic COVID-19, some guests are in demand for contactless service. Mobile technology is the strategy that hoteliers should consider facilitating the needs of guests in times of pandemic. However, the adoption of mobile technology in the hotel industry has been slow. It is believed that in the future, mobile technology will continue playing a vital role and become increasingly prevalent in the hotel industry (Bookingfactory, 2022).

Internet of Things (IoT)

Internet of Things (IoT) connects with various devices such as mobile technology, robotics, chatbot and so forth that enable to deliver a more seamless personalized experience for guests with cost efficiency (Social Tables, n.a.-b). According to the report of McKinsey, by 2023, it is predicted that there are 43 billion connected IoT devices, which is almost three times more than in 2018. Virtuality in every industry will be impacted by IoT, and hotel industry is no exception (Hotel Tech Report, 2022). According to Hotel Tech Report (2022) that hotel industry is catching the trend, 70% of hotel executives have active IoT projects of their property, majority of them using IoT data to predict guest needs in order to improve guest experience. On hotel operation, IoT assist on guestroom automation and in-room features, hotel chain integration, smart solutions for maintaining building and logistics and energy management (Mistry, 2020). For instance, the IoT technology enable the occupancy sensors to adjust lightings and temperature at meetings. In addition, the radio frequency identification (RFID) is use to track inventory such as linens. It is expected that virtually every device in hotel is connected and will help serve guests efficiently.

The above smart technologies conclude the Tourism 4.0 applied in hospitality. Smart technologies are progressing and evolving for enhancing hotel experiences. For instance, Metaverse, which is defined as “a collective, persistent, and interactive parallel reality created by synthesizing all virtual worlds to form a universe that individuals can seamlessly traverse” (Gursoy et al., 2022, p. 529). Simply put, in the metaverse, the digital avatars of an individual could experience the virtual worlds via augmented reality (AR), virtual reality (VR), and mixed reality (Ball, 2021). Scholars view metaverse as a driver to facilitate the co-creation of transformational experiences and values for hotel guests (Buhalis et al., 2022).

The Concept of Asian Hospitality

Wan and Chon (2010) defined the concept of Asian hospitality emerged as a means of differentiating luxury hotels operating in the region from Western hotels and signaling the fulfillment of certain expectations regarding the style and quality of service offered. Asian-ness of sincerity, kindness, forgiveness, balance, a keen eye for minute details, and the initiative to provide services are incorporated in Asian hospitality (Chin et al., 2016). Scholars recognized there has been a consistent increase in the number of compliments received by the Asian hospitality industry worldwide (Sucher et al., 2013). Asian hotel chains have shown a significant growth worldwide, making the awareness of Asian hospitality well-known (Sucher et al., 2013). Earlier in 2000, in the hotel industry worldwide, Asian services have intensified growth, resulting in intense competition (Kandampully & Suhartanto, 2000). Number of academic papers in hospitality have made accolade to the Asian cultural and collectivism values (Sucher et al., 2013). The beauty and uniqueness of Asian hospitality has been recognized as a growing trend in the hotel industry in the past decade for quality and service excellence (Stebbing, 1990). With the growing demand for Asian hospitality, the Asia’s time has come, the shift made towards Asia (Chon, 2019). Consequently, hospitality in Asia is the world's leading industry due to its beauty and uniqueness (Sucher et al., 2013).

Asian Cultural Values

The Asian hospitality is influenced by its long rooted historical and rich cultural (Hong, 2009; Wan & Chon, 2010). It was said that Asian hospitality integrated the influence from its uniqueness in terms of geography, culture social and the professional services. Also, the constituencies of Asian cultural values are from history, religion, ethics, and values. In other words, the integration of local historical and cultural background makes the Asian hotels special (Sucher et al., 2013). The Asian cultural values are deeply rooted in the Asian service providers, who are the agent to accelerate the Asian cultural values into visibility, resulting an impressive yet memorable guest experience (Mohsin, 2006; Syer, 2011). The service offered by Asian service providers were described as warm, caring, respectful, and yet detail-oriented. In a similar vein, scholars characterized Asian service providers with a hospitable heart and service-minded spirit (Mohsin, 2006; Wan & Chon, 2010). According to the Asian Hospitality Service Framework of Sucher et al. (2013), the characteristics of Asian hospitality includes warmth, empathy, humility, moral, courtesy, helpful, modesty, respect, kindness, sincerity, loyalty and friendly. The characteristics are embedded in the “soul” of Asian that lead to the highest level of service standard (Sucher et al., 2013).

Collectivism Values

Another element makes the Asian hospitality unique is the inherent collectivism values. Collectivism is a shared characteristic feature among Asian. Among all forms and levels of collectivism, one element is crucial: the relationship between individuals and groups. Various forms of collectivism share and reflect this relationship, revealing the distinct features of Asian ways of life as opposed to Western ways. Unlike the western individualism, collectivism refers to the emphasize of the relationship of individual, groups and community. The collectivism values refer to the family concept of taking care of parents and family members with respect, which is one of the core Asian traditions (Mohsin, 2006). Asian are taught to be attentive to observe and listen, which make them skilled for service industry (Sucher et al., 2013). The family care extends to guests, providing excellent service in Asian way. This makes the Asian hospitality unique and desirable.

Asian Hospitality in Hotel Industry

The Asian hospitality brand is known for its excellence in Asian customer-centricity of luxury services over the years (Fakfare et al., 2015) and its rapid development (Tan et al., 2014). In addition to having earned a reputation for excellent service, Asian hotel brands have been recognized for its in excellence among the best and fastest growing hotel brands worldwide (Magazine, 2020). In the study of Fakefare et al. (2015), the integration of Asian-ness such as the physical environment, hotel design and guest's interaction made the Asian hotels more authentic and outstanding compared to non-Asian hotels in delivering excellent services. The Asian hotel brands, for instance, Amman, Dusit Thani, Mandarin Oriental, Marco Polo, Peninsula, and Shangri-La, have successfully extending their businesses globally. Taking the example of Shangri-La-La Paris, the traveler review remains the same from (Tripadvisor, 2022) to the review in 2013 which mentioned by Sucher et al. (2013), Shangri-La Paris was ranked at the top in customer satisfaction in the traveler review platform "TripAdvisor" because of their "Excellence of service". In general, travelers expressed the same opinions, stating Asian staff provided outstanding services that made guests feel welcomed and well-treated (Sucher et al., 2013). Asian hospitality emphasizes customer service and guest satisfaction, according to Wattanacharoensil et al. (2014). Mattila (2000) pointed out the success of Asian hotels due to its integration of Asian hospitality together with the western services standard and efficiency, providing customized caring services.

The influence of Asian cultural and collectivism values together with excellent services create competitive advantage for making Asian hotels unique, successful and profitable (Qingxue, 2003). In view of the growing demand for authentic cultural experience, it differentiates Asian hotels from the crowd (Yi et al., 2017). The authenticity of Asian-ness plays a significant role in attracting more guests (Chon et al., 2020). Sucher et al. (2013) suggested the Asian hospitality serve the branding strategy to live out the uniqueness of the geography, culture, religion and history, it is also agreed with Lam et al. (2015). Undoubtedly, the Asian-ness elements do not only demonstrate on the intangible services by the hospitality-minded heart and service-minded staff, but also found on the tangible products such as the Asian design and decoration, and handmade products, tangiblizing the Asian style of outstanding services.

METHOD

This study adopted integrative literature review approach in acknowledgement that the phenomenon of high-tech and high-touch in the context of future hotel industry (Torraco, 2016). There are three stages involved in this study, including identification, analysis and synthesis. The first stage is to identify the topic of Asian hospitality in the age of tourism 4.0, attempts to use keywords and phrases in major scientific databases. This involved looking up the keywords "High tech High touch hotel" on the Web of Science and Google Scholar search engines. The search was conducted in April 2023 and a total of 20,607 published works were identified, including English peer-review papers, conference papers, theses, books in tourism and hospitality context from 2003 to 2023. In the second stage, critical analysis and examination of the existing literature to fit the investigation's specific scope and identify the research gap for the future hotel industry. In the final stage, it involved synthesis of relevant literature. Based on excellence, applicability, and clarity, the synthesis process severely narrowed down the scope and generated a total of 17 published works was chosen, 10 from google scholar and 7 from Web of science (see Figure 1 and 2). Among the 7 chosen articles from Web of science, there is 1 duplicated with the record of Google scholar, making total chosen record of 16 (see Table 1).

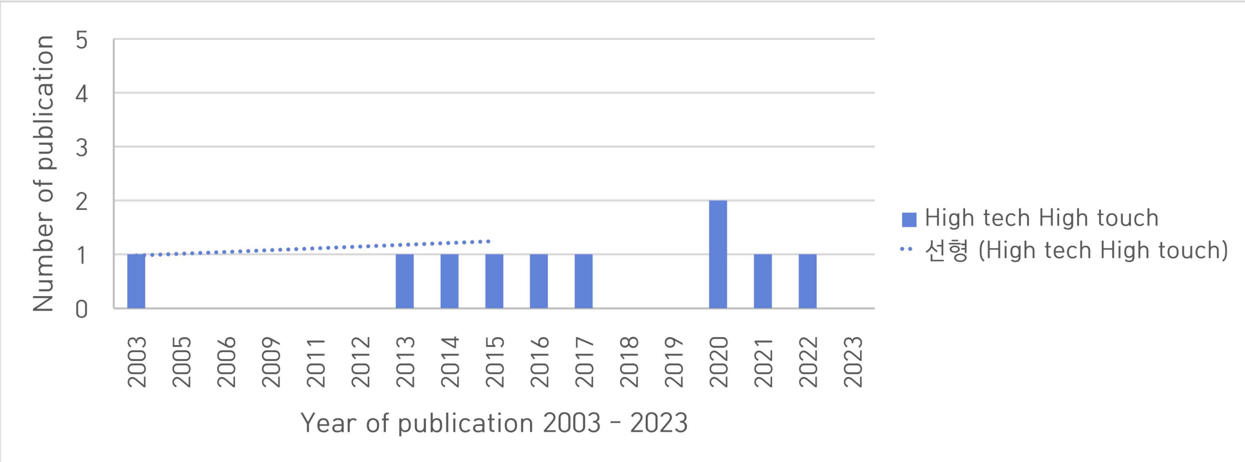

Figure 1. Article selection (Google Scholar)

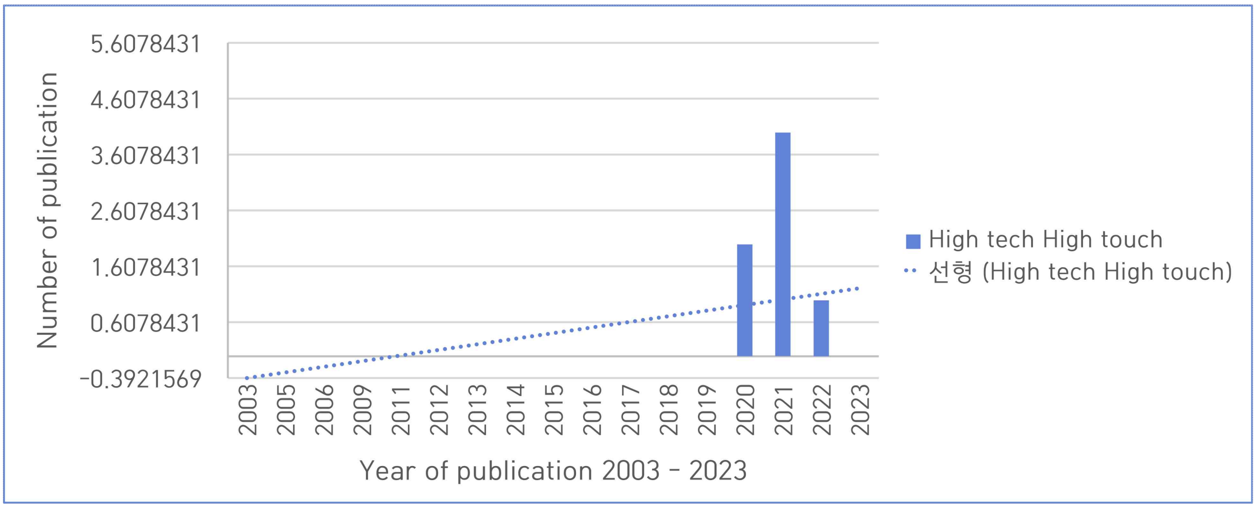

Figure 2. Article selection (Web of science)

Table 1. Results of search on scientific database (Google scholar and WOS) in 2023

No.	*Authors*	*Title*	*Journal*	*Database*
1	Zeng et al. (2020)	From high-touch to high-tech: COVID-19 drives robotics adoption	Tourism geographies	Google scholar & WOS
2	Davari et al. (2022)	Hotel experiences during the COVID-19 pandemic: high-touch versus high-tech	International Journal of Contemporary Hospitality Management	Google scholar
3	Brochado et al. (2016)	High tech meets high touch in upscale hotels	Journal of Hospitality and Tourism Technology	Google scholar
4	Neuhofer et al. (2013)	High tech for high touch experiences: A case study from the hospitality industry	Information and Communication Technologies in Tourism 2013: Proceedings of the International Conference in Innsbruck, Austria, January 22-25, 2013	Google scholar
5	Lee et al. (2003)	Technology, service quality, and customer loyalty in hotels: Australian managerial perspectives	Managing Service Quality: An International Journal	Google scholar
6	Ivanov and Webster (2017)	Adoption of robots, artificial intelligence and service automation by travel, tourism and hospitality companies–a cost-benefit analysis	Artificial Intelligence and Service Automation by Travel, Tourism and Hospitality Companies–A Cost-Benefit Analysis	Google scholar

No.	*Authors*	*Title*	*Journal*	*Database*
7	Kim et al. (2021)	Preference for robot service or human service in hotels? Impacts of the COVID-19 pandemic	International Journal of Hospitality Management	Google scholar
8	Neuhofer et al. (2015)	Smart technologies for personalized experiences: a case study in the hospitality domain	Electronic Markets	Google scholar
9	Giebelhausen et al. (2014)	Touch versus tech: When technology functions as a barrier or a benefit to service encounters	Journal of Marketing	Google scholar
10	Choi et al. (2020)	Service robots in hotels: understanding the service quality perceptions of human-robot interaction	Journal of Hospitality Marketing & Management	Google scholar
11	(Ivanov et al., 2022)	Biosecurity, crisis management, automation technologies and economic performance of travel, tourism and hospitality companies - A conceptual framework	Tourism geographies	WOS
12	Bharwani and Mathews (2021a)	Post-pandemic pressures to pivot: tech transformations in luxury hotels	Tourism economics	WOS
13	Liu and Hung (2021)	A multilevel study on preferences for self-service technology versus human staff: Insights from hotels in China	Worldwide hospitality and tourism themes	WOS
14	Liu and Hung (2020)	A comparative study of self-service technology with service employees: a qualitative analysis of hotels in China	International journal of hospitality management	WOS
15	Kelly and Lawlor (2021)	Adding or destroying value? User experiences of tourism self-service technologies	Information technology & tourism	WOS
16	Bharwani and Mathews (2021b)	Techno-business strategies for enhancing guest experience in luxury hotels: a managerial perspective	Journal of hospitality and tourism insights	WOS

Based on the literature review of the chosen articles, it indicated that high technology and high touch will be the trend to facilitate the emerging demand from customers in the context of hotel. Notably, the emerging demand for high tech and high touch will likely continues even post COVID-19 pandemic (Zeng et al., 2020). Earlier, there is controversy about high-tech is just a gimmick and it will not stay long. Furthermore, there is a concern of high-tech is the replacement of high-touch. Davari et al. (2022) asserted that high-tech and high-touch are indeed coexist especially in the service industry like hotel. To be precise, technologies play an important role in creating unique and personalized services, and facilitating and co-creating high-touch experiences (Bharwani & Mathews, 2021b; Kelly & Lawlor, 2021; Neuhofer et al., 2013). High technologies adoption such as humanoid robotics, artificial intelligence and automation (Choi et al., 2020; Ivanov & Webster, 2017; Ivanov et al., 2022; Kim et al., 2021; Zeng et al., 2020) resulted in personalized experience and customer experiences enhancement (Bharwani & Mathews, 2021a; Liu & Hung, 2020; Neuhofer et al., 2015). It is most important to note that hotel employees (Davari et al., 2022) and guests (Brochado et al., 2016) exhibit a positive attitude toward high-tech and high-touch services.

DISCUSSIONS

In view of the evidence of literature above, high-tech and high-touch is the coping strategy to enhance hotel organizational competitiveness and customer satisfaction by facilitating the emerging demand of customers. With this in mind, hotels in Asia are proposed to adopt a hybrid business model to strive for a balance in high-tech and human-touch to maintain competitiveness as below:

A Hybrid Conceptual Model of "High-tech, Human-touch" for Asian Hotels

Guest Experience: The Economy of Experience

Guest experience is an essential element to succeeding in a fiercely competitive market in the 21st century. Pine and Gilmore (2011), the scholars of Experience Economy advocated that the creation of experience differentiates undifferentiated products and services, and most importantly, experience creates distinct values that engage and create a memorable experience, ultimately leading to satisfaction. Based on Pine and Gilmore (2011) model, there are four different realms: Educational, Entertainment, Escapist, and Esthetic, all of which are divided into two categories: involvement and connection. The concept of involvement refers to active and passive participation, whilst connection refers to absorption and immersion. A great experience can be created by using the four realms. As the experience economy evolves, in the updated edition of The Experience Economy: Competing for Customer Time, Attention, and Money, Pine and Gilmore (2019) advocated robust, cohesive, personal, dramatic, and transformative for better experience design.

In the context of hotel industry, hotel is a service industry, guest experience is the critical element that determine the guest satisfaction. According to Shin and Jeong (2022), guest experience is the core of hotel services that is jointly determined by objective service characteristics offered by hotels and subjective perceptions of guests. A great hotel experience, guests are not only evaluating the objective services characteristics received from hotels and their perceptions, but also taking consideration of the four realms of experience economy. When the performance exceeds the perception, that leads to positive great experience, resulting in positive satisfaction. In other words, the guest's overall experience makes a guest satisfied and helps distinguish the hotel from the crowd. It is said that customization is essential for a great experience. It is well recognized that tourism and hospitality are the sector where customization is particularly important for creating memorable great experience (Korže, 2019). In the times of turbulence, global COVID-19 has brought massive disruptions to global economy, hotel industry is one of the industries experiencing the hit seriously. It is a challenge for the hotel industry to maintain great guest experience when there is a demand for contactless services. Without a doubt, the experience still matters in the pandemic era, more services and values could be offered in the era of Tourism 4.0. In the earlier report of PricewaterhouseCoopers (2018), 82% of leading corporations have the tendency to place their focus on boosting guest experiences in technology. It also indicated that leading corporations had the insight to invest in digital guest experience before the global pandemic. The spread of COVID-19 virus urged the emergency of digital guest experience. Hotels are recommended to adapt more digitalization to keep the alignment with the environment.

Digital Experience

In the hotel industry, smart technology aims to improve resource management efficiency and enhance the guest experience to maximize both competitiveness and satisfaction (Buhalis & Amaranggana, 2015). According to Huang et al. (2017) Tourism 4.0 does not only critically affect hotel competitiveness, but also affects the guest's experience. Hoteliers must embrace digitalization to facilitate the needs of guests and align with the business environment. The smart technologies that have been discussed in this study are Artificial intelligence (AI), Internet of Things (IoT), Robotics, Mobile Technology, Augmented Reality (AR), and Virtual Reality (VR). These smart technologies empower hoteliers to offer a more personalized digital experience based on the data analysis of their customer journey and most importantly their behavior and interaction could enhance a desirable experience for guests.

Gracious Experience

As Asian hospitality is well recognized in service excellence worldwide (Sucher et al., 2013). Guests can indulge themselves with the Asian way of personalized gracious experience. In addition, guests are privileged to experience local authentic Asian cultural experiences with being treated as family members, which could enrich the guest journey in a way of aligning the Economy Experience model (Pine & Gilmore, 2011). For instance, to learn a new culture (Educational), engage in smart technologies and digital experience (Entertainment), enjoy the Asian landscape, design, etc. (Esthetic), and completely involved in the journey, escaping from the daily routine (Escapist).

With this in mind, the combination of Tourism 4.0 and Asian hospitality could largely enhance guests' experience. Hence, a business model is proposed for hoteliers to strengthen the hotel's competitiveness and achieve higher levels of customer satisfaction (Figure 3).

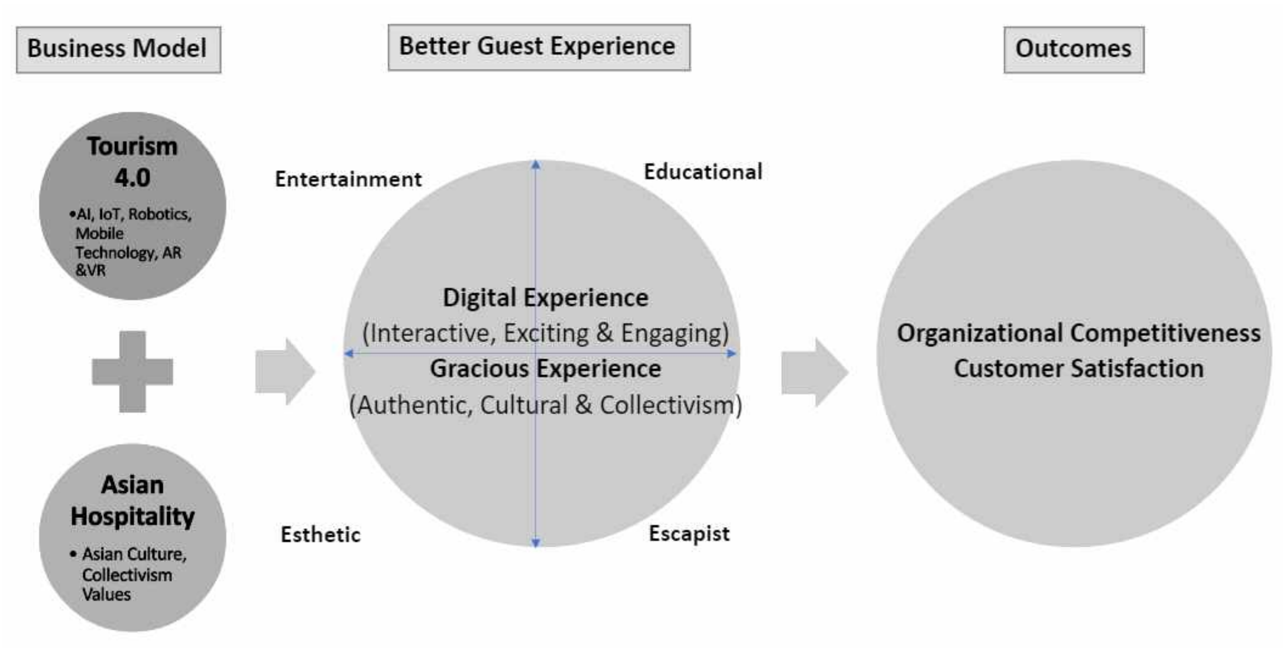

Figure 3. Proposed Hybrid Model of "High-tech, Human-touch"

This model provides insights for hoteliers to revisit their Tourism 4.0 adoption (high-tech) and Asian hospitality (human-touch) identity, which helps to create digital experience and gracious experience. Untimely, the business model leads hotels to remain competitive and satisfy customers. Theoretically, this paper contributes to more understanding and knowledge about the combination of tourism 4.0 and Asian hospitality academically. This study also set future research direction to encourage researchers to identify more drivers for advancing Asian Hospitality in the age of Tourism 4.0 together with an in-depth implementation plan for the hotel industry to maintain organizational competitiveness and achieve customer satisfaction. Practically, this paper provides a framework for hoteliers, especially hotels in Asia, to include tourism 4.0 technologies and Asian hospitality into their business model to outstand from the crowd and stay top of the mind in the target customer. In particular, this paper maps out merging digital experience and gracious experience into the four experience realms for better guest experience.

CONCLUSION

The growing customer demand for digitalization and personalized human-touch services, hotels in Asia are advised to offer better guest experience with the integration of digitalization and gracious experience. The business model consists of two key components, that is Tourism 4.0 and Asian Hospitality. The Tourism 4.0 includes the adoption of AI, IoT, Robotics, Mobile technology and AR and VR smart technologies, which offers an interactive, exciting and engaging digital experience for hotel guests. Notably, having digitalization alone is not sufficient, only pairing up with Asian hospitality could lift the guest experience to a higher level. Hotels in Asia are encouraged to strengthen the authentic Asian cultural and collectivism value in their offering, live the Asian hospitality to the fullest. Thus, hotels in Asia could maintain organizational competitiveness and customer satisfaction with the hybrid model of "High-tech, Human-touch".

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TOURISM DESTINATION MARKETING AFTER COVID-19: THE IMPACT OF VIDEO TYPE ON DIGITAL NATIVE TOURISTS' OUTBOUND TRAVEL INTENTIONS

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INTRODUCTION

In the context of a global tourism recovery, the United Nations World Tourism Organization announces that international tourism recovered 63% of pre-pandemic levels in 2022, with Europe and Middle East in the lead (UNWTO, 2023). However, due to stricter travel restrictions in the Asia-Pacific countries, the number of international tourists recovered to only 23% of pre-pandemic levels in 2022 (UNWTO, 2023). With the changes in tourists' media use and gratification sought after the COVID-19 pandemic (Putra et al., 2022), for governments and destination marketers in Asia-Pacific countries, it has become more important to develop effective destination marketing strategies that can meet the new challenges and the dynamic social media-related demands of digital native tourists.

Many prior studies have suggested that short-form videos have advantages when marketing to digital native tourists (e.g., Du et al., 2022). Podara et al. (2021) highlighted that digital natives, especially Gen Z, rely more on recommendation systems on social media platforms and use smartphones with vertical screens to access information. According to Nam & Jung (2021) and Podara et al. (2021), they have developed a unique snack culture and screen culture, which significantly influences their consumption habits. The snack culture is characterized by short-form digital content, fast-paced lifestyles, and consumption preferences, which have shaped the digital natives' preference for concise content (Nam & Jung, 2021). Therefore, longer videos may be less appealing to them compared to short-form videos. However, Köchling (2020) argues that the interference elements of short-form videos (e.g., sudden background music, less information, cluttered backgrounds) may reduce tourists' destination perceptions and travel intentions compared to other digital content.

The above issues have made the choice of video type a challenging issue for marketers when promoting destinations. Therefore, it is crucial to conduct comparative studies between short-form videos and other digital content, such as long-form videos. Although the importance of short-form videos in destination marketing is constantly increasing, few quantitative studies are comparing the differences between short-form videos and other digital content. Moreover, few prior studies have focused on how digital natives utilize and consume different types of video. Hence, further research is necessary to gain a better understanding of digital native tourists' video consumption preferences.

Based on the prior studies, this study aims to examine the effects of the viewing experience and video type on potential tourists' outbound travel intentions after COVID-19 pandemic. Moreover, this study attempts to answer the following research questions:

RQ1: What are the impacts of viewing experience (pre-viewing vs. post-viewing) and video type (short-form video vs. long-form video) on tourists' destination knowledge formation and tourists' outcomes (post-pandemic outbound travel intention)?

RQ2: What do marketers need to be aware of when using short-form or long-form videos for destination marketing?

LITERATURE REVIEW

Destination Knowledge Formation

Destination Knowledge. The conceptualization of destination knowledge originates from the concept of brand knowledge in the field of cognitive psychology and consumer brand research. According to Keller (2003), brands knowledge establishes a strong bond with consumers through brand awareness and brand image, which are the two primary components of brand knowledge. In fact, brand knowledge is a multi-dimensional conception, including dimensions such as brand awareness, attributes, benefits, images, thoughts, feelings, attitudes, and experiences, and so on. In the filed of tourism research, according to Li et al. (2008), destination awareness is defined as what someone knows or thinks they know about a destination. Destination image is defined as the perceptions about a destination as reflected by the destination associations held in potential tourist's memory. In this study, both destination image and destination awareness are included in the conceptualization of destination knowledge.

Antecedents of Destination Knowledge Formation

Viewing experience (pre-viewing vs. post-viewing). The influence of viewing experience on destination knowledge formation has been extensively studied in the prior studies. Losada and Mota (2019) found that high-quality promotional videos have a positive impact on video consumers' travel decision-making process. Many prior studies have shown that both short-form and long-form travel videos can positively influence factors related to destination knowledge formation, such as travel motivation, destination image, and destination awareness (Du et al., 2022; Mansfeld, 1992; Shani et al., 2010; Zhou et al., 2023).

Video type (short-form video vs. long-form video). Short-form videos (vertical screens of less than 3 minutes) are gaining popularity on mobile devices through social media due to the snack and screen culture of the digital natives (Nam & Jung, 2021; Podara et al., 2021; Wang, 2020). Moreover, in destination marketing research, many studies have highlighted the effectiveness of short-form travel videos (Zhou et al., 2023; Zhu et al., 2023).

However, Köchling (2020) argues that short-form videos may have interfering elements, such as sudden background music, less information, and cluttered content, which can hinder their effectiveness. Therefore, it is important to conduct comparative studies between short-form and other digital content (e.g., long-form video). Considering the above, this study develops a research model. Figure 1 shows the hypothesis model of this study.

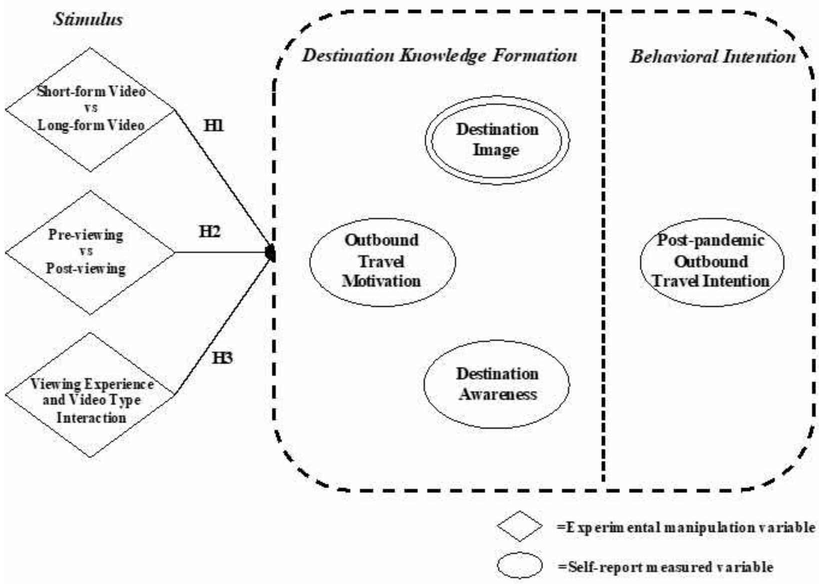

Figure 1. Research Model and Hypotheses.

METHOD

Participants. Participants in the experiment were undergraduate and research students from various schools of Hokkaido University. A total of 230 participants were recruited, and final data from 158 participants were included in the sample.

General research design. A 2 (viewing experience: pre-viewing vs. post-viewing) × 2 (video type: short-form video vs. long-form video) experimental research design was conducted in Japan, and the respondents are digital natives (Japanese) who had no experience in viewing the sample videos and had not been to Australia before.

Experimental manipulations. Using a 2 × 2 mixed factorial design (one within- and one between-subjects), we manipulated the viewing experience (pre-viewing vs. post-viewing) and video type (short-form video vs. long-form video). We randomly assigned participants to either the short-form video group or the long-form, video group and administered the questionnaire twice by trained investigator

Analysis. To test the research model and the hypotheses, we will use a two-way repeated measures ANOVA. The effects of the two stimuli (viewing experience and video type) on potential tourist' s outbound travel motivation, destination knowledge, and outbound travel intention were evaluated via SPSS v26.0. The measurement models were evaluated via SmartPLS (version 4.0.8.7), using the PLS algorithm.

FINDINGS

Reliability and Validity Assessment

The measurement model was evaluated for internal consistency reliability, convergent validity, and discriminant validity of the constructs. All outer loadings were between 0.657 and 0.901, which was greater than the threshold of 0.50 (Hulland, 1999). Cronbach's α and composite reliability (CR) exceeded 0.70, indicating sufficient construct reliability (Hair et al., 2011; Taber, 2018). All values of average variance extracted (AVE) were between 0.529 and 0.757, surpassing the threshold of 0.50 (Fornell & Larcker, 1981), showing a satisfactory degree of convergent validity. As presented in the Table 1, all the square root of AVE for each construct was higher than the correlations between the constructs (Fornell & Larcker, 1981). The measurement model, therefore, successfully satisfied internal consistency reliability, convergent validity, and discriminant validity.

Table 1. Results of the Measurement Models Testing

Number of Items		M	SD	1	2	3	4	5
1.AI (pre-viewing)	4	5.70	0.76	**0.766**				
2.CI (pre-viewing)	4	5.09	0.85	0.481	**0.727**			
3.DA (pre-viewing)	3	3.47	1.20	0.209	0.234	**0.796**		
4.OTM (pre-viewing)	5	5.46	1.21	0.432	0.294	0.148	**0.791**	
5.PTI (pre-viewing)	4	3.84	1.32	0.499	0.408	0.255	0.648	**0.854**
		M	**SD**	**6**	**7**	**8**	**9**	**10**
6.AI (post-viewing)	4	6.06	0.70	**0.823**				
7.CI (post-viewing)	4	5.56	0.73	0.677	**0.753**			
8.DA (post-viewing)	3	4.69	1.07	0.392	0.421	**0.824**		
8.OTM (post-viewing)	5	5.65	1.10	0.613	0.513	0.315	**0.807**	
10.PTI (post-viewing)	4	4.03	1.36	0.534	0.509	0.474	0.596	**0.870**

Two-Way Repeated Measures ANOVA

To test the hypotheses, we conducted a two-way repeated measures ANOVA to examine the effects of the viewing experience (pre-viewing vs. post-viewing) and video type (short-form vs. long-form) on OTM (outbound travel motivation), DA (destination awareness), CI (cognitive image), AI (affective image), and PTI (post-pandemic outbound travel intention). The within-subjects factor, viewing experience, contains two levels: pre-viewing (Time 1) and post-viewing (Time 2). As presented in the Table 2 and 3, the viewing experience has significant main effects on all independent variables, OTM ($F(1,156) = 13.1$, $p < .001$, partial $\eta^2 = .078$), DA ($F(1,156) = 202.4$, $p < .001$, partial $\eta^2 = .565$), CI ($F(1,156) = 73.4$, $p < .001$, partial $\eta^2 = .320$), AI ($F(1,156) = 75.8$, $p < .001$, partial $\eta^2 = .327$), PTI ($F(1,156) = 57.2$, $p <$

.001, partial $\eta^2 = .268$). Moreover, the video type has significant main effect on CI ($F(1,156) = 3.9$, $p < .05$, partial $\eta^2 = .023$), but has no significant main effects on OTM ($F(1,156) = .41$, n.s.), DA ($F(1,156) = 2.67$, n.s.), AI ($F(1,156) = .04$, n.s.), PTI ($F(1,156) = .35$, n.s.).

Moreover, viewing experience and video type have interaction effects on DA ($F(1,156) = 8.83$, $p < .01$, partial $\eta^2 = .054$), CI ($F(1,156) = 5.96$, $p < .01$, partial $\eta^2 = .037$), AI ($F(1,156) = .60$, $p < .01$, partial $\eta^2 = .004$), PTI ($F(1,156) = 7.64$, $p < .05$, partial $\eta^2 = .047$). According to the results, there was a significant difference in terms of increased destination awareness between participants who viewed long-form video and those who viewed short-form video, with the long-form video (M = 4.94, SD = 0.90) being more effective than the short-form video (M = 4.48, SD = 1.17). However, after the participants viewed the videos (no matter short-form or long-form videos), there was no significant difference between the effectiveness of long-form and short-form videos on improving other relevant dimensions (OTM, CI, AD, PTI)

IMPLICATIONS

Theoretical implication. This study focused on viewing experience (pre-viewing vs. post-viewing) and video type (short-form video vs. long-form video) and compares the differences in influence between two video types from a quantitative perspective, bridging the research gap on the utilization of short-form and long-form videos in destination marketing.

Practical implication. This study explored the use of viewing experience and video type in destination marketing strategies, with the following valuable recommendations for governments and tourism marketers: (i) In the context of a global tourism recovery and post-pandemic era, the use of video marketing has emerged as a critical strategy for destinations seeking to promote themselves to younger generations of tourists, particularly the digital native generation such as Generation Z and the upcoming cohort of tourists. (ii) the choice of video type for destination marketing should be based on their marketing objective. Given the fast-paced lifestyles of the digital natives and the time constraints of viewers, opting for short-form videos as a destination marketing strategy may be a wise choice to reach a wider audience with the same effectiveness (compared to long-form video) in a shorter period of time. In contrast, the findings suggest that long-form video may be more effective in driving destination awareness.

In summary, video marketing is an essential tool for destination marketing, especially when targeting younger generations of tourists. Short-form videos can be more efficient in terms of promoting destinations to a wider audience in a shorter timeframe, while long-form videos can be more effective in driving destination awareness, which can be a key competitive advantage for destinations looking to differentiate themselves in a crowded marketplace. Therefore, destination marketers should carefully consider their goals and target audience when choosing the appropriate video marketing strategy.

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EFFECTS OF GIRLFRIEND GETAWAY TOURISM ON MEMORABLE TOURISM EXPERIENCE, SATISFACTION AND WELL-BEING

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INTRODUCTION

According to attachment theory, humans have an innate need for connection and attachment with others (Mikulincer & Shaver, 2005). Girlfriend getaways allow female tourists to strengthen their attachment bonds with their friends (Campbell & Stanton, 2019), and it is suggested thatfriendship can be strengthened by spending quality time together, participating in activities, and creating shared memories (Gibson, Berdychevsky, & Bell, 2012). Nowadays, girlfriend getaway tourism has become more and more popular due to the rising independent sense among women (C. Khoo-Lattimore & Prayag, 2016), and studying this topic may help us better understand the role and status of modern women in the tourism field.Also, current studies argue that girlfriend getaway tourism can enhance their emotional well-being and lead to positive emotions such as happiness, contentment, and satisfaction (Mirehie & Gibson, 2020). During trip, secure attachment bonds in travel are associated with higher relationship satisfaction and well-being. A girlfriend vacation may provide an opportunity to deepen attachment bonds between friends, which can improve relationship satisfaction and overall well-being (Laing & Frost, 2017).

In existing literature, girlfriend getaway refers to travel with one's female friends or friends, and past studies have generally studied women from the perspective of men or from the perspective of a third gaze, and rarely understand how the two sides of a female getaway feel about each other from the perspective of a sense of love (C. Khoo-Lattimore & Prayag, 2018; Kong, Guo, & Huang, 2022). The earlier studies of women were usually related to sex, risk, and experience, and as feminism develops and the female mind continues to evolve (Berdychevsky, Gibson, & Bell, 2016; Catheryn Khoo-Lattimore & Gibson, 2018), the direction of female tourism should also be changed. During the same period, different research results emerged, and perceptions of female getaways varied widely from different angles.

Therefore, the purpose of this article is to investigate how females feel about each other among their friends and their own perceptionsduring travel.

METHOD

The purpose of this study is to investigate female tourists' motivation, perception, and wellbeing toward each other during travel. First, by using a framework ofattachment theory, this study attempts to identify the important factors for women's choice of their girlfriend getaways and the important factors that affect mutual perception in tours. In the first part, the qualitative research method is used to understand the feelings of women during the boudoir getaway, and the questionnaire is designed through the interview results. Here are some sample interview questions:

1) Can you describe a girlfriend getaway and how it differs from other types of travel?
2) What do you believe is the most appealing aspect of girlfriend getaways for women?
3) Could you share some popular girlfriend getaway destinations and what makes them appealing to women?

The interview selected 10 women of different ages, graded their ages according to demographic characteristics, and understood their thoughts, perceptions and experiences about women's travel. All interviews were conducted through face-to-face communication. Each interview lasted about 50-60 mins. The entire interview process was recorded and immediately transcribed to ensure accuracy. The corresponding information was analyzed after recording and transcribing the interview. After reading through the interview notes, the author had several discussions on the coding scheme and then manually coded all the interview notes. During the coding process, meaningful units in respondent records were captured and used to formulate items about the respondent's generative abilities to design the model and questionnaire.

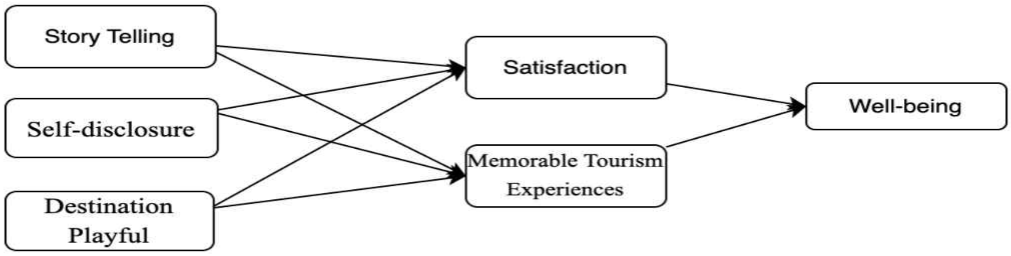

Figure1 Hypothesis model

FINDINGS

A total of 305 questionnaires were sent out through convenience sampling. This study examined the relationship between destination playfulness, storytelling, self-disclosure, memorable tourism experience, satisfaction, and well-being by using SmartPLS 3.3.3 for structural equation modeling (SEM).

	Original sample (O)	T statistics	P values
Destination playfulness -> MTE	0.701	13.076	0.000
Destination playfulness -> Satisfaction	0.695	12.697	0.000
MTE -> Well-being	0.521	3.466	0.001
Satisfaction -> Well-being	0.372	2.483	0.013
Self-disclosure -> MTE	0.103	2.107	0.035
Self-disclosure -> Satisfaction	0.132	2.205	0.028
Story Telling -> MTE	0.139	2.434	0.015
Story Telling -> Satisfaction	0.13	2.441	0.015

	Cronbach's alpha	Composite reliability (rho_c)	AVE
Destination playfulness	0.934	0.948	0.754
MTE	0.935	0.959	0.885
Satisfaction	0.936	0.959	0.886
Self-disclosure	0.896	0.935	0.827
Story Telling	0.902	0.924	0.67
Well-being	0.937	0.955	0.841

Table Factory analysis

IMPLICATIONS or CONCLUSION

In girlfriend getaway tourism, storytelling, destination playfulness and self-disclosure have all significant impacts on satisfaction and memorable tourism experiences; satisfaction and memorable tourism experiences also have direct impacts on well-being. According to the results, the degree of self-disclosure shows less importance compared to the sharing of stories and destination playfulness in girlfriend getaways, and it can also be learned from interviews that many people think that mutual communication is more interesting. Instead of sharing your secrets with each other, that's what a trip is all about. The results of this study provide us valuable insights about what factors bring girlfriend getaways to go travel together and explore the functions of MTE and satisfaction on influencing female tourists' well-being.

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EXPLORING THE FACTORS IN CUSTOMER BRAND EXPERIENCE TOWARD A BRANDED COFFEE CHAIN

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INTRODUCTION

Faced with the rapid increase of competitors and a highly competitive coffee market, Starbucks in Taiwan faces the operational challenge of strengthening its brand experience. Brakus et al. (2009) explain that brand experience is related to brand building in that the emotional connection between consumers and the brand must develop over time and be generated by the stimuli that evoke the customer's experience of the brand. Starbucks is always focused on service innovation, and it has created a lot of buzz and popularity in Taiwan's coffee market, with service innovation being the key to its differentiation. The use of social media marketing is a more effective way for companies to market to young people, and to build long-term customer relationships (Eastman et al., 2019). Starbucks encourages its service staff to interact with customers and actively create a social servicescape so that consumers can experience different brand qualities, a unique human environment, and the brand as a living space. Service-dominant logic (SDL) is a theory proposed by Vargo and Lusch (2008), which emphasizes that service involves not just marketing goods, but also focusing on the experience and the co-creation of value with the customer. Dong et al. (2008) point out that customer participation is a crucial point in business success because products or services must be created with active customer involvement (Bitner et al., 1997).

The relationship between these research variables has not been verified in previous research, as previous experience-related research has mostly focused on customer experience, and many recent literatures discussing brand experience has focused on the hotel industry (Khan & Rahman, 2016), with fewer applications to the branded coffee chains. Therefore, adopting Starbucks as the subject of study, and the SDL theory as the theoretical basis, the purposes of this study attempt to propose a research model for coffee shop chains to enhance brand experience, and explore how social media marketing, service innovation, and social servicescapes could enhance brand experience and encourage customer participation in the chain coffee industry.

METHOD

The study was conducted using an online quantitative survey for customers who have been visiting Starbucks for more than one year. The content of the questionnaire was adjusted according to the relevant literatures, with 10 questions from Kim and Ko (2012) for social media marketing. The service innovation section was based on Hertog (2000), with 15 questions. For the social servicescape section, referring to Chiang (2018) with six questions. The brand experience section was based on the study of Khan and Rahman's (2016) that brand experience scale consisting of seven questions, while the customer participation section was based on Chen and Raab (2017), with eight questions.

FINDINGS

The questionnaires were distributed from February 14, 2022, to March 20, 2022, and 317 valid questionnaires were collected. Results found service innovation have no significant effect on brand experience. Social media marketing had a significant positive impact on brand experience. Social servicescape had a significant positive impact on brand experience. Brand experience had a significant positive impact on customer participation.

IMPLICATIONS or CONCLUSION

This study confirmed that brand experience can indeed enhance customer participation, and social media marketing and social servicescape are the best ways to enhance brand experience. The results suggested that branded coffee chains do not focus solely on coffee or service marketing, but also on dialogue with customers through social media and social servicescape, and that customers would enhance brand experience and participation. This study supported the concept of SDL that brands should have more contact and experience with customers, and customers should more actively participate in the consumption process. The study provided theoretical and managerial implications for achieving a better brand experience in the coffee shop chain industry.

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TOURISTS' INTENTION TO PARTICIPATE IN WELLNESS TOURISM: DIFFERENCES BY HEALTH CONDITION AND HEALTH CONSCIOUSNESS

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INTRODUCTION

Wellness tourism is defined as travel associated with the pursuit of maintaining or enhancing one's personal well-being (Global Wellness Institute, 2021), including activities such as hot springs, spas, yoga, and forest bathing. Wellness tourism has attracted increasing academic interest since the COVID-19 pandemic, particularly in the behavioral intentions of tourists. Ting et al. (2021) examined the differential effects of pull and push motivations on revisit intentions among health and wellness travelers. Sthapit et al. (2023) examined the relationship between memorable wellness tourism experiences, subjective well-being and revisit intentions. However, the factors suggested in these studies that influence revisit intentions may only be part of the picture. The results of Wang et al. (2019) suggested that both perceived risk and perceived value are important factors influencing consumers' purchase intentions and decisions, with perceived risk reducing consumers' purchase intentions and perceived benefit providing consumers with incentives to purchase behavior. However, no studies in the field of wellness tourism have examined the effects of both perceived value and perceived risk on tourists' behavioral intentions. Therefore, this study introduces perceived risk and perceived value into the model as the most basic independent variables to examine whether they have an impact on the intention of tourists to re-participate in wellness tourism. Attitude is also hypothesized to be an important mediating variable in the relationship between perceived risk, perceived value and re-participation intention in this study. Attitude is considered to be one of the key determinants of behavioral intention (Ajzen, 1991). The relationship between perceived risk, perceived value and attitude has been tested in many studies (Boguszewicz-Kreft et al., 2022; Chen et al., 2012; Roh et al., 2022). However, their relationship in the field of wellness tourism is still unknown.

Furthermore, from a marketing perspective, there is a need to segment the market by analyzing the personal characteristics and behavioral traits of wellness tourism visitors. This helps operators of wellness tourism products or marketers of destinations promoting wellness tourism to select target markets and develop differentiated marketing strategies (Lee and Kim, 2023). There are also studies in the field of wellness tourism that have segmented the market according to different characteristics of tourists. However, no research has been conducted to examine differences in the intention of tourists to re-participate in wellness tourism by segmenting the market according to their health consciousness and health condition.

Health consciousness refers to "the degree to which health issues are integrated into a person's daily activities (Jayanti & Burns, 1998)." It is predictive of various health attitudes and behaviors (Hong, 2009). Hong (2009) suggested that the effectiveness of health interventions can be improved by using different approaches to groups with different levels of health consciousness. This is because individuals with high levels of health consciousness are more likely to be willing to take preventive health actions. "Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity (WHO, 1947)." Health condition is an individual's judgment of the state of their own physical, mental and social well-being. Lehto et al (2006) argued that people who seek wellness travel experiences are generally already healthy and are actively thinking about ways to maintain their health. However, through a screening survey, we found that around 75% of respondents who travelled with the aim of being healthy suffered from various health problems. This finding contradicts the previous study. It is therefore reasonable to assume that there are some differences in the processes that form the intention to re-participate in wellness tourism between groups with different health consciousness and health condition.

Therefore, this study aims to clarify the following three research questions. Finally, based on the findings, to provide methods and recommendations to motivate tourists from different groups to re-participate in wellness tourism.

RQ1: What factors influence tourists' intention to re-participate in wellness tourism?

RQ2: What kind of groups can be segmented according to the health consciousness and the health condition of the tourists, and what are the characteristics of each of these groups?

RQ3: Does the process of forming the intention to re-participate in wellness tourism differ between groups?

Given the above, the research model was constructed, as shown in Figure 1.

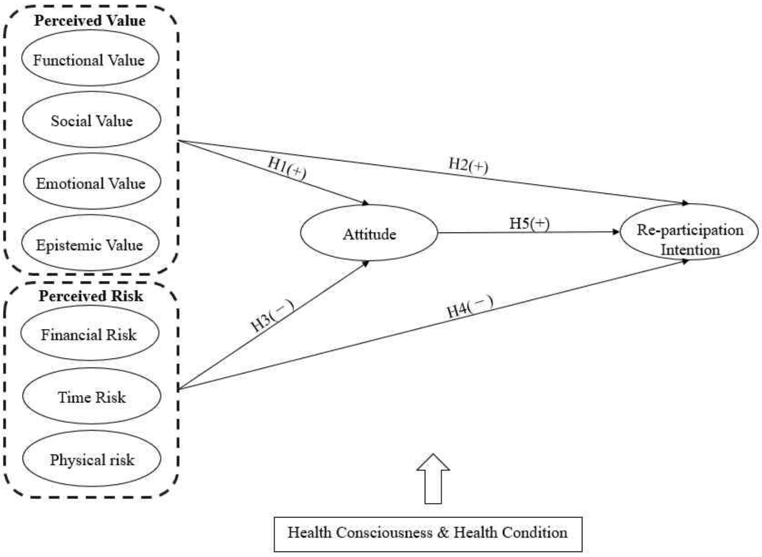

Figure 1. Research model

METHOD

We developed a 7-point Likert scale questionnaire appropriate to the context of wellness tourism, based on scale items tested in previous studies. The questionnaire was distributed to Japanese between 23 January and 14 April, 2023, and 305 valid responses were collected. To test the proposed hypotheses and model fit, a partial least squares structural equation modelling (PLS-SEM) analysis was conducted using SmartPLS 4. The PLS algorithm, bootstrapping (5000 subsamples), and blindfolding algorithm were used to evaluate the measurement model and structural model, respectively. Next, a cluster analysis was carried out using SPSS, in which the respondents were grouped according to their health consciousness and health condition. Finally, a multi-group analysis was conducted to compare the formation process of intention to re-participate between the different clusters.

FINDINGS

The values of Cronbach's α values varied between 0.851 and 0.942, and the composite reliability of the constructs was between 0.910 and 0.963, indicating strong internal consistency (Hair et al., 2016). The factor loadings (0.829-0.957) for all items except SV5 (0.649) were above the recommended threshold of 0.70, and the average variance extracted (AVE) values (0.700-0.915) were all greater than 0.50, indicating good convergent validity (Hair et al., 2016). Moreover, the square root of each construct's AVE was greater than its highest correlation with any other construct, indicating satisfactory discriminant validity (Hair et al., 2016). The variance inflation factors (VIF) were less than 3.3, indicating the absence of common method bias and multicollinearity problems (Hair et al., 2016).

In addition, the R2 values for attitude and re-participation intention were 0.629 and 0.606, indicating moderate explanatory power. The Q2 values for attitude and re-participation intention were 0.540 and 0.541, with results > 0, indicating that the model has an acceptable level of predictive relevance (Geisser, 1974). The SRMR value was 0.051, which is below the threshold of 0.08 (Henseler et al., 2015). All these results indicated a good model fit. Eight of the 15 hypothesized paths proposed were statistically significant and therefore supported.

Table 1. Results of structural model test

Hypothesis	Path	β	t-Value	Result
H1a	FV → ATT	0.174^{**}	2.896	Supported
H1b	SV → ATT	0.103^{*}	2.243	Supported
H1c	EMV → ATT	0.374^{***}	7.045	Supported
H1d	EPV → ATT	0.191^{**}	2.642	Supported
H2a	FV → IRP	0.211^{**}	2.890	Supported
H2b	SV → IRP	-0.019^{ns}	0.372	Unsupported
H2c	EMV → IRP	0.020^{ns}	0.278	Unsupported
H2d	EPV → IRP	-0.018^{ns}	0.238	Unsupported
H3a	FR → ATT	-0.083^{ns}	1.867	Unsupported
H3b	TR → ATT	-0.120^{*}	2.228	Supported
H3c	PR → ATT	-0.013^{ns}	0.268	Unsupported
H4a	FR → IRP	-0.103^{*}	6.716	Supported
H4b	TR → IRP	-0.034^{ns}	0.497	Unsupported
H4c	PR → IRP	0.070^{ns}	1.172	Unsupported
H5	ATT → IRP	0.607^{***}	8.858	Supported

Note. $^*p$<.05, $^{**}p$<.01, $^{***}p$<.001, ns=non-significant, β=Standardized regression weight, R^2=Explained variance, Q^2=Prediction relevance. FV=Functional Value, SV=Social Value, EMV=Emotional Value, EPV=Epistemic Value, PR=Physical Risk, FR=Financial Risk, TR=Time Risk, ATT=Attitude, IRP=Intention to Re-participate.

After validating the structural model, we classified the tourists into the following four groups based on their health consciousness and health condition using hierarchical and non-hierarchical clustering. They were: low health consciousness & poor health condition (Group 1, n=56); low health consciousness & good health condition (Group 2, n=111); low high health consciousness & good health condition (Group 3, n=85); high health consciousness & poor health condition (Group 4, n=53). Finally, in order to test whether the process of forming the intention to re-participate differed between the different groups, we did pairwise comparison by means of a multi-group analysis. A total of four paths (H2a, H2c, H3b, H5) were found to be significantly different between groups.

IMPLICATIONS

This study examined the relationship between perceived value, perceived risk, attitude and tourists' intention to re-participate in wellness tourism. In addition, by classifying tourists into four types through health condition and health consciousness, it was clarified that there are indeed some differences in the process of forming the intention to re-participate in wellness tourism among these four types of tourists. This means that there is a need to develop different marketing strategies for groups of tourists with different health consciousness and health condition. For marketers of destinations that are promoting wellness tourism, as well as service providers of wellness tourism products, there is a limit to the amount of money and effort they can invest. Therefore, the findings of this study may help them to allocate resources in a targeted manner to maximize the benefits.

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BEING INNOVATIVE: DOES FELT TRUST MATTER?

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INTRODUCTION

In conjunction with the increased pressure to be more competitive, customer-centric, and sustainable (Hao et al., 2020), service innovation is of fundamental importance to the growth and success of hotel operations (Hameed et al., 2021). According to Storey et al.'s (2016) meta-analysis, frontline staff involvement is one of the top ten antecedents to the commercial success of service innovation. Employees' innovative behavior reflects the generation, advocacy, and implementation of innovative or improved ideas and practices (Janssen, 2003). It has been proven to attain the goals of service innovation and positive customer/business outcomes (Stock et al., 2017). Given its importance for service innovation in hotel organizations, it is imperative to identify ways to motivate employees' engagement in innovative behavior (Kwon & Kim, 2020).

As supervisors bear an important role in guiding, nurturing, and assisting their subordinates in effectively achieving team/organizational goals (Dai et al., 2018), how felt trust would shape hotel employees' innovative behavior remains unclear and deserves investigation. Felt trust reflects how much the employees believe that their supervisors trust them and are willing to assume risk with them (Lau et al., 2014). Drawing upon social exchange theory, this study posits that the norm of reciprocity nested in a trusting relationship may guide trusted employees to engage in innovative behavior.

Guided by self-determination theory, this study proposes autonomous motivation as the mediating mechanism for the relationship between felt trust and innovative behavior. Self-determination theory (Deci & Ryan, 2000; Gagné & Deci, 2005) suggests that in addition to the simple dichotomy between intrinsic and extrinsic motivation, human motivation can be differentiated into two broad categories of autonomous and controlled regulation along a self-determination continuum. Autonomous forms of motivation subsume intrinsic, integrated, and identified motivations. Intrinsic motivation reflects individuals' full sense of volition to engage in a task that they find interesting, fun, and satisfying (Deci & Ryan, 2000). Integrated motivation and identified motivation are internalized forms of extrinsic motivation. Integrated motivation is volitional but remains instrumental (Deci & Ryan, 2000). It is theorized to describe individuals' regulation of behavior because they accept the task being an integral part of their self-identity and lives. Identified motivation involves moderate volition and concerns individuals' identification with the value of the task and perceived congruence between the task and personal goals. Since scholars have noted the difficulty of psychometrically differentiating between integrated and identified motivation (Gagné et al., 2010), this study will follow the practices in preceding empirical efforts and focus on only intrinsic and identified motivation as aspects of autonomous motivation.

Relatively limited research (e.g., Fan et al., 2021; Rouzi & Wang, 2021) has examined boundary conditions under which the effect of felt trust on employee outcomes can be amplified or attenuated. The present study argues that leadership styles of trustors matter in the functioning of felt trust for trusted employees may receive different treatment from their supervisors under different leadership styles. Ethical leaders are perceived as honest, trustworthy, fair, and caring (Brown & Treviño, 2006; Brown et al., 2005). Ethical leadership may induce employees' positive work attitudes and motivation (e.g., Bedi et al., 2016) and lower work stress and burnout (e.g., Vullinghs et al., 2020). Considering the positive traits associated with ethical leadership, it is posited that ethical leadership will moderate the effects of felt trust on autonomous motivation.

Therefore, the purpose of this study is

two-fold: (1) to examine the relationship between felt trust and hotel employees' innovative behavior, (2) to assess autonomous motivation (intrinsic and identified motivation) as the mediator in the relationship between felt trust and innovative behavior, and (3) to investigate the moderating role of ethical leadership in the relationship between felt trust and autonomous motivation.

METHOD

A purposive sampling approach will be used to recruit frontline employees working at international tourist hotels in Taiwan. A two-wave panel design with a two-week lag will be used to collect data for this study. This study will also collect data from both employees and their supervisors. At Time 1, human resources staff will be asked to distribute survey packets to employees. Each survey packet consists of a consent form, a questionnaire for employees, a stamped and self-addressed return envelope, and a survey packet for their supervisors. Employees will be asked to provide responses for the measures of felt trust, ethical leadership, intrinsic motivation, identified motivation, and demographic information. Employees will also be asked to identify a supervisor with whom they work most closely within the division and use this supervisor as the target of evaluations for felt trust and ethical leadership. Employees will be asked to deliver the supervisor-version of survey packets to their supervisors. Supervisors will be instructed to observe their employees for a month (Time 2) and complete and return their questionnaires. Supervisors will be asked to rate their employees' innovative behavior and provide demographic information. Existing measures for felt trust, intrinsic motivation, identified motivation, ethical leadership, and innovative behavior will be used.

ANTICIPATED IMPLICATIONS

This study will make several contributions to the literature. First, while felt trust has gained its scholarly attention in both management and hospitality research in recent years (e.g., Baer et al., 2015; Lau et al., 2014; Fan et al., 2021), this study will extend the literature on innovative behavior by examining felt trust as a relevant antecedent of innovative behavior. Second, in view of a paucity of research examining motivational mechanisms associated with felt trust (Hao et al., 2021), this study incorporates autonomous motivation to better understand the link between felt trust and innovative behavior. While research has suggested that different forms of autonomous motivation may bring about different effects on employee outcomes (Gagné et al., 2015), this study extends Hao et al.'s (2021) focus on merely intrinsic motivation by assessing two forms of autonomous motivation – intrinsic and identified motivation. Third, this study attempts to explore the trustor's leadership style – ethical leadership – as the boundary condition that may strengthen or buffer the relationships of felt trust and mediating mechanisms. As much earlier work was devoted to identifying underlying psychological mechanisms of felt trust (e.g., Baer et al., 2015; Lau et al., 2014; Skiba & Wildman, 2019), anticipated findings of this study will provide insights into boundary conditions under which the bright side of felt trust can be amplified and its dark side can be suppressed, adding to the literature on felt trust. Fifth, anticipated findings of the present study will provide practical implications for hospitality businesses to develop and craft strategies to motivate their employees' engagement in innovative behavior. The consideration of ethical leadership in this study could provide insights into the appropriate approach to managing trusted employees.

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EXPLORING FACTORS AFFECTING TRAVEL INTENTIONS IN THE POST-COVID-19

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INTRODUCTION

The COVID-19 pandemic has swept the world in the short period of time since the first cases were reported in late 2019 (Aiello, Bonanno, & Foglia, 2022). Meanwhile, the tourism industry is bearing the brunt of it. In the past two years though, the severity of diseases caused by the novel coronavirus has decreased over time as the virus continues to mutate and human immunity has been enhanced by vaccination or infection with the virus (Abubakar & Ilkan, 2016). Due to the new normal (post-pandemic period) brought about by COVID-19, health risks and travel restrictions at destinations may become new barriers affecting travelers' international travel decisions (Sun, Zhang, Zhang, Ong, & Ito, 2022). In the post-pandemic period, it is first priorities to think about health and safety when people traveling, and destination trust can reduce the fear of infection (Chen, You, Lee, & Li, 2021). The effectiveness of protective measures will also affect tourists' travel intentions (Breakey, Ding, & Lee, 2008; Yoo, Park, Lee, & Park, 2022). Therefore, as more and more destinations relax relevant restrictions, it is necessary to study the changes in tourists' perceptions of destinations and factors affecting travel intentions caused by COVID-19 (Liang, Xue, Pinsonneault, & Wu, 2019).

The previous literature also argued that the protective effectiveness of destination affects tourists' behavioral intention during post-COVID-19 (Bae & Chang, 2021). At the same time, although there have been studies on the impact of destination trust and perceived effectiveness of COVID-19 protective measures on travel intentions (Kim, Hall, & Bonn, 2021; Yoo et al., 2022). However, when reviewing these studies, we see that there are none exploring the relationship between tourists' perception of destination, the effectiveness of perceived COVID-19 protection measures, destination trust and travel intention during the post-epidemic period (Chaulagain, Wiitala, & Fu, 2019). Therefore, such studies in the post-pandemic period are necessary and constructive for the recovery of tourism in the post-pandemic period.

METHOD

The main purpose of this research was to investigate the relationship among Chinese tourists' perception of destination in the Post-pandemic, destination trust, perceived effectiveness of COVID-19 protective measures and post-pandemic travel intention situation. In summary, five hypotheses were established:

- H1: Perception of destination in the post- pandemic has a positive impact on perceived effectiveness of COVID-19 protective measures;
- H2: Perception of destination in the post-pandemic period has a positive impact on destination trust;
- H3: The perceived effectiveness of COVID-19 protective measures has a positive impact on post-pandemic travel intention;
- H4: The perceived effectiveness of COVID-19 protective measures has a positive impact on destination trust;
- H5: Destination trust has a positive impact on

post-pandemic travel intentions.

This study collected research data by sending paper questionnaires to respondents Our participants are residents of mainland China who are willing to travel abroad in the post-pandemic period. The questionnaire is divided into two parts. The first part contains questions related to the perception of destinations from different dimensions (hospitality, impression, effective pandemic information, travel restrictions, refuting rumors) during the pandemic period, as well as the questions related to destination trust (DT) and perception of the effectiveness of COVID-19 protective measures (PEPM) and post-pandemic travel intentions (PTI). The questions in this part are referenced from the tourism related literature and modified by experts in the tourism industry. The demographic information of the participants was collected in the second part.

This study adopted a pilot study before the formal survey. A simple random sampling method was conducted in the formal survey; all respondents were Chinese tourists who were eager to travel abroad after COVID-19 pandemic. The result shows that the scale in this study has high reliability, convergent validity, and discriminant validity. The relationship between variables was tested through SPSS 23.0 and Smart PLS 4.0 data analysis software.

FINDINGS

Based on the Path Analysis of the First Order Variables, the perception of destination in the post-pandemic (PDP) is composed of five variables: hospitality (H), impression (I), effective pandemic information (EPI), travel restriction (TR), and rumor refutation (RR). Besides, the results of path coefficient, T-value, and P-value in the path analysis of each hypothesis in the model are both meet the requirement. According to the results of the analysis, all hypothesis in this research were supported and H1 is assumed to have the most significant influence. In a conclusion, the perception of destinations in the post-pandemic will positively affect tourists' destinations trust and perceived effectiveness of COVID-19 protective measures. In addition, tourists' destination trust and perceived effectiveness of COVID-19 protective measures will positively affect tourists' travel intentions in the post-pandemic. The perceived effectiveness of COVID-19 protective measures will positively affect tourists' destination trust.

IMPLICATIONS and CONCLUSIONS

This study provides theoretical knowledge on tourists' perceptions of destinations under the new normal (post-pandemic) to relevant tourism service providers in destinations. The results provide targeted management some suggestions for destination service providers to do better for tourists after the change of pandemic. Timely and effective adjustments to marketing strategies can be made by the relevant service providers in the post-pandemic period, especially during the recovery of the tourism industry. It enables the relevant service providers of the destination to better establish a good connection between the destination and tourists. Moreover, it provides very useful advice for the destination service provider. A theoretical contribution created on tourists' perception in the post-pandemic period. Especially, this study will provide the theoretical basis for explaining tourist perception and behavior under the an epidemic public health crisis in the future.

The findings suggest that destinations should do all they can to enhance tourists' perception of destinations in the post-pandemic period, in order to increase tourists' trust in destinations and their willingness to travel. Therefore, destination choice is based on the five dimensions of tourists' perception of the destination in the post-epidemic period, so as to gain their trust in the destination by enhancing their perception of it. Besides, another strategy to enhance travel intentions in the post-pandemic period is to improve the perceived effectiveness of COVID-19 protective measures. Destination governments should develop related guidelines so as to provide advice on preventing COVID-19 infection while traveling to a destination and how to respond if infected while traveling. At the destination, promote necessary protective measures, such as advising tourists to maintain social distancing at the destination and to wear masks in indoor spaces. From the hotel industry point of view, hotels should pay attention to and implement effective measures to protect against COVID-19 in the post-COVID-19 period.

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IS TRAVEL HEALING? EVIDENCE FROM A LONGITUDINAL STUDY

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INTRODUCTION

Travel and tourism are commonly understood as a means for resting and recovering from the stresses and demands of everyday life (Chen et al., 2014). Compared with home and daily routines, tourism is an occasion for stress reduction, fantasy, happiness, and escapism (Light, 2010). Many tourists choose to take a vacation to improve their mental health and enhance their psychological well-being. It is not surprising that existing literature has found a positive relationship between tourism and well-being, with higher levels of happiness being recorded for people who engage in tourist activities (Bimonte & Faralla, 2012; Buckley, 2020; Carneiro & Eusébio, 2019; McCabe & Johnson, 2013).

Unfortunately, these views of traditional tourism experiences leading to healthier lives might be changing outdated with new evidence revealing that the reality of today's vacation environment does not always lead to positive effects. Combining the threat of the COVID-19 pandemic, inconsistent and unpredictable changes in quarantine measures, different reasons for travel disruptions, stresses at airports, worker shortages, long queues at theme parks and hotels, and overindulgence in food, leaves tourists needing another vacation after their vacation. As tourism becomes more popular, people may struggle to fund their vacation wishes as well as the post-vacation bills and these also induce stress and anxiety. While some researchers have argued vacations contribute positively to tourists' overall well-being and quality of life, there is an opposing argument linking tourism to decreased levels of well-being. de Bloom et al. (2010) found that pre, during, and post travel activities may lead to increase in mental stress. Tourists can be fearful of unfamiliar places, and often worry about the outcome of future encounters at the destination (Wolff et al., 2019). When investigating of people with major depressive disorders, Levi et al. (2019) found that tourism did not significantly help reduce depressive symptom severity. Zhu et al. (2020) asserted that vacation is a doubleedged sword, rather than a simple liner relationship either potentially promoting stresses and tensions or negating them. They found that tourists often encountered four types of stresses (i.e. service-provider related stress, traveler-related stress, travel-partner-related stress, and environment-related stress) at the destination, and claimed that vacations do not always foster happiness. Along the same lines, Christou and Simillidou (2020) argued that "tourism does not act as a panacea to melancholy" (p. 219). Even though tourism constitutes an opportunity to heal tourists' psychological states, the effects are very short-lived (Nawijn et al., 2013). These divergent viewpoints make it unclear whether tourism does in fact improve one's overall well-being and mental health. Therefore, there are still some gaps in the matrix of links between tourism and mental health.

Depression and happiness have long been recognized as key aspects in mental health studies. These two emotions differ in almost every respect. Those who are satisfied with their current state typically feel happy; those who are feeling sad, irritable, empty, or who have lost pleasure or interest in activities are depressed (World Health Organization, 2021). Given such sharp contrasts between happiness and depression, psychologists typically conceptualize the two emotions as polar opposites (Russell & Barrett, 1999; Schütz et al., 2013). While happiness has been studied extensively by tourism scholars and numerous textbooks and papers have been written on the topic over the past few years (Buckley, 2020; Chen & Li, 2018; Huang et al., 2021), depression has received little attention within the tourism literature and few attempts have been made to clarify its role in relation to tourism (Christou & Simillidou, 2020; Levi et al., 2019). However, most past tourism research has simply focused on one side of either happiness or depression at a single point in time rather than seeking to access a change from state of depression through to state of happiness or vice versa. A vast amount of tourists' well-being and emotions are still unexplored, and depression and happiness are not examined together in a single study, which impairs the understanding and robustness of positive psychology in relation to tourism. Inspired by this, the current study considers it worthwhile to integrate these two different but related concepts into a single study.

To fill the gap of previous studies, two research questions need to be addressed. Does tourism make tourists significantly happier and improve their well-being? Does the well-being of tourists change over time as a result of vacations? Along with these two questions, the main purpose of this study is to explore the longitudinal effects of happiness-depression on tourists' well-being in tourism and hospitality contexts. More concisely, this study aims to survey Hong Kong tourists before and after they travelled abroad to determine whether there were any changes in tourists' well-being comparing before and after the vacation.

METHOD

This study adopts a longitudinal study design which will cover a time span of seven days before and after the vacation. Data collection will be undertaken between February and June 2023. Before the cycle of data collection starts, an invitation with an overview of the research and questions regarding the trip profile will be sent to Hong Kong tourists who have brought at least one outbound tourism product for the next six months via various online travel communities, such as Facebook groups and online forums. Respondents who agree to participate in the study will receive a questionnaire concerning their emotions seven days before departure for their vacation. The second questionnaire will be sent to participants seven days after the completion of vacation. Both questionnaires for measuring tourists' emotions will adopt the Depression-Happiness Scale (DHS) (Joseph & Lewis, 1998). Therefore, the response of pre- and post- vacation will be compared for all participants. The DHS is chosen based on the following reasons. First, the current measurement scales fail to simultaneously evaluate both happiness and depression on an emotional valence continuum. Using the DHS, more information on the changes can be found along the depression–happiness continuum. Second, the DHS is an accepted scale for measuring well-being because it includes both hedonic and eudaimonic elements (Stănculescu, 2022). Third, the scale is made up of 25 items: 12 items are related to positive feelings and emotions while the remaining items ask about negative feelings and emotions. The DHS allows researchers to overcome the drawbacks of many of the previous well-being scales which were constrained by the ceiling and floor effects (Joseph et al., 2004). Following Joseph and Lewis (1998), each item will be measured on 4-point scale, where 0 = "never", 1 = "rarely", 2 = "sometimes", and 3 = "often".

IMPLICATIONS

The implications of the current study can be understood in four aspects. Firstly, the present study acts upon calls for further research to appreciate the nexus of tourism and positive psychology by combining measures of depression and happiness in a single study. Second, all of the studies reviewed here indicate that the relationship between tourism and tourists' psychological well-being has remained unclear. Despite evidence indicating that tourists feel happier after a vacation, there are many cases where vacation leads to unhappiness and stresses, particularly after the COVID-19 pandemic. This study is expected to deliver further insights into what travel and tourism might offer. Drawing upon the longitudinal approach, rather than a cross-sectional study, it delivers a fresh perspective to understand whether changes in tourists' well-being are caused before and after vacations. With the adoption of the depression-happiness scale, the current research is able to conceptualise depression and happiness in tourism scholarship. Finally, with the COVID-19 pandemic coming to an end, planning a vacation will become easier and many trips that had previously been delayed for pandemic-related reasons will finally be able to take place. However, little is known about how tourists perceive the psychological well-being associated with tourism in the post-pandemic era. Therefore, the present study should be of value to practitioners wishing to respond to tourists' psychological well-being by improving their services and modifying facilities.

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THE RELATIONSHIP BETWEEN GASTRONOMY EXPERIENCE-SCAPE AND MEMORABLE GASTRONOMY TOURISM EXPERIENCE FOR GASTRONOMY TOURISM

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INTRODUCTION

As the level of tourists continues to rise, the pleasures and experiences they want from travel are diversifying. Due to this trend, the food experience at the destination is also given meaning as an essential element to enjoy the trip, not simply as a tool of physiological desire to satisfy hunger(Hsu et al., 2022). Food is essential in tourism because when tourists go on tour to other regions or overseas, they can easily experience the unique and new culture of the region through food. These food experiences can leave vivid memories of the tourist destination(Lee & Kim, 2022). In other words, food has become a critical asset that draws tourists to a particular destination, providing an engaging and memorable experience (Richards, 2021).

Food in tourism destinations goes beyond routine practices to provide emotional stimulation and act as a centerpiece of the tourism experience (Björk & Kauppinen-Räisänen, 2016b), leading travelers to share their food experiences or to link food experiences to the place of consumption (Björk & Kauppinen-Räisänen, 2019), which in turn positively affects the satisfaction of a memorable tourism experience (Vada et al., 2022). A study by Björk & Kauppinen-Räisänen (2016a) on tourists' perceptions of destination food found that food is a significant factor in choosing a destination and an essential contributor to vacation satisfaction. As the importance of food in tourism increases, and tourists' needs for food experiences in tourist destinations diversify, the demand for gastronomy tourism, where food is the central theme of tourism, is growing, and gastronomy tourism products are emerging that focus on unique local food experiences.

Gastronomy tourism is a branch of special-purpose tourism that utilizes experiences related to storytelling about local history and culture through food as its main content (Lee & Kim, 2022). It is not just a gastronomy tour but a process of learning about and experiencing the food resources of a particular region, which helps to develop an integrated understanding and experience of the new and unique culture of the region (Yo & Lee, 2020; Batat, 2021). In particular, local food plays a vital role in the perception of a destination's image, as local food reinforces the destination's image (Jandala et al., 2015). It has also been suggested that in gastronomy tourism, enjoying unique and memorable food experiences beyond simply eating food can enhance the authenticity of the destination and improve tourists' well-being (Batat, 2021).

A review of past research on gastronomy tourism resources reveals that many studies have focused on the primary resources needed for gastronomy tourism, such as categorizing food-related tangible resources, exploring food-related personalities, and determining the characteristics of areas suitable for gastronomy tourism. In addition, studies exploring the relationship between tourism and food have focused on how tourists experience destinations and cultures through food activities, focusing on the physical environment and the scope of food activities, such as restaurants and well-equipped services in controlled environments. However, food experiences can also occur in the street or on the beach, and making food together with other tourists can provide unexpected and unique experiences (Björk & Kauppinen- Räisänen, 2019). For example, watching food deliveries or encountering street food in tourist destinations can be an enjoyable experience (Tsai & Wang, 2017). Food storytelling and food photography by local guides also might be memorable points that enhance food experiences (Batat et al., 2019). In this context, positive food experiences, both planned and unexpected, can make tourists feel special about their time and mark it as a memorable experience, strengthening their attachment to the destination and significantly influencing their behavioral intentions (Sthapit, 2017). In other words, tourists gain memorable tourism experiences (MTE) through various interactions with food experiences during gastronomy tourism in a specific area (Yoon, Kim, et al., 2017). Through such participatory gastronomy tourism, they feel happiness and enjoyment, which can influence their well-being values (Vada et al., 2019).

As tourists' demand for gastronomy tourism is increasing and various programs are being planned, it is necessary to extend the research on memorable tourism experiences (MTE) to research on memorable gastronomy tourism experiences (MGTE). In addition to the existing gastronomy tourism resources for MGTE, it is necessary to explore additional resources needed to enhance the actual gourmet tourists' experience factors and establish a suitable resource classification system that can be used for gastronomy tourism planning.

Therefore, in order to establish a practical gastronomy tourism resource, this study proposes a gastronomy experience-scape that can include various scapes necessary for food experiences and the experience values of gourmet tourists. In addition, this study analyzes the degree of influence of the proposed gastronomy experience-scape on the satisfaction of MGTE to verify the effectiveness of utilizing gastronomy tourism resources based on the gastronomy experience-scape. Ultimately, this study is expected to provide primary data that can help researchers understand the perceptions and behaviors of gourmet tourists and practical guidelines that can be used to plan and develop gastronomy tourism products.

LITERATURE REVIEW

Gastronomy tourism

Gastronomy tourism refers to the act of enjoying gourmets at a tourist destination. It has been described as a gourmet journey, gastronomy tourism, food tourism, culinary tourism, and tasting tourism(Park & Hwang, 2018). The International Culinary Tourism Association (ICTA) defines it as "the pursuit of unique and memorable food and beverage experiences" (Rousta & Jamshidi, 2020). In recent years, gastronomy experiences, which include programs to experience local food in addition to sights and activities, have become one of the essential factors in tourism decisions and play a significant role in overall tourism satisfaction (Jeong, 2021). In other words, local gastronomy experiences are becoming attractive and exciting tourism products through gastronomy experiences that are differentiated from conventional tourism. The reason is that it is a holistic experience that utilizes all five senses, including not only sight but also taste and smell, as it offers a variety of food-related activities, experiences, and events in a variety of spaces and locations (Batat, 2021).

Until recently, research in the field of gastronomy tourism has focused on analyzing the effects of the physical resources of gastronomy tourism destinations and the cognitive image of the destination on tourists' behavioral intentions and revisit intentions. However, the physical environment and service processes alone are insufficient to explain the satisfaction of gourmet tourists. Therefore, this study aims to explore the expanded resources required for the success of gastronomy tourism.

Scape for gastronomy tourism

Food can be an asset that attracts tourists to a particular destination, providing them with an engaging and novel experience (Richards, 2021). It can also be important in obtaining unforgettable memories for tourists (Zhu et al., 2022). These gastronomy tourism experiences are related to the local service and foodscape (Park & Widyanta, 2022). Research on 'scape' is generally attributed to Bitner's (1992) framework of servicescapes, which defines the physical environment in which service processes take place as a 'servicescape'. Many studies have been conducted to demonstrate how the servicescape, which includes the surrounding conditions, space, functionality, symbols, and artifacts controlled by service providers, influences the cognitive, emotional, physiological, and behavioral responses of customers and employees. It is well known that the servicescape has a significant impact on customer behavior (Björk & Kauppinen-Räisänen, 2019).

In addition to servicescape, the concept of foodscape is a socially constructed concering food that has received much attention over the past 20 years in various fields such as nutrition, health, urban geography, public policy, consumer research, and food science (Zhu et al., 2022). In particular, in the areas of consumer behavior and culture, foodscapes are helping to understand how people consume and experience food in interaction with their environment and sociocultural context (Richards, 2021).

However, for gastronomy tourism, it is believed that a scape concept that includes differentiated elements for food experiences in addition to the commonly studied service or foodscape elements is needed. When focusing on food experiences, Bjork and Kauppinen-Raisanen (2019) define foodscapes as places and scapes that enable a variety of food experiences beyond restaurants and bars, and Mikkelsen (2011) defines them as scapes about food - how people, places, and food are connected and how they interact within the various spaces of the food environment. when considering the definition of a scape based on food experiences, the foodscape for gastronomy tourism should appropriately include both physical and social environments to enhance overall food experiences at the destination based on the concept of experiential scapes (Quan & Wang, 2004).

Exploring integrated scape elements that include food, service, and experiential factors in gastronomy tourism is essential for understanding the diverse food environment characteristics of gastronomy destinations, while also focusing on understanding the behavior of gourmet tourists with an emphasis on experiential value. The current research and practical applications regarding integrated scapes for gastronomy tourism still need to be investigated. Therefore, this study aims to explore an integrated scape necessary for gastronomy tourism and apply it to establish a classification system for gastronomy tourism resources.

Memorable gastronomic tourism experiences (MGTE) and hedonic well-being

Autobiographical memory is the recollection of experiences in one's life, and memorable experiences have a meaning associated with satisfying and special events, which can influence consumer behavior (Wing et al., 2011). It has also been described as an individual's ability to recall events easily based on their subjective evaluation of the experience (Kim et al., 2012).

In this sense, a memorable tourism experience (MTE) is defined as a tourism experience that can be positively recalled and remembered after the trip. People often recall previous tourism experiences when seeking information to make travel decisions and select destinations (Kim et al., 2012). In particular, after COVID-19, the phenomenon of recalling past trips abroad and feeling the emotions of the time has appeared online and offline, and people may choose their next destination by recalling their most memorable tourism experiences (Lee & Lee, 2022). The reason why MTE is important is that it provides tourists with cognitive perceptions and emotional stimuli related to themselves, the place, and time, which remain in their memory and influence their future behavior (Oh & Yoon, 2020).

Sthapit (2019) described memorable food experiences that are associated with positive emotions as unique and novel, with emotional responses such as joy and pleasure, and different from everyday experiences. Additionally, Sthapit (2017) stated that memorable food experiences (MFE) are strongly associated with the five senses, such as taste and smell, as well as with the people who enjoy the food with them, and they are also associated with local food that reflects the characteristics of the region and with memorable souvenirs. Therefore, this study aims to define a MGTE by applying the elements of MTE and memorable gastronomy experience and to determine the specific items that can be measured and used in the study.

Hedonic well-being is a concept that measures an individual's happiness, quality of life, and life satisfaction (Sthapit et al., 2022). Vada et al. (2019) found that in the relationship between MTE and hedonic well-being, memorable tourism experiences have a positive value in terms of happiness and enjoyment, leading to a tendency to engage in activities or visit destinations repeatedly. Therefore, it is believed that memorable gastronomy tourism experiences will ultimately have a positive impact on tourists' quality of life and emotions such as happiness. Therefore, this study aims to develop a gastronomy tourism satisfaction scale using the MGTE concept to determine whether gastronomy experience-scape factors affect tourists' satisfaction and to analyze the impact of gastronomy experience-scape on tourists' perception of gastronomy tourism experience and the impact of MGTE on hedonic well-being.

The researcher formulated the following research questions based on the background described above.

1) What components should be included in the gastronomy experience-scape for gastronomy tourism?
2) How does gastronomy experience-scape influence a memorable gastronomy tourism experience (MGTE)?
3) What is the relationship between MGTE and hedonic well-being?

METHOD

The procedure of this study will be conducted in two phases. First, through an Expert panel survey, we aim to explore the elements of a foodscape for gastronomy tourism and construct a gastronomy experience-scape-based gastronomy tourism resource that is needed (Phase 1). Second, we would like to conduct a survey phase that aims to analyze the impact of the gastronomy experience-scape on tourists' perceptions of gastronomy tourism experiences (Phase 2).

The Expert panel survey phase aims to define a practical gastronomy experience-scape that can be applied to gastronomy tourism research and practice and to propose a gastronomy tourism resource framework based on this. The Survey phase will be conducted to determine whether the gastronomy experience-scape elements identified in Phase 1 are important in actual gastronomy tourism, and will be conducted among adults who have experienced food tourism in the last five years. Through those processes, this study will investigate the extent to which gastronomy experience-scape elements that consider various aspects of the scape affect tourists' MGTE and hedonic well-being. It also aim to verify the effectiveness of gastronomy experience- scape-based gastronomy tourism resource utilization. To this end, the following hypotheses and research model are developed.

Hypothesis 1. Gastronomy experience-scape will have a significant impact on MGTE.

Hypothesis 2. MGTE will have a significant impact on Hedonic well-being.

Research model

Structural equation modeling will be conducted to test the hypotheses and analyze the influence relationship between factors, which will be based on AMOS and SPSS programs. Specifically, exploratory factor analysis and reliability analysis will be conducted to verify the reliability and validity of the factors, and confirmatory factor analysis (CFA) will be conducted to check the fit of the model.

THEORETICAL & PRACTICAL IMPLICATIONS

The expected results of this study are as follows. First, an integrated resource classification for gastronomy tourism is expected to be constructed by exploring and organizing the elements of the gastronomy experience-scape. Second, by analyzing the relationship between the elements of the gastronomy experience-scape and tourists' gastronomy tourism experience, it is expected that the degree of influence of each element on the gastronomy tourism experience can be identified. Ultimately, by exploring the key factors that influence memorable gastronomic experiences based on the experiential value of gastronomic tourism destinations, this study is expected to help establish and utilize the resources needed to enhance meaningful gastronomic tourism experiences that can leave a positive and lasting impression on tourists.

Specifically, it can be used as primary data for research for various new perspectives necessary to understand the perception and behavior of gourmet tourists by newly constructing the concept of gastronomy experience-scape and identifying the relationship between memorable gourmet tourism experiences. In addition, by utilizing the gastronomy experience-scape based gastronomy tourism resource classification expected to be derived through this study, the local environment and various resources for impressive food-related experiences are effectively used in gastronomy tourism to create an image of the region and attract gastronomic tourists. It is expected that it will be a guideline that can bring out the satisfaction of gastronomy tourists.

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THE DEVELOPMENT OF A CONCEPTUAL MODEL OF AMBASSADOR BEHAVIOR IN THE CULTURAL FESTIVALS SECTOR

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INTRODUCTION

One of the common forms of cultural tourism, festivals have already become the most significant and fastest-growing part of tourism. Around the world, cultural festivals have grown exponentially in number and diversity (Snowball & Antrobus, 2020). Understanding the participants is essential to better managing a cultural festival. This paper examines the process of forming ambassadorial behavior among cultural festival participants. These festival participants demonstrated their supportive attitudes toward the event and experienced a more significant impact on identity formation (Zhang et al., 2019). It presents a general conceptual model of the process, which may be relevant to different festival and event sectors.

Cultural interaction has long been recognized in the tourism literature as a primary motivation for festival participants, with the depth of the experience being integral to cultural tourists (Zou et al., 2020; Cetin & Bilgihan, 2015; Morgan, 2008). Few studies have been conducted on the interaction of festival participants with local culture. In this regard, it is essential to examine the impact of cultural contact on the cultural festival experience. Festivals can only stand out in today's challenging environment if they create exciting and memorable experiences for festival participants and ensure sustainable loyalty (Ayob et al., 2013). Therefore, a festival's sustainability needs to build its identity with its participants (Lee & Chang, 2016).

Festivals generate specific behavioral responses (Chang & Hsieh, 2017), when participants feel a sense of identity from the festival, they can perform ambassadorial behaviors to develop the festival and the culture. There is a potential for ambassador behaviors, such as writing about the festival experience online and contributing to its development, to create positive festival-related behavior, specifically for the destination, festival development, and cultural revitalization. However, there is a need for more conceptual clarity around managing ambassadorial behavior in cultural tourism, particularly for festival studies.

LITERATURE REVIEW

Cultural festival.

Festivals have become one of the fastest-growing tourism industry segments, and there is growing research interest in this area (Savinovic et al., 2012). While the success of organizing festivals provides an excellent way for festival destinations to improve the image and competitiveness of their goals, there is a need for more conceptual foundations that stakeholders can use to create innovative festival experiences. One of the main benefits of cultural festivals for participants is the opportunity to experience new or more extensive forms of culture and the social aspect of time spent with family and friends, which can enhance the quality of life (Hand, 2017). To date, festival research in tourism has focused mainly on understanding the importance of festivals and cultural events, the expectations, needs, and motivations of participants, and has sought to determine the motivational dimensions of participants attending various festivals and events (Schofield & Thompson, 2007; BOWEN & DANIELS, 2005; Crompton & McKay, 1997). However, the fundamental role of various traditional cultural festivals and their dynamics may influence the ongoing value of festivals to the stakeholders involved (Choi et al., 2020).

Cultural contact.

Contact, or cultural contact, is generally used as the term archaeologists describe a group having entered or maintained contact with a diverse culture for days, years, decades, centuries, or even millennia (Chen & Rahman, 2018). Cultural contact was identified by Chen and Rahman (2018) as an antecedent that influenced tourists' involvement in cultural tourism and their creative experiences. In cultural tourism, tourists gain more cultural contact on holiday by interacting through traditional cultural services, experiencing different cultural product providers at the destination, educating other tourists, and choosing how all their needs can be met through cultural activities (Lee & Bai, 2016). There is a tendency for cultural tourists, mainly the relatively serious cultural tourists, to be active, interested, questioning, and reflective about what they see and experience (Crang, 1996; Prentice, 2001). Although increasingly extended to tourism, there needs to be a conceptual basis upon which holiday stakeholders can use these concepts to create a higher level of interaction or engagement with the culture they visit, especially in cultural festivals.

Festival experience.

In current travel and tourism literature, experience is considered a vital construct (Chang et al., 2014). It has been defined as that "inherently personal existing only in the minds of individuals who have been engaged at an emotional, physical, intellectual, or even spiritual level" (Pine & Gilmore, 1998, p. 99). Although much conceptual research has been conducted on the tourism experience, the literature on the festival experience needs to be more cohesive (Marković, 2019). Meanwhile, the extent of cultural interaction with the local culture between tourists and the local culture largely influences the "depth of the experience." This point is strongly emphasized by McKercher (2002) in his study of cultural tourism.

Identity construction.

"Identity" refers inherently to the culture of a people, the shared identification with aspects of a collective or social category as well as the self, involving the significance that individuals attribute to the diverse roles they commonly play in a highly polarised contemporary society (Stryker & Burke, 2000). Individuals believe that cultural festivals strengthen the sense of identity compared to other forms of tourism (Buch et al., 2011; Merkel, 2015). Therefore, when visitors participate in a festival, the identity of the festival participants will influence the visit experience (Choi & Murray, 2010). Cultural and festival identity construction can then be seen as an individual's fondness for the local culture or festival, i.e., the particular culture or festival relates to the individual's sense of belonging, identity and psychological feelings (Lee & Chang, 2016). The purpose of identity will influence the individual's post-festival behavior and future behavioral intentions (Ervin & Stryker, 2009).

Ambassador behavior.

Brand-building behaviors in destination branding consist mainly of "word of mouth (WOM)" (Chen et al., 2018) and "ambassadorial behaviors" (Wassler et al., 2021). Brand-building behavior describes how residents can act as goodwill ambassadors who always see the destination brand about how it communicates through public messages and marketing communications, for instance, by residents supporting their involvement in and participation with tourism planning and development (Morhart et al., 2009). Govers (2011) identified branding with a greater focus on building brands that reflect the local cultural identity and establishing the conditions for residents to become local brand ambassadors as an essential branding tool to enable a non-marketing approach to brand positioning (i.e., internal branding). Previous research has identified the WOM recommendations and ambassadorial behavioral intentions of visitors and residents in a tourism context (Wassler et al., 2021). However, more analysis must be applied to participants' festival brand-building behaviors.

Cultural festivals are about creating a learning environment that connects with participants and allows them to experience the uniqueness of a culture or the character of a place and its people, which plays a considerable role in the heritage and tourism experience of the place where it is held. Providing educational experiences for tourists can be affected by the way they are delivered (Lynch et al., 2011), especially in the context of preserving intangible cultural heritage. The festival experience occurs when there is increased contact between festival participants and the local culture (places and people). Their relationship reduces the level of perceived social distance and assists festival participants in perceiving the attractiveness of the destination (Thyne et al., 2017). These experiences are an essential part of the local culture and can form the character of a cultural festival, which is particularly relevant for the destination. In this context, previous research has focused on studying tourist choices and behaviors through the influence of Destination Management Organizations (Uchinaka et al., 2019). In contrast, ambassadorial behavior can be adapted to understand festivalgoers and emphasize the importance of their role in the context of place branding.

CONCEPTUAL MODEL

A conceptual model is presented to understand the ambassadorial behavior-building process. This model represents the process of ambassadorial behavior building as applied in the context of cultural festivals. In particular, the model provides a basis for future research and offers guidance for practitioners. This model is presented in Figure 1. Festival organizers use cultural contact with local cultures to present different attributes of the festival experience, which influence the construction of festival participants' identities and their ambassadorial behavior toward local cultures and festivals. The participants of the cultural festival can communicate and present their real feelings and evaluations in the process. Festivals and the construction of local cultural identity draw on a combination of contact with local culture and real experiences of festivals to present actual and personalized interpretations and identifications. For example, creating ambassadorial behavior can be developed based on authentic local culture while incorporating a personalized festival experience. Similarly, as ambassadors, participants can use the festival experience and identity to promote the appeal of a place or a festival.

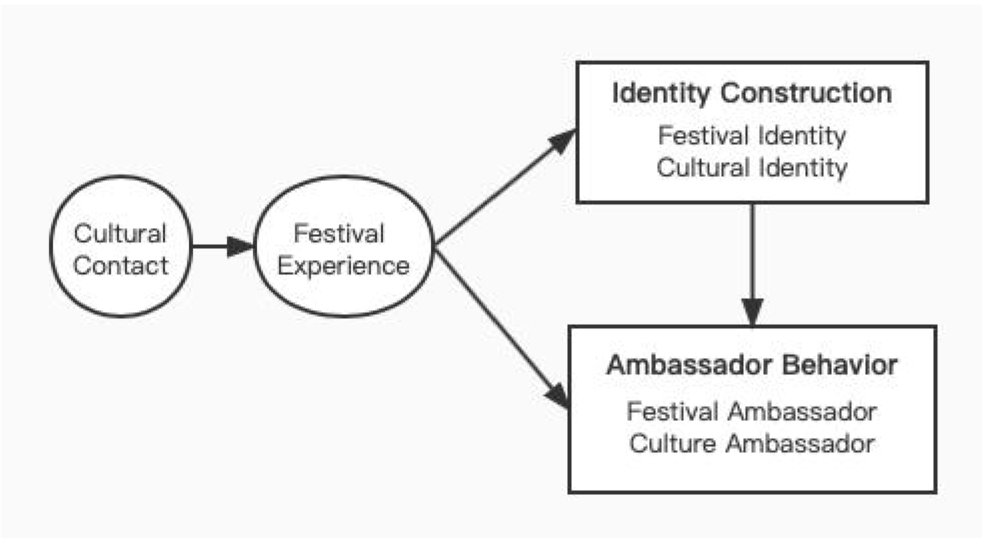

Figure 1. Proposed Conceptual Model of the Ambassador Behavior of Cultural Festivals

CONCLUSION

The study proposes a conceptual model of ambassadorial behavior to guide local culture promotion in cultural festival tourism experiences. This conceptual model aims to systematically examine the relationship between cultural festivals, cultural contact, festival experiences, identity construction, and ambassadorial behavior. The research has theoretical and managerial implications as they guide the practical design of a thriving cultural festival to ensure that participants experience the festival, build identity and become ambassadors of the festival and of the local culture in which they participate in the festival.

For a cultural festival to succeed, participants must support the development of the culture and the festival itself. As cultural festivals emerge across the world with the aim of not solely encouraging festival participants to maintain their local native culture but also to make it feel accessible to members of other groups, these findings may help stakeholders to understand better how cultural festivals can contribute to social cohesion and social integration. Future studies should be conducted to test how well the cultural festival experience prototypes develop within the proposed conceptual model.

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LEADERSHIP ROLE IN RURAL REVITALIZATION AND SUSTAINABLE TOURISM

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INTRODUCTION

The ongoing discussion about sustainable development goals for people and the planet is nothing new. However, there are still many gaps and uncertainties in our knowledge of how to enable societies to become resource-efficient, sustainable, and wealthy (Griggs *et al*., 2013). Rural tourism is a form of tourism development that reflects the principles of sustainable development (Sharpley, 2000). There are only a handful of studies on rural tourism development thus far, and studies that examine rural revitalization from a managerial perspective are still lacking. This study proposes a conceptual model of contributing factors to the success of rural revitalization, such as leadership involvement, stakeholder management, and community participation. Particularly, the leadership role will be closely examined. A successful revitalization project of a traditional village in Erkan Settlement in Penghu Taiwan is chosen as the case study.

Rural revitalization is a relatively new concept in achieving sustainable tourism development. It is a key approach to rural development as well as to poverty alleviation (Gao & Wu, 2017). The key issue is how to utilize the land for tourism purposes while providing local residents with sustainable income and livelihood from participating in tourism, and at the same time, preserving the local traditional cultures and ethnic spaces and villages (Shang *et al*., 2021). Rural livelihoods are critical to rural development, tourism development, and sustainable development (Shen *et al*., 2008). There are several potential benefits to be gained from rural tourism development, namely, direct economic benefits, experiential benefits, conservation benefits, development benefits, and synergistic benefits (Saxena *et al*., 2007). In addition, Li *et al*. (2020) suggested that there is still much room for improving and achieving rural revitalization.

Penghu county is composed of 90 isles (Penghu County Government, 2023) and 84 settlements (Kuan, 1987), located in the west of the main island of Taiwan. Erkan, one of these 84 settlements, is located in Xiyu Island in Penghu County, and having more than 300 years of history of the Chen family and the descendants. Erkan was enlisted and selected as the most suitable village to become a folklore village since 1991 (Wu, 1998; Erkan Ancient Residences, 1999). With the collaboration of various governmental bodies, the architectures in Erkan were renovated and helped to open up the cultural and traditional resources (Mi, 1995; Mi 1999; Yu, 2014). Former villagers from Erkan who moved out to the cities returned and helped in the revitalization planning and discussions (Wu, 1998). Today, Erkan Settlement has been positioned as one of the major accessible cultural attractions in Penghu with its well-preserved residential complex with unique architectural style. Besides coffee shops, seafood stalls, and local eateries, the village has a number of mom-and-pop stores, each operated by one descendant from the Chen family, selling unique and exclusive traditional products such as incense, almond drink, herbal packs, and local traditional snacks. The village also has accessible paths to the alleys, accessible restrooms, and plenty of parking spaces for tour buses and cars (Taiwan Tourism Bureau, 2023). The settlement demonstrates a successful rural revitalization project.

Rural tourism is challenging by nature due to it is decentralized, multi-player, and multi-stakeholder (Lane & Kastenholz, 2015). An integrated approach is needed for rural tourism (Cawley & Gillmor, 2008), the integration of tourists, businesses, and host communities are the key to using and managing the resources sustainably (Saxena *et al*., 2007). MacDonald and Jolliffe (2003) suggested that community-based partnerships such as cooperatives could be effective in rural tourism development. In particular, the local communities are the central stakeholders (Lane & Kastenholz, 2015). Leadership, thus, may play an important part in successful rural tourism to unite all stakeholders (McGehee *et al*., 2015). Capable leaders can connect all the stakeholders, not to mention the leader's crucial role to inspire and communicate with the local community when launching a project (Burns *et al*., 2015). The study examines the relationships among the leaders, stakeholders and the local community, especially the involvement of the place leaders and their contributions to successful rural tourism.

Place leadership concept has been widely discussed in the fields of policy, governance, and regional studies (Beer *et al*., 2019; Collinge & Gibney, 2010; Nicholds *et al*., 2017), however, the concept is still relatively new in the tourism perspective. Place leadership can be used in various spatial levels (such as regions, sub-regions, cities, districts, etc.) that cover a specific place as well as the sentimental attachment of a place (Collinge & Gibney, 2010). Unlike the usual top-down leadership approach, place leaders emerge from and within the community (Collinge *et al*., 2010). Place leaders have the essential elements of emotional attachments and a sense of place (Collinge & Gibney, 2010). These leaders usually spend considerable time and effort focusing on that specific place to gain community support for initiatives and possess strong relationships with various external and internal stakeholders (Sotarauta & Beer, 2017). This study thus intends to investigate the involvement of the place leaders and their contributions to successful rural tourism. Questions such as: What are these leaders actually doing? How do they contribute to the project? What leadership styles are adopted? How do they mobilize support (Collinge *et al*., 2010)? How do they coordinate among these stakeholders and the community? These questions will be answered in the study.

This research proposes a conceptual model for contributing to the success of rural revitalization, namely, leadership involvement, stakeholder management, and local community participation. These three perspectives and their relationships will be studied and analyzed in the research (see Figure 1).

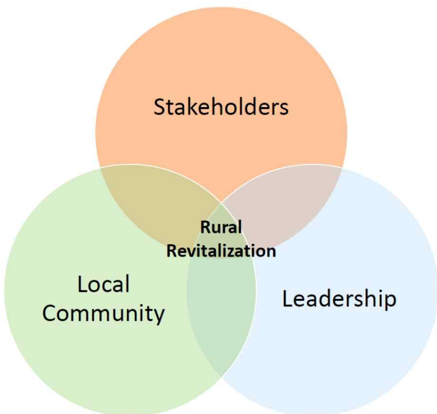

Figure 1. Research Conceptual Model

METHOD

The research is in ongoing study progress status. Mixed research will be adopted to test the conceptual model. Elite one-on-one in-depth qualitative interviews with rural tourism leaders and in-depth qualitative focus groups with various stakeholders will be done. Quantitative surveys with the local community and tourists in Penghu will be conducted and analyzed.

Elite interviewing is conducted with personnel in a position of authority who can provide insights and have a comprehensive grasp of the issue under exploration (Gillham, 2000). The goal of elite interviews is to generate knowledge for scientific purposes (Littig, 2009). Leaders who were involved in the planning and execution of Erkan Settlement Revitalization Project will be interviewed for expert insights by purposive sampling and elite interviews. The study targets include the high-ranking officials from the government such as the chairperson of the Cultural Bureau in Penghu, the chairperson of the Tourism Planning Department in Penghu, the chief, and the decision makers of Erkan Settlements. There are six interviews scheduled and may have further additional interviews to reach data saturation. Each interview is planned to be one to two hours in duration, with audio recording conducted in Chinese or Taiwanese. In-depth qualitative focus groups with the related stakeholders such as shop owners in Erkan, local government officials, tour operators, and the local community in Erkan Settlements will be conducted by purposive sampling method. It is planned to have three or four focus groups, each focus group with six to eight participants, and each will last for less than one-hour duration in Chinese with audio recording. Both elite interviews and focus group conversations will be transcribed into Chinese and then translated into English, and NVivo software will be used in the analysis.

Face-to-face quantitative surveys with Penghu local communities and tourists will be conducted. The questionnaire content will be based on the literature review as well as the initial findings from the elite interviews and focus groups. A pilot test will be run to ensure the questionnaire content and design are all in place before the data collection. A systematic random sampling method will be used for the quantitative survey to ask the local community and the tourists in Penghu. Data analysis will be accomplished by making use of SPSS software to run relevant statistical tests.

IMPLICATIONS

The research findings will contribute to filling the research gap of lack of rural tourism managerial perspectives studies. Also, the research approach of the elite interview is not prevalent, and there are not many current publications in tourism studies using this technique; thus, this study can contribute to the usage of elite interviews from a social science research point of view. Moreover, this study will contribute to the tourism industry by case-sharing possible successful rural revitalization stories and their contributing factors. The study will be able to suggest strategic action to practitioners in planning and implementing rural tourism projects. Also, the case can be considered as a reference in benchmarking in order to foster worldwide rural tourism as well as sustainable tourism development.

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EVALUATION ON THE MASCOT-DESIGNED OF TOURISM DESTINATION IMAGE BY USING SAUSSURE SEMIOTICS

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INTRODUCTION

Street advertisements often feature symbol characters that capture our attention and resonate with us. Companies commonly use brand identities, known as mascots, to strengthen their reputation and attract customers. Mascots offer various business opportunities, including promoting client interest and enhancing brand recognition (Smith, 2021). For example, Kumamon, a bear mascot, was introduced in 2010 to help boost the economy of Kumamoto County in Japan after the Kyushu Shinkansen began service. Kumamon quickly became a well-known intellectual property (IP) figure, elevating Kumamoto County's fame and reputation across Japan (Shimizu, 2015; Ichikawa, 2018). To achieve success in tourism promotion, a mascot's design aesthetic and marketing plan are two essential components that must fit customers' views and preferences (Smith, 2017).

In a previous study, the author's team created three types of dolls based on Saussure's semiotic theory and the idea of bionics, which were highly regarded by tourists (Yao, Wu, & Wang, 2021). In this study, the Tiantoushui community, which includes the Tianzhong, Shetou, and Ershui townships in Changhua County, central Taiwan, serves as the subject of travel destination image (TDI). The researchers use semiotic principles to decode the image codes of popular tourist destinations and transform them into TDI mascots to promote nearby sightseeing activities. By providing the extracted steps from the design-symbol phase as a guide, inexperienced designers can efficiently create their mascots.

LITERATURE REVIEW

Tourist Destination Image

The term "travel destination image (TDI)" refers to the visual portrayal of a specific destination, which is frequently used to encourage travel or market a destination to potential tourists (Balakrishnan & Jayaraman, 2017). It may consist of images, films, drawings, and other visual materials that perfectly express a place. For potential passengers, it is meant to arouse excitement and anticipation. Most people concur that Hunt (1971) was the first to give a definition of a TDI. He believed that TDI refers to A collection of impressions of a place where an individual or a group of people have never lived. Besides, a study by Pike (2002) also revealed that tourists' personal views, opinions, and perceptions about a potential location make up the TDI, which has a big impact on how they make their travel decisions. Some specialists now contend that cognitive imagery (CI) and affective imagery (AI) are included in the connotation of TDI (Cai & Lehto, 2016). In a nutshell, CI refers to local knowledge and perceptions, while AI is concerned with the appreciation of tourist attractions (Wang & Hsu, 2017).

Saussure Semiotics Concepts

Saussure's theories on signs propose that a sign is an object with meaning, and that it is composed of a signifier and a signified (Chandler, 2017; Silverman, 1983). The signifier is the physical expression of the sign, such as an audible or visual cue, while the signified refers to the meaning that the sign conveys (Chandler, 2017; Silverman, 1983). Saussure's ideas also support the principles of arbitrariness and difference, which are fundamental components of structuralism (Chandler, 2017). According to the principle of arbitrariness, the selection of signifier and signified is arbitrary and depends on cultural conventions (Saussure, 2011). On the other hand, the principle of difference suggests that the meanings and values of symbols are created from the internal oppositions between various components of a symbol system (Chandler, 2017). The use of these principles in design can help capture the symbol and connotation of a product image (Wu, 2021), and Saussure's notation concept has been increasingly used in design fields, particularly for character design in intellectual property (IP) (Lai & Fan, 2019). For example, the Taipei city bear mascot is distinguished from other bear mascots through the white V-stripe on its breast and the word T (Taiwan Tourism Bureau, 2022; Yen, 2017) (see Fig. 1).

Figure 1. The pattern of oh bear, retrieved
from https://www.taiwan.net.tw /m1.aspx?sno=0040078

Anthropomorphic Concepts

Anthropomorphic concepts refer to the attribution of human characteristics to non-human entities, which can be seen in literature, art, and religion, where animals, plants, and even inanimate objects are given human characteristics (Epley, Waytz, & Cacioppo, 2007). In other words, anthropomorphism is the process of adding characteristics of a human look to objects or occurrences, whether they are real or imagined, and is often used to make the non-human more relatable and easier to understand.

Especially, there are many various ways to personify items in brand marketing, including interacting with customers directly on social media, using advertising pictures to metaphorically represent objects engaging in human behaviors, and personifying mascots (Mick & Fournier, 1998; Thomson, MacInnis, & Whan Park, 2005). Recent studies have also discovered that anthropomorphizing service robots and assessing how well they are perceived in terms of their capacity to provide service and likability have a favorable effect on consumer value perceptions (Nass, Moon, & Green, 2011).

The destination is a relatively full space-time framework that is independent of the world of daily life for each individual and serves as an objective carrier of the presence of the tourism world. Both the intangible symbol system and the system of tangible objective entities are included in the destination. Tangible and objective entity system, including lodging facilities, dining establishments, and other ancillary service facilities. The brand personality of the location may be directly influenced by intangible symbol systems, including cultural ambiance, customs, myths, and historical stories (Kim, Han, & Lee, 2019; Uysal, 1998). This complicates the consumer's perception process. Anthropomorphic marketing has steadily caught the attention of the public, but with the fiercer rivalry of resource homogenization among tourist locations, it will become a useful method for the destination to establish distinctive beneficial brand positioning (Kim, Han, & Lee, 2019).

METHOD

Extraction of theme symbols of tourist destination image

The Saussure symbol extraction approach was used to extract the metaphorical code corresponding to the tourist destination image of the Tiantoushui area. Four design steps were summarized in this work, as shown in Figure 2. The procedures were as follows:

1) The tourism destination's visual concept was decided.
2) Significant imagery elements were extracted from imagery themes.
3) The figurative image elements were transformed into image elements.
4) The image narrative elements and image design elements that could be employed in this design in order to write the story were established.

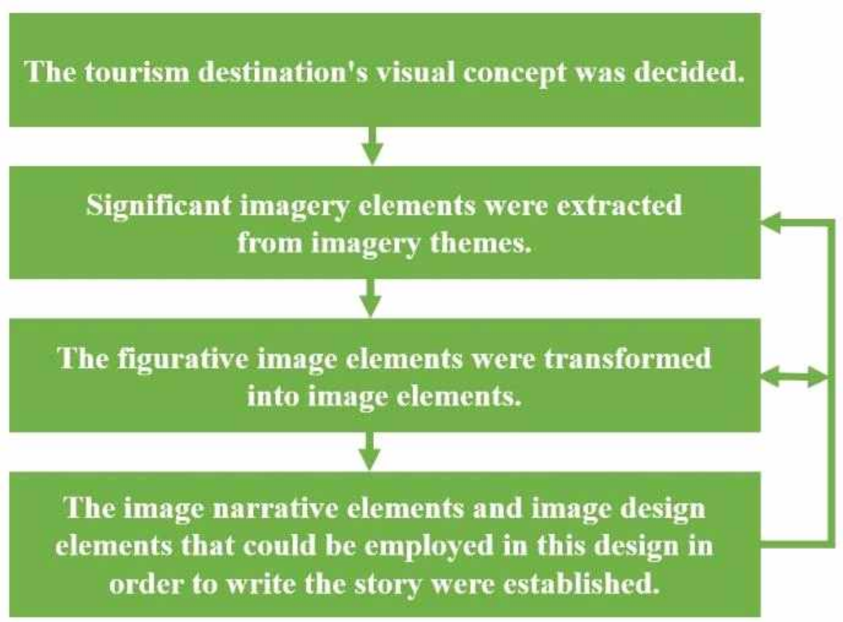

Fig. 2. Extraction steps of theme symbols of tourist destination image

The procedures of mascot personification

Personification can successfully bridge the gap between brands and customers, enabling customers to relate to them and thus improve marketing efforts. Anthropomorphic elements, when used in the mascot's design, can enhance this effect. Using the relevant components produced by the symbol extraction model, this study followed anthropomorphism procedures, depicted relevant design components as characters, and created the intellectual property (IP) of the character image. To produce a comprehensive IP of the image character, the character story (character setting) was simultaneously developed in accordance with the story elements (see Fig. 3).

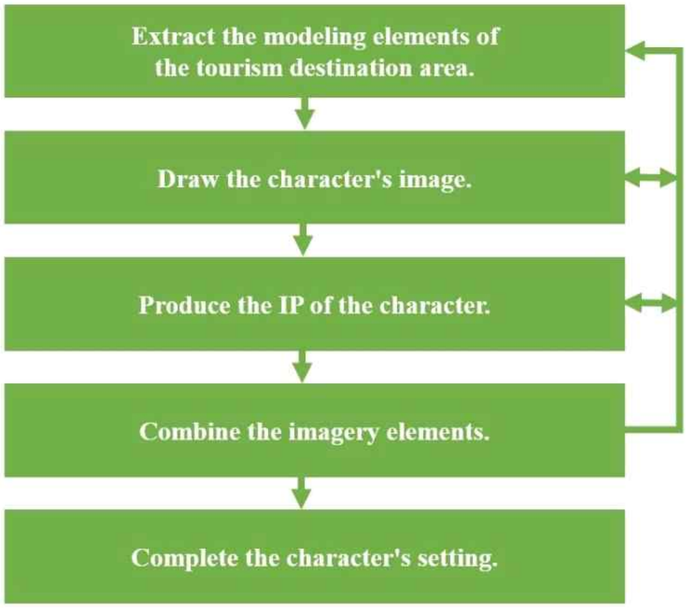

Fig. 3. The flowchart of mascot personification

FINDINGS

Extraction of theme symbols of tourist destinations in Tiantoushui area

Many distinctive agricultural products are produced in Changhua County in Taiwan. However, based on the Saussure code concept, the extraction of image elements from Tianzhong, Shetou, and Ershui Townships was carried out to further improve and energize the rural economy (Lin, Wu, & Lin, 2015). Honey Twist Rolls, a hand-made agricultural product from Tianzhong Town, has gained popularity in Taiwan since 1976. To symbolize the harvest and satisfaction, the color element taken from these agricultural products is brown. Shetou's specialty is the textile industry, best represented by socks. The color of the extracted sign stands for warmth and happiness. Additionally, the inkstone made in Luo-Xi, a tributary of the Zhuo-shui River in central Taiwan, is a specialty of Ershui. Because of the hardness and fragility of the Luo-Xi inkstone, ink can be preserved and is less likely to dry out. Thus, the dark gray stands for simplicity and the region's culture (Table 1).

Table 1. List of element codes extracted from Tiantoushui area

Townships	Signifer	Signified
Tianzhong	Honey Twist Roll, Agricultural process products	Brown, Full
Shetou	Sock, Textile industry	Colorful, Warmth and Happiness
Ershui	Inkstone, Stone	Dark Gray, Culture

Personification process

The role setting and personification of the IPs were based on the coding ideas of signifier and signified elements. Tianzhong Town is well-known for its agricultural products and the sweetness of its honey twist buns. The IP character for Tianzhong Honey was created, representing life and vitality with a cute young girl (Fig. 4A).

Shetou Township's textile industry specializes in socks, and the trademark for the product was named Shetou Socks. The socks were matched with vibrant colors as the primary motif, which stood for vigor, warmth, enjoyment, and liveliness (Fig. 4B).

Ershui Township's high-quality Luoxi stone served as the inspiration for the Ershui Inkstone IP, with a primary color scheme of black and gray representing humanities, temperament, and connotation (Fig. 4C).

Figure 4. The IP color drafts of the Characters, A: Tianzhong Honey (upper), B: Shetou Socks (middle), and C: Ershui Inkstone (lower).

Transitioning from Image to Visualization

After completing the mascot design, it will be integrated into the actual field application, and the element IP can also be utilized. For example, tourism marketing can produce peripheral products, including masks that are practical during the COVID-19 epidemic (see Figure 5), stamps that tourists can collect to increase their sense of participation (see Figures 6), and LINE stickers for publicity (see Figure 7). In addition, the development of actual products such as dolls and stamps can be linked to serve as teaching aids for localized tourism education (see Figures 8). Furthermore, the mascot can act as a spokesperson when introducing the Tiantoushui community (see Figures 9).

展開圖 17.5cmX9.5cm

模擬圖

Figure 5. The masks for Tiantoushui community

Figure 6. Tianzhong Honey's stamp, Shetou Socks' stamp, and Ershui Inkstone's stamp.

Figure 7. LINE stickers for publicity

Figure 8. The mascots serve as teaching aids

Figure 9. Introduced the Tiantoushui community in an exhibition

It can be seen from the above that a mascot with local recognition can make tourism marketing activities more diverse, and it is easier to bring the characteristic image of the Tiantoushui community to life, increasing people's memory and interest in the destination's image.

The Impact of Mascot IP on Local Economic Revitalization

The effectiveness of mascots in marketing has been demonstrated by numerous successful campaigns. By utilizing mascots, businesses can connect with their audience and promote their brand in a fun and engaging way. However, creating a successful mascot requires careful consideration of various factors, including semiotics and anthropomorphism.

Anthropomorphism is particularly useful in creating an engaging character that resonates with the audience. By adding human-like qualities to a mascot, marketers and designers can create a more relatable and memorable character. Additionally, the use of local image codes and customs can further strengthen the connection between the mascot and the target audience, promoting tourism and having a positive impact on local economic activities.

CONCLUSION

In conclusion, the use of mascots in marketing has proven to be a valuable strategy for businesses to promote their brand and increase their visibility. This study's results demonstrate the effectiveness of utilizing anthropomorphic elements in mascot design, which allows customers to better relate to the brand and its values. By representing pertinent design components as characters, marketers and designers can create IPs that effectively symbolize the culture and characteristics of different regions.

The techniques proposed in this study provide a practical approach for businesses and local governments to enhance their branding efforts, promote their regional specialties, and stimulate economic growth. Additionally, this study's findings contribute to the growing body of literature on the use of semiotics and anthropomorphism in marketing and design.

Overall, businesses should consider the principles of semiotics, anthropomorphism, and local image codes when creating mascots for their marketing campaigns. By doing so, they can create mascots that are effective, memorable, and relatable to their target audience. With the right approach and execution, mascots can serve as powerful tools to help businesses achieve their marketing goals and build a stronger connection with their customers.

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INFLUENCE OF SOCIAL MEDIA TRAVEL PHOTOS ON FUTURE DESTINATION CHOICE: MEDIATING ROLE OF CELEBRITY-GENERATED CONTENT

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INTRODUCTION

This study aims to examine the attractiveness of travel photos on social media and understand the relationship between travel photo sharing on social media (SM) and destination choice intention. The attractiveness of key travel photos was categorised as 'nature & landscape', 'way of life', 'architecture/buildings' and 'people' and these categories affected the future destination choices of social media viewers. The quantitative study uses data collected from 388 respondents via convenience sampling.

Hypothesis 1: The attractiveness of travel photos on SM is positively affected to future destination intention. (See Fig. 1a.)

Hypothesis 2: Celebrity-generated content on SM mediates the relationship between the attractiveness of travel photos on SM and future destination intention. (See Fig. 1b.)

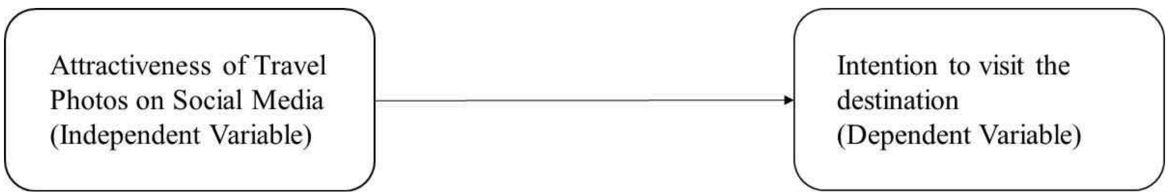

Fig. 1a. Conceptual framework of the total effect model

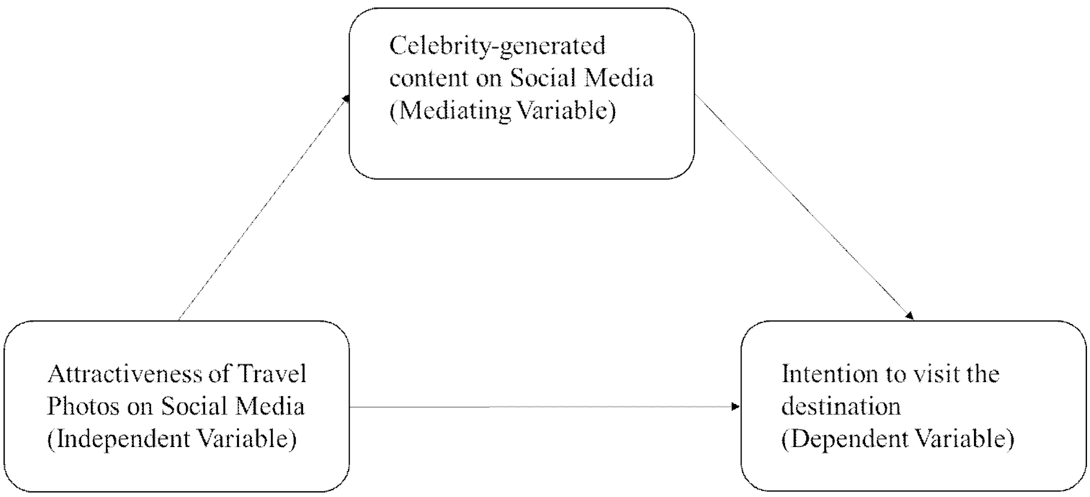

Fig. 1b. Conceptual framework of the mediation model

METHOD

Convenience sampling was used to collect data. Data were collected from January to March 2019 using online and paper-and-pencil surveys. A total of 388 valid questionnaires were collected and used for quantitative analysis. Cape Verde was selected as the future destination for travel photos (UNWTO) because it demonstrates characteristics of the four above key categories. Measurement items were adopted from previous studies (Kim & Stepchenkova, 2015; Filieri et al., 2021) and modifi ed according to the context of this study. The questionnaire consists of four sections, namely, attractiveness of travel photos, respondents' celebrity-generated content, respondents' intention to visit Cape Verde in the future and respondents' demographic information. The questionnaire was originally designed in English, translated by an academic professional to Chinese and retranslated to English (Pham, Tučková & Jabbour, 2019). Respondents were asked to rate their opinion on the attractiveness of travel photos on SM, celebrity-generated content and intention to visit Cape Verde in the future using a five-point Likert scale (ranging from 5 = strongly agree to 1 = strongly disagree). The four sub-hypotheses were further analysed and denoted hypotheses 1a, 1b, 1c and 1d. Hypotheses 2a, 2b, 2c and 2d focus on the mediating effect of celebrity-generated content on SM on the relationship between the attractiveness of Cape Verde travel photos on SM under the categories of 'nature & landscape', 'way of life', 'architecture/buildings' and 'people' as well as intention to visit Cape Verde as a future destination. Regression was adopted to test the effect of the developed hypotheses, and the PROCESS model was employed to investigate the interactive influences (Pham, Tučková & Jabbour, 2019). Andrew Hayes' PROCESS (v3.4.1) macro was applied to examine the mediation effect of celebrity-generated content on SM on the relationship between the attractiveness of the identified travel photos on SM and destination intention, with Cape Verde as the destination.

FINDINGS

Figure 2a shows the total effect of the attractiveness of Cape Verde travel photos on SM under the 'nature & landscape' category on intention to visit Cape Verde as a future destination (total effect: 0.38, 95% CI = 0.28–0.49). These findings are consistent with Hypothesis 1a. Figure 2b demonstrates the mediating effect of celebrity-generated content on SM on the relationship between the attractiveness of the Cape Verde travel photos on SM under the 'nature & landscape' category and intention to visit Cape Verde as a future destination. The indirect effect was tested using nonparametric bootstrapping with 5,000 samples. The indirect effect (IE = 0.1187) was statistically significant in the above case, with 95% CI = 0.0657– 0.1707. These results support Hypothesis 2a.

Figure 3a shows the total effect of the attractiveness of Cape Verde travel photos on SM under the 'people' category on intention to visit Cape Verde as a future destination (total effect: 0.39, 95% CI = 0.31–0.47). These findings support Hypothesis 1b. Figure 3b illustrates the mediating effect of celebrity-generated content on SM on the relationship between the attractiveness of the Cape Verde travel photos on SM under the 'people' category and intention to visit Cape Verde as a future destination. The indirect effect was tested using nonparametric bootstrapping with 5,000 samples. The indirect effect (IE = 0.0934) was statistically significant in the above case, with 95% CI = 0.0535–0.1412. These findings are consistent with Hypothesis 2b.

Figure 4a shows the total effect of the attractiveness of Cape Verde travel photos on SM under the 'architecture/buildings' category on intention to visit Cape Verde as a future destination (total effect: 0.41, 95% CI = 0.33–0.50). These findings support Hypothesis 1c. Figure 4b presents the mediating effect of celebrity-generated content on SM on the relationship between the attractiveness of the Cape Verde travel photos on SM under the 'architecture/buildings' category and intention to visit Cape Verde as a future destination. The indirect effect was tested using nonparametric bootstrapping with 5,000 samples. The indirect effect (IE = 0.1039) in the above case was statistically significant, with 95% CI = 0.0577–0.1591. These findings are consistent with Hypothesis 2c.

Figure 5a illustrates the total effect of the attractiveness of Cape Verde travel photos on SM under the 'way of life' category on intention to visit Cape Verde as a future destination (total effect: 0.43, 95% CI = 0.34–0.52). These findings are consistent with Hypothesis 1d. Figure 5b demonstrates the mediating effect of celebrity-generated content on SM on the relationship between the attractiveness of the Cape Verde travel photos on SM under the 'way of life' category and intention to visit Cape Verde as a future destination. The indirect effect was tested using nonparametric bootstrapping with 5,000 samples. The indirect effect (IE = 0.0957) was statistically significant in the above case, with 95% CI = 0.0511–0.1498. These findings support Hypothesis 2d.

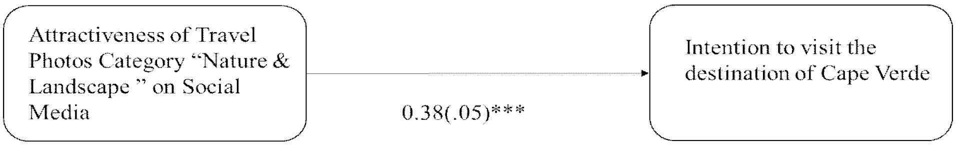

Fig. 2a. Total effect Model

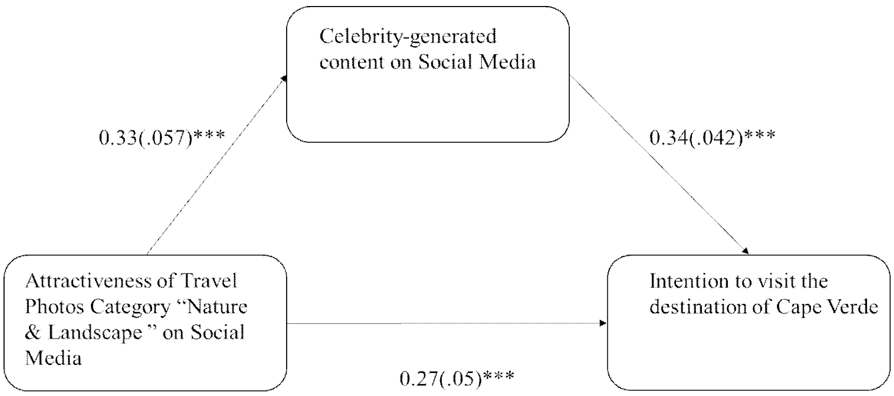

Fig. 2b. Mediation model

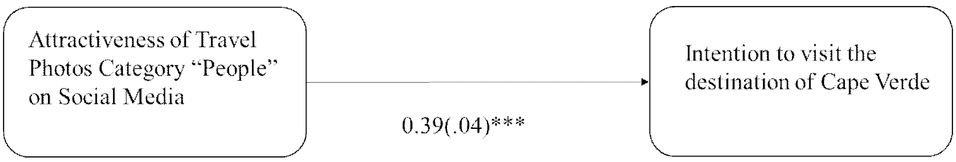

Fig. 3a. Total effect model

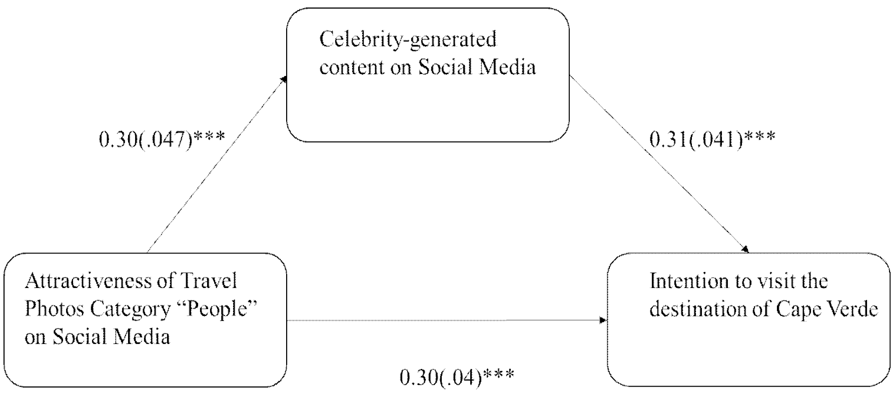

Fig. 3b. Mediation model

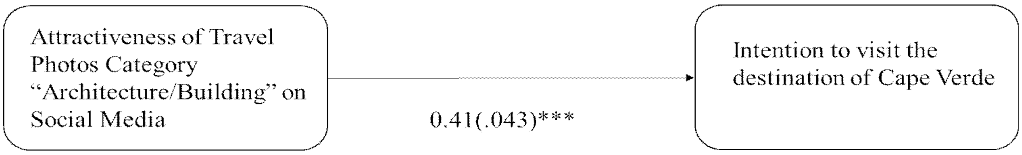

Fig. 4a. Total effect model

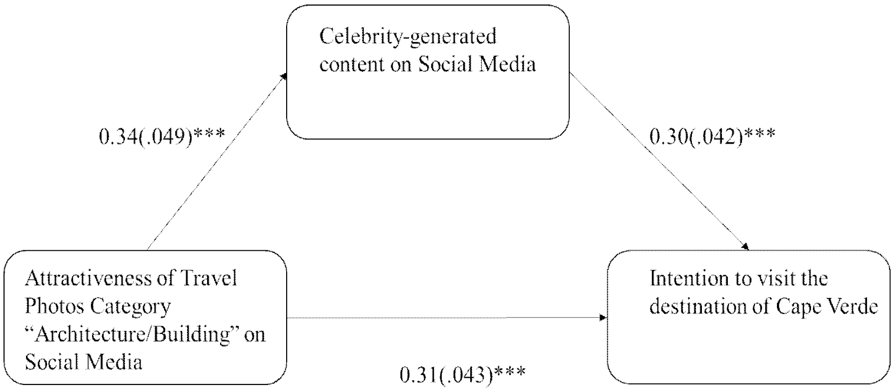

Fig. 4b. Mediation model

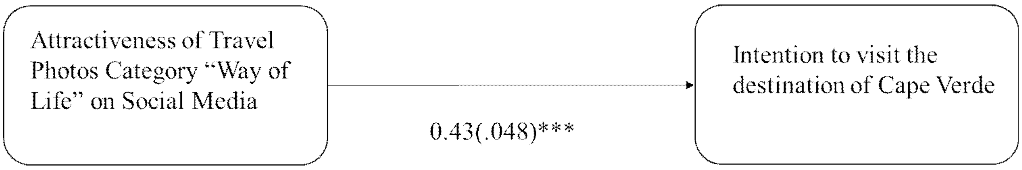

Fig. 5a. Total effect model

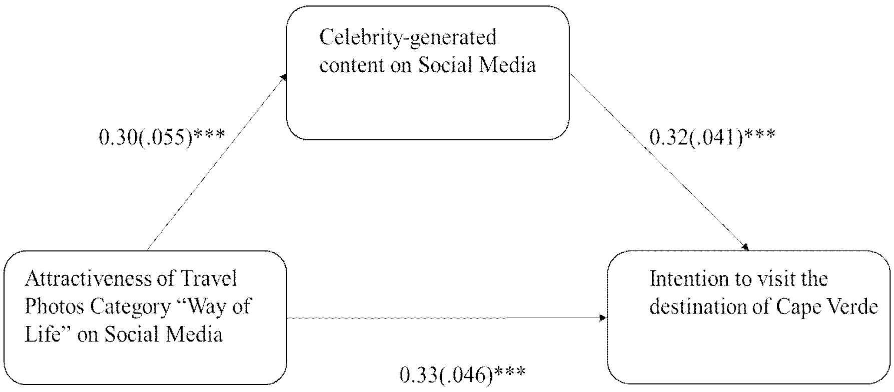

Fig. 5b. Mediation model

IMPLICATIONS or CONCLUSION

The impact of celebrity-generated content on SM on destination choice intention is verified. Therefore, the attractiveness of travel photos on SM indirectly affects the destination intention through celebrity-generated content on SM as a mediating variable. The results of the quantitative study showed that all four categories significantly and indirectly affect this relation. Celebrity-generated content on SM can also be an effective means for developing intention towards a destination choice through travel photos. Previous studies revealed that travel photos could affect past and potential tourists' perception attitudes towards a destination and intention to visit (Kim & Stepchenkova, 2015). This study demonstrated an in-depth understanding of various types of travel photos, especially in SM. The results of this study can provide a theoretical reference for identifying specific types of travel photos affecting tourists' behavioural intentions and help destination marketers identify the most influential domain themes amongst the top four categories of 'nature & landscape', 'way of life', 'architecture/buildings' and 'people' in terms of implications in the industry. Destination marketers can use these domain themes in their online advertising to create and share destination travel photos on SM and attract viewers to future destinations. Celebrity-generated content can also be employed as marketing tools for enhancing the attractiveness of travel photos on SM. Destination marketers can promote destinations through the four identified travel photo categories using SM channels with celebrity-generated content.

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SELF-OTHERING OF MIAO PEOPLES IN ETHNIC TOURISM

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INTRODUCTION

Ethnic tourism was formed in the early 20th century and first driven by travellers' curiosity and interest in the exotic cultures of ethnic peoples (Hinch & Butler, 2007). In the second half of the 20th century, ethnic tourism was construed as a positive strategy for developing local communities (Hall & Tucker, 2004). The possibility of ethnic tourism promoting traditional culture, attracting investment, and creating jobs for socio-economic growth has also led to a growing number of local communities worldwide engaging with tourism (Warnholtz & Barkin, 2018). How to construct attractive destination images is critical for all tourism stakeholders, since destination images not only influence potential tourists' decision making and satisfaction, but also ultimately influence how host communities change as a result of their involvement in tourism (Wang & Morais, 2014a). However, many tourism studies have predominantly focused on images promoted by the state, by the media and by tourists (Bandyopadhyay & Morais, 2005; Wang & Morais, 2014b), which neglects how the local peoples construct meanings through their self-representation (Wang & Morais, 2014a). The matter is that local ethnic peoples in these tourism representations have been homogenised and portrayed in selective detail to serve the often exploitative purposes of the dominant community (Duncan & Sharp, 1993). Therefore, to deal with the issues above and promote the sustainable development of ethnic tourism, empowering local peoples' voice in tourism is proposed as a critical solution in many studies (d'Hauteserre, 2010; PATA, 2015).

However, exploring local peoples' voice for empowerment is very complicated since it is intertwined in unequal interactions with different stakeholders and social structures. The theoretical concept of the Other offers a good framework to explore local peoples' voice within such complicated interactions. There are three different paradigms to understand the theory of the Other. The first is from a constructivist paradigm, which conceives the Other to be constructed as an object by social structure and by relatively powerful subjects, without highlighting the Other's subjectivity (Said, 1995; De Beauvoir,1949). The second is from an existentialist paradigm, wherein the Other is seen as a subject that is completely unaffected by unequal social structure and interactive practices between subjects (Levinas, 1987). Both of these two dialectical relationships separate interactions between agency and structure. However, in critical realism (CR), the world is made up of a plurality of structures, which through their individual and collective agency influence the events that take place and those that do not (Morton, 2006). That is to say, critical realism acknowledges the important interplay between human agency and causative structures in social life (Houston, 2022). The Other in CR is envisioned as a social agency which acknowledges its marginal position that is structurally determined, but also focuses on the Other's agentic powers in creating critical spaces to resist and contest social structure (Mavunga, 2019). In my study, I will provide a theoretical understanding of the subjectivity of the Other under the paradigm of CR.

Self-othering is an important concept to research self-constitutive practices of neoliberal subjectivity (Chowdhury, 2022). However, in contrast to Chowdhury's (2022) notion of repression which investigates how subjects compromise to social structure so as to become the other self, the strategic essentialism of Spivak (1985) draws attention to the resistance of subjects to social structure, which refers to “a political strategy allowing the members of a discriminated out-group to stand for their rights even at the risk of acknowledging --for a short time the essentialised and stigmatising identity given to them by the othering in-group” (Staszak, 2020 p.26). However, both studies focus on phenomenal analysis, but does not further analyse the casual power hidden behind the phenomenon i.e., the interactive process between the Other and social structure, and the emergent new reality triggered by it. In my study, I will focus on how subjects react to social structure in order for the emergence of a new reality. Specifically, I will analyse perceptible discourse events and material at the empirical domain, interpret productive practice around social relations and discursive practices at actual domain, and finally explain the causal mechanisms that cause these interactions to occur and present the emergent new reality caused by these interactions based on elaborating material structure, culture structure, and agential structure at real domain of reality (Figure 1). I will apply this theoretical framework to explore how local Miao peoples strategically react to powerful social subjects and social structure in ethnic tourism, namely self-othering of Miao peoples in tourism.

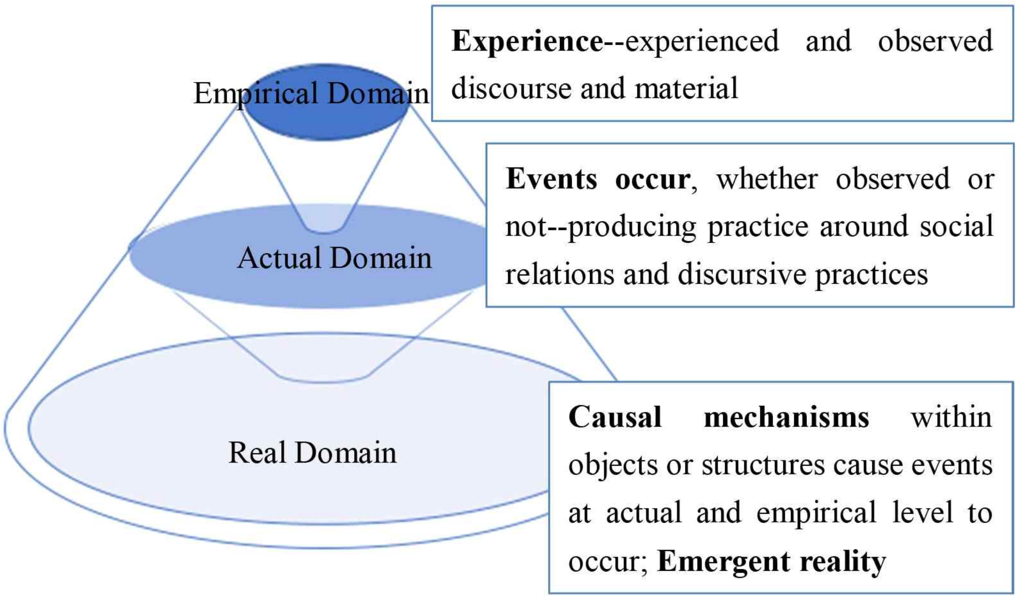

Figure 1. The interaction between the Other and social structure in CR

The term ‘Miao’ in China is used to specifically refer to Miao ethnic minorities. The history of the Hmong in other countries is also closely linked to the current Miao peoples in southeast China (Cula & Michaud, 2004). As Schein (2007 p. 242) pointed out, the past two thousand years of Miao history is one long skein of rebellion, defeat, migration, and flight. According to a mythical legend, the original conflict between Miao peoples and Han peoples was a fight for the control of lowlands between the Yellow River basin and the Yangtze River basin. The Miao peoples’ ancestors, the Chi You tribe, Indigenous peoples of the middle reaches of the Yellow River, were defeated by the Yellow Emperor, the ancestor worshipped by Han peoples (Yang, 2010). This laid a historical foundation for Miao peoples to be marginal others in opposition to the mainstream Han group in history. Faced with these discriminations, stigmatisation, and repressions, some Miao chose to be absorbed as subjects of the Han state and hence disappeared as a distinguishable Miao identity; some fled to other remote places; some launched large Miao uprisings. As we can see from the book of Xiongdi Minzu Zai Guizhou (The brother minorities in Guizhou), Fei (1985) mentions about a Guizhou local proverb, saying that the Miao ‘launch a small uprising every thirty years, and a large uprising every sixty years’ (三十年一小反，六十年一大反), attesting to Miao peoples’ strong resistance. These uprisings, collectively called the 'Miao rebellion' in official historiography which is just to make sure that the stigma of having rebelled and caused vast destruction and misery was attached squarely to the Miao and not to the Han (Oakes, 1998). The Miao, in these terms, were represented as those who rebelled, the barbarians rejecting civilisation in Chinese concept (Oakes,1998).

In a tourism context, characteristics like 'rebels' and 'barbarians' make the Miao peoples into the exotic Other, and they are therefore valuable for developing ethnic tourism. However, how Miao peoples appropriate the characteristics like 'rebels' and 'barbarians' in tourism and transform their given reality is seldom researched. Accordingly, my study focuses on strategical reactions of Miao peoples to the mainstream discourse in Upper Langde Miao village, where Miao peoples have been classified as an ethnic minority group by the Chinese government, but are actively involved as the main decision-makers in ethnic tourism (Feng & Li, 2020).

METHOD

Data analysis methods

My research is to explore strategical reactions of Miao peoples to the hegemonic discourse in the tourism context. Recontextualising the 'otherness' from philosophical studies into Miao groups not only needs to examine its meaning from a general level, but also requires me to explore Miao ethnic minorities' self-othering practice at a local level. Two specific discourses here could be suggested as, for example, how Miao otherness is formed in mainstream discourse, and how local Miao peoples react to mainstream discourse in local discourse. These discourses are formed not only by social structure but also through actions of those local Miao peoples in the village, and ultimately those norms and actions reinforce those same discourses and produce a unique social structure. Thus, critical discourse analysis (CDA) of Fairclough's approach, which highlights the dialectical relationship between practice and social structure (2003), is good for my research to systematically explore the subjectivity of local Miao peoples by investigating how such tourism practices, events and texts arise out of, and are ideologically shaped by, relations of power and struggles over power. Historical analysis in Wodak's (2011) CDA contributes to diachronic and synchronic analysis of discourses, both at a theoretical level and the tourism practices level. Cognitive analysis in Van dijk's（2015） CDA further facilities to get Miao individuals' own interpretation of his or her otherness in tourism. Thus, CDA adapted in my research is a hybrid of many different schools of thought, mainly based on Fairclough's semantically analytical framework and adapted from different schools' distinctive features as supplements.

Secondary data collection

Firstly, in order to know how Miao otherness is conceptualised in mainstream discourse from a macro layer, documentations are collected following specific questions. For example, what is the concept of the term of the Other? What is the value of the Other for stakeholders?

Then, documents about Miao peoples' history, culture, social system from a meso layer are collected to understand Miao Otherness. Also, documents about my case site - the Upper Langde Miao Village are collected to understand the representation of Miao peoples' self-othering in tourism development processes from a micro layer.

First -hand data collection

The first-hand data collection at Upper Langde Miao village was carried out between 2019 and 2022, with most of the unstructured interviews and participant observation taking place over four extended periods in September 2019, July and August 2021, November 2021, and January 2022 (72 days in total). Interviews were respectively conducted at The Upper Langde Dalu Eco-Tourism Company (ULDEC), with the village committee, at performance venues, and at home of villagers. I have interviewed local peoples, including village leaders, villagers of different ages, tourism staff, and tourists. The questions centred on their views on tourism development, their social system, lifestyle, and livelihoods. Apart from interviews, travelling in the village was also undertaken to observe local peoples' lifestyle. I am partially of Miao decent but raised and educated amongst the majority population. Thus, spending time with the locals, picking up some of their languages, and even accompanying them on the occasional chore (such as taking care of a souvenir shop with the vendor, etc.) allowed me to further develop an 'insider' perspective (Morris et al, 1999).

IMPLICATIONS

This research aims to use the critical realism paradigm to explore the strategical reactions of Miao peoples to mainstream discourses in tourism from a theoretical framework of the Other. It aims to develop the theory of the Other by adding a critical realist understanding which can not only enhance the subjectivity of the Other as a challenge to unequal relations in reality, but also break the binary opposition between the Self and the Other. Apart from the theoretical implication this research aspires to, it also aims to further highlight the significance of the current self-determination tourism practices in my case site--Upper Langde Miao village and provide a positive learning reference for ethnic minorities in other tourism villages.

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DOMESTIC SPIRITUAL TOURISTS' PERCEIVED EXPERIENCES AND REVISIT BEHAVIOR INTENTION: NAGA SACRED SITES, THAILAND CASE STUDY

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INTRODUCTION

All global industries have been affected a huge negative impact from the outbreak of COVID – 19 since the beginning of 2020 until presently and struggling with the current issues caused a lot of distress and anxiety to humanity. Spiritual tourism is considered as one of a gateway to release suffering. According to Gabor (2016) a journey driven by religion faith or belief was the world first form of tourism which is currently still one of the important form of tourism industry, attracting more than 300 million people to travel each year. Spiritual tourism is now becoming a popular trend which included beliefs, customs and religions, a large number of domestic tourists in Thailand visit spiritual tourism destination and the number is still growing continuously. Spiritual tourism attractions in Thailand are not only related to religions but also exist in combination with oriental philosophy, religious ancestor worship and natural super being. Spiritual tourism is now becoming increasingly important and contributing to the local economy, enhancing the spiritual lives of people and contributing actively to sustainable development.

This study is focus on spiritual tourism at Naga sacred sites. The critical reason for implementing this research is that firstly, there is still a lack of previous studies in Naga sacred destinations in Mekong Basin, especially for domestic tourists which are the largest portion of tourism recently. Secondly, it is difficult to find the spiritual tourism planning researches that systematically accessed the interrelationships between domestic spiritual motivations, perceive experiences, and post visit behavioral intention among the pandemic. Therefore, this research has attempted to bridge the gap through developing of revisit behavioral intention model by examining the relationships between perceive experiences towards revisit behavioral intention of domestic spiritual tourists. The flow chart showing the methodology was developed for this study as figure 1.

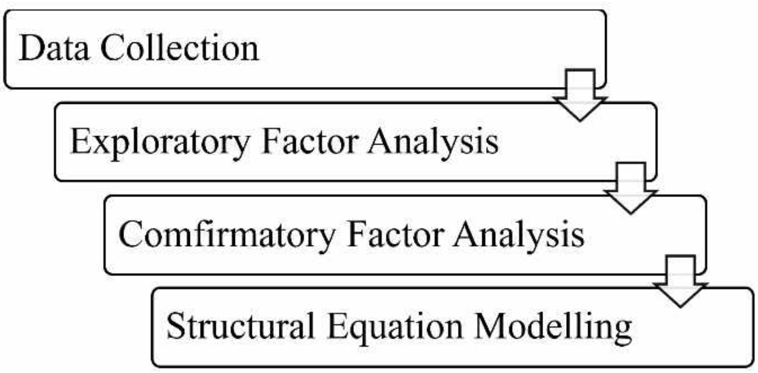

Figure 1: Flow chart showing the methodology

METHOD

Data Collecting Process

This study is mainly focused on examining the importance of tourists' perceived experiences of sacredness as the primary aspects of spiritual tourism. And aimed to explore the effect of perceived experience on revisit intention by applying a quantitative method. This study identified three main components included spiritual healing, education, and esthetic which are considered to define spiritual tourists' perception at Naga famous sacred destinations in north-east of Thailand. Through the online collecting data via 385 survey questionnaire with the criteria selection of purposive technique send through the faith-based community on various social media. The sampling for this study selected only tourists who visited three Naga sacredness sites (Naka Cave, Nakee Cave and Kham Chanod) during the outbreak of the COVID-19 virus in 2020-2023, Thailand.

Research Instrument Development

This study also justified the questionnaire via the technique of Exploratory Factor Analysis (EFA). The complex relationship between influencing factors of perceived experiences are employed Amos modelling.

The first questionnaire aimed to examine the important level of perceived experiences variables of domestic tourists for Naga tourism in Thailand. It consists of 18 questions derived from relevant literature reviews on a 5-level scale. The data were analyzed by Exploratory Factor Analysis (EFA) using the SPSS program. After that, creating new variable groups and providing new variable groups name to be consistent with the specific context of the research

The second questionnaire consist of three parts; tourist's demographic, level of perceived experience and behavioral intention. Part 1: General information of respondents with close ended 8 questions including Gender, age, education level, average monthly income, region, travel patterns, number of overnight stays, type of transportation. Part 2: Perceive experiences of Naga tourists in Thailand with 5 scale questionnaire including Spiritual Healing 9 questions, Education 6 questions and Esthetic 2 questions. Part3: Revisit behavioral intention it consists of 3 questions on a 5-level scale.

FINDINGS

The original questionnaire designing with a five-point Likert scale were conducted by spiritual tourists. The total of 385 respondents were recruited online and it was a valid amount (Hair ,Risher ,Sarstedt & Ringle, 2019). The finding illustrated that 73.26% of the domestic respondents were female tourists and 26.74% were male tourists. On the age profile, the respondent average age was between 40-49 years old. Individual's occupations varied widely, with the most common group being government employees (28.02%) followed by students (21.8%) and business owners (16%). Northeastern region was the majority respondents (67.87%). The data regarding traveling type disclosed that most respondents are traveling by independent trip (84.83%). Almost fifty percent fell into one day trip (43.44%). Lastly, regarding to mode of transportation exhibited the highest percent was private car (80.72%).

The model was tested using AMOS version 23 and SPSS 28 software. By and large, the analysis was undertaken in a three-step approach: this began with an Exploratory Factor analysis (EFA) and then a Confirmatory Factor Analysis (CFA), Lastly, Structural Equation Modeling (SEM) was applied.

After conducting Exploratory factor Analysis, The reliability of the items used in the questionnaire was checked using the Cronbach Alpha test. The results show a Cronbach Alpha value = 0.96, which demonstrates reliability of the questionnaire. The results of Bartlett's test of sphericity and the Kaiser-Mayer-Olkin (KMO) measure of sampling adequacy both show a significance value = 0.917. This is evidence that the variables are suitable for factor analysis. The exploratory factor analysis resulted in 3 factors with eigenvalues more than 1, which explain 72.6 percent of the variance. For this study, items with loading greater than 0.70 were considered significant (see Table 1).

Table 1: Factor Loading of Items on the Construct

Factors	Items	Factor Loading
Spiritual Healing	Ex18	0.835
	Ex16	0.785
	Ex15	0.785
	Ex12	0.733
	Ex8	0.728
	Ex2	0.723
	Ex17	0.708
	Ex14	0.657
	Ex3	0.635
Education	Ex5	0.802
	Ex7	0.754
	Ex4	0.724
	Ex6	0.657
	Ex9	0.641
	Ex1	0.602
Esthetic	Ex11	0.765
	Ex10	0.765

Confirmatory Factor Analysis (CFA) was then performed to test and confirm relationships between the variables. The measured items loadings, composite reliability, and average variance extracted (AVE) for all reflective constructs are presented in Table 1 and the results of the proposed model are depicted in Figure 2.

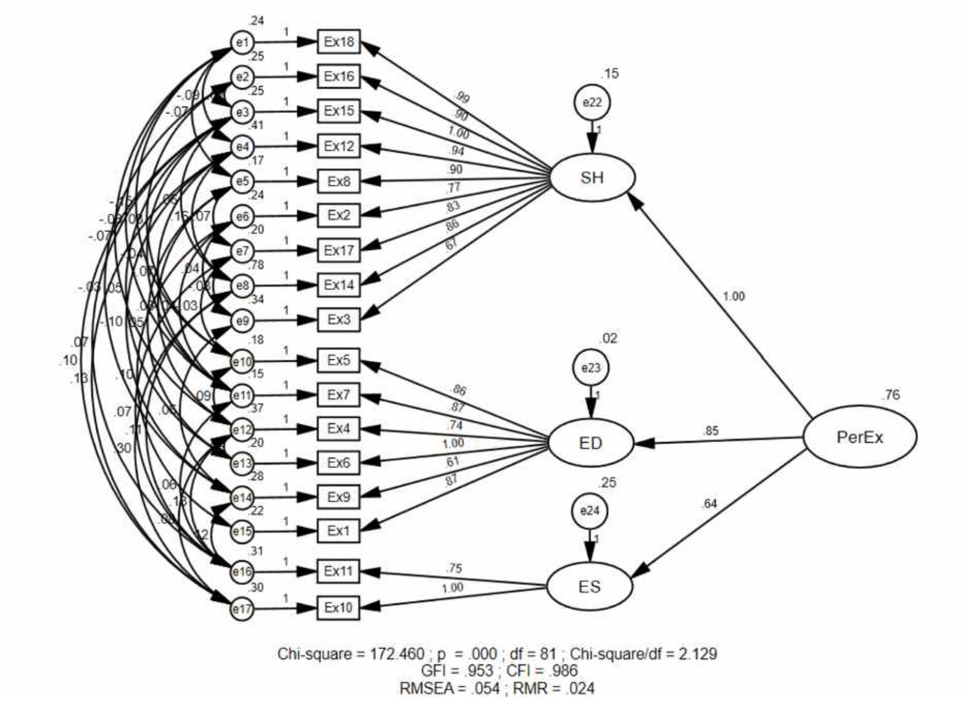

Figure 2. Result of Confirmatory Factor Analysis

We considered the recommendations of Hair et al. (2009; 2017) and those of Hooper, Coughlan, and Mullen (2008): CFI (comparative fit index) > 0.9; GFI (goodness of fit index) > 0.9; RMSEA (root df mean square error approximation) <0.08; Chi2/df (chi-square and degrees of freedom) is acceptable if its value is between 2 and 5; RMR (root Mean Square Residual) ,The calculated values are within the suggested cutoff value of 0.08 (Bajpai, 2017). The result of CFA in this research CFI = 0.986; GFI = 0.953; RMSEA (root df mean square error approximation) =0.054; Chi2/df = 2.129; RMR= 0.024. In conclusion, it was allowed to be intercorrelated freely that the confirmatory measurement models should be appraised and re-specified before structural equation models (SEM) are examined.

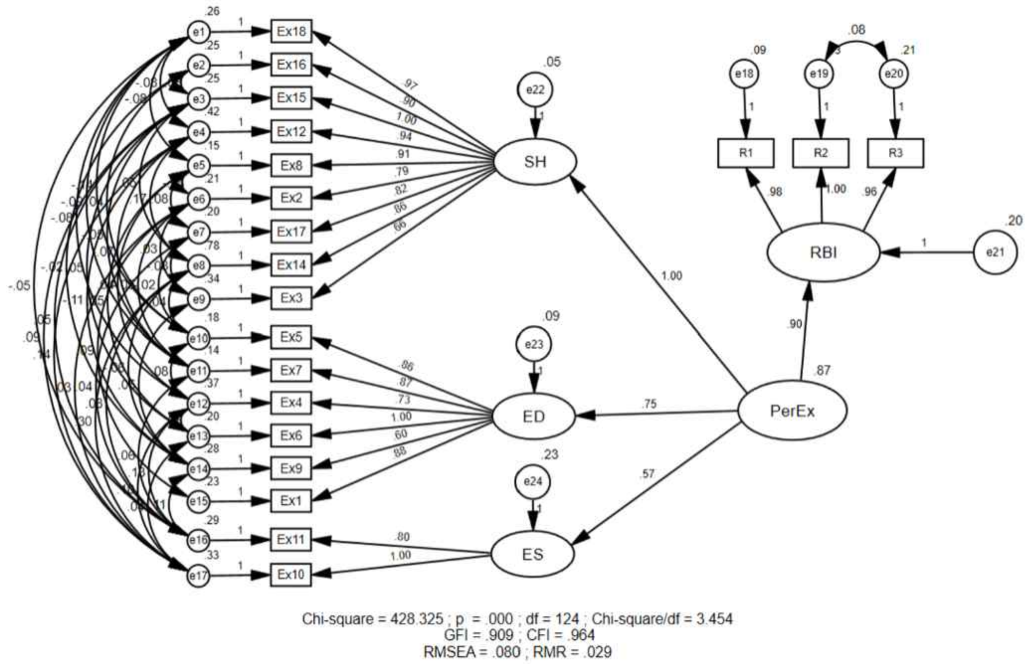

Figure 3. Modified of Structural Equation Modeling (SEM)

The path coefficients in an SEM model, in general, indicate the strength of direct relationships between tourist's perceived experience and revisit behavior intention. Based on the path loadings, it can be concluded that irrespective of the signs, the results indicate a significant level of association between revisit behavior intention and their underlying factor structure. Also, the present study reports the key model fit measures. All these fit indices are reported in Figure 3.

IMPLICATIONS or CONCLUSION

The current findings provide major implications for both the theoretical and managerial contribution of this study. The theoretical contribution implied more understanding of factors, strategies, and conceptual spiritual tourism offering to students, scholars, and policy planners for both private and public sectors to be the best guidance.

Additionally, the managerial contribution highlighted an intention to revisit in order to boost the business and economic areas. It also increased the potential of being a spiritual tourist destination for those who expect to experience spiritual healing, education, and esthetic. Moreover, the result of this study indicated spiritual tourists are mostly motivated by the desire to learn new things and create spiritual memories in their lives, besides faith-based wishes and healing well-being.

Future research and provide Tourism stakeholders with practical guidance. This study shows the current status of spiritual tourism at Naga sacred sites in Mekong Basin and provides meaningful implications for tourism stakeholders and researchers who may be grappling with the future direction of spiritual tourism management.

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POTENTIALS OF FOOD PRODUCTS FROM KERSON (MUTINGIA CALABURA LINN.) FRUIT FOR ENHANCEMENT OF GASTRONOMIC TOURISM IN ROXAS CITY

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INTRODUCTION

With the scientific name *Mutingia calabura* Linn, the Kerson tree is commonly known in Tagalog as *aratiles, datilis, seresa*, or *sarisa* in Ilonggo, and in Thai Takhop farang, Is a widespread tree found in the backyard or along the roads. But even though it is a widespread fruit tree, it is still one of the most under-utilized trees. It is mainly a shed tree during the hot season, and its fruits are only familiar to rural kids and as food for birds and bats. During the COVID-19 pandemic, the researcher developed food products from Kerson fruit. Under-utilization of Kerson fruit motivated the researcher to think about what possible food products can be created from it and how it can be a potential source of economic gains and help boost gastronomic tourism, particularly in Roxas City and the province of Capiz. This study pioneers the development and production of food and beverage products using Kerson fruits as the main ingredient. Also, this study will help augment the gastronomic tourism destination image of Roxas City as the home and the origin of Kerson food products.

The research gap this study will fill in is the lack of existing literature and published studies, only some studies or research have been conducted about food products using Kerson fruit as the main ingredient or as a supplementary ingredient for culinary tourism or personal or business purposes. Most studies are available on the health benefits and possible medicinal use of the Kerson tree, its fruits, leaves, roots, and bark. This study could also answer the call of the Department of Agriculture's campaign to utilize underutilized fruit crops, wherein Kerson fruit was one of the fruit trees mentioned in the said campaign. Eleazar (2015) said, "one has to emphasize the potential role of underutilized plant species in contributing to global food security and nutrition, buffering against the consequences of climate change, and agricultural biodiversity reduction. BAR believes its potential may be unleashed through focused and extensive research and development (R&D) activities (p. 3).

The products used in this study, the Kerson Ice Cream, Kerson Bread, Kerson Cookies, Kerson Patty, and Kerson Siomai, were developed after the first study conducted by the researcher. The first study undertaken was entitled, Kerson Fruit (Aratiles) Drink: Market Acceptability, Potential Market Demand, and Social Health and Environmental Benefits Awareness which was presented to the Research and Continuing Education Center of Filamer Christian University and was also presented to the first International Convention and International Research Forum of the Council of Hotel and Restaurant Educators of the Philippines (COHREP) in Bali Indonesia, last January 2020. After the products were developed, this study was conducted to determine the potential of those products in enhancing gastronomic tourism in Roxas City.

Gastronomy Tourism is a tourism activity characterized by the visitor's experience linked with food and related products and activities while traveling (unwto.org/gastronomy-wine-tourism, 2021). According to Herrera et al. (2012), "current research in gastronomic tourism is scarce and is mainly focused on wine, and "oenotourists" are not necessarily the same individuals who engage in other, nonoenological gastronomic activities." Roxas City is known as the seafood capital of the Philippines. This is due to the volume of seafood production in the city. This also makes Roxas City one of the region's gastronomic destinations. However, aside from seafood, the city could offer no other distinctive food products to provide more gastronomic experiences for tourists visiting Roxas

City.

Lastly, the conduct of this study joins the movement of the Department of Tourism to promote Culinary and Gastronomic Tourism as one of the major tourist attractions all over the country. DOT secretary Puyat-Romulo said that "food has been impacting tourism industries worldwide. As a country brimming with heirloom recipes, food-centric festivals, culture, and olden cooking practices, the Philippines is not behind in this feat. The DOT believes in the potential of Filipino food that we have identified culinary and gastronomic tourism as an essential tourism product in the National Tourism Development Plan" (Puyat-Romulo, 2019, para. 5&6).

Statement of the Problem

The study aimed to determine the potential of food products from Kerson fruit (*Mutingia calabura* Linn.) for enhancing gastronomic tourism in Roxas City.

Specifically, the study sought to answer the following:

1. What is the most preferred food product developed from Kerson (*Mutinigia calabura* Linn.) fruit?
2. What is the potential of food products produced from Kerson fruit (*Mutingia calabura* Linn.) for the development of gastronomic tourism in Roxas City as to:
   a. Acceptability
   b. Demand
   c. Sustainability
3. What challenges are faced by the food products from Kerson fruit (*Mutingia calabura* Linn.) as a potential product for gastronomic tourism in Roxas City?
4. Which food products affect the potential of Kerson fruit (*Mutingia calabura* Linn.) in enhancing gastronomic tourism in Roxas City?
5. What work plan can be recommended to enhance gastronomic tourism in Roxas City?

Hypotheses

Given the problems stated, the following were hypothesized:

1. None of the food products can affect the potential of Kerson (*Mutingia calabura* Linn.) fruit in enhancing gastronomic tourism in Roxas City.

The hypothesis will be accepted at a .05 level of significance.

Theoretical Framework of the Study

The theory used in this study is the Adoption Theory-Theory of Production (Bhasin, 2018). It has a simple objective – To observe new product adoptions and new product diffusion in the market to understand how and why, and to what extent individuals or organizations adopt a new product. It can also be called the theory of product adoption. Here are a few essential points about the adoption theory. The adoption theory assumes multiple influencing factors responsible for the customer's decision. These factors include the consumers' knowledge and awareness of the product, their acceptance of innovation, and their buying experience. The marketer thus gathers more information to influence purchasers to buy the product, resulting in faster product penetration (par. 1&6).

This study will bring awareness to the consumer about the food and beverage products from Kerson fruit and determine how the consumers will accept these products and how willing they are to buy them. The commercialization and product market penetration of the developed food and beverage products from Kerson fruit will be another study to be implemented in the adopted communities of the college and the university to provide them with a sustainable source of livelihood.

Conceptual Framework of the Study

The conceptual framework of this study comprises products developed from Kerson fruit as the independent variables and gastronomic tourism as the dependent variable. The developed products from the Kerson fruit were assessed for acceptability, demand, and sustainability of gastronomic tourism. Strategic plan for gastronomic tourism was developed to enhance gastronomic tourism in Roxas City.

The Conceptual Framework Showing the Relationship among Variables

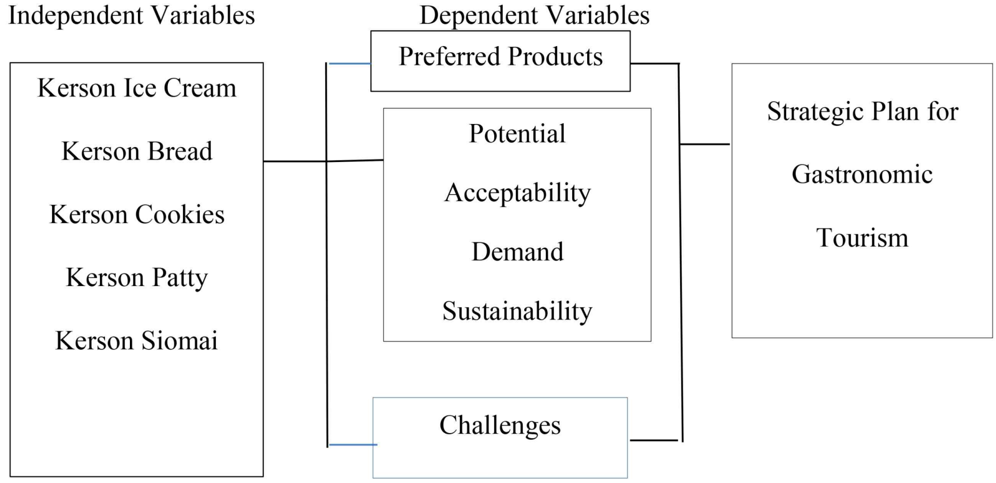

Figure 1 shows the conceptual framework of the study.

LITERATURE REVIEW

Kerson Fruit

They are locally known as Aratiles or Latires in Tagalog, Datiles, Sarisa, or Serisa in Bisaya or Hiligaynon dialects, with a binomial name Mutingiacalabura with a variation trinitensis. Muntingiacalabura is a shrub or tree up to 12 m. tall with spreading branches. The leaves are alternate, distichous, oblong, or lanceolate, 4–15 cm long and 1–6 cm wide, with a toothed margin and covered in short hairs. The flowers are small (up to 3 cm wide), solitary, or inflorescences of 2-3 flowers; with five lanceolate sepals, hairy; 5 obovate white petals; many stamens with yellow anthers and a smooth ovoid ovary—fruit, an edible berry, red at maturity, about 1.5 cm wide. Mutingia calabura is native to southern Mexico, the Caribbean, Central America, and western South America, south of Bolivia and Argentina. It is in a tropical climate in disturbed lowland areas from sea level to 1000 m. elevation. It thrives in poor soil, can tolerate acidic and alkaline conditions and drought, and does not grow in saline conditions. Birds and fruit bats disperse the seeds. Although native to tropical America, Mutingia calabura has been introduced in Southeast Asia and naturalized in other tropical parts of the world (Wikipedia.org, 2020).

Haider (2015) defines Kerson Fruit, or *Muntingia calabura*, as a fast-growing tree with a cherry-like fruit with multiple health benefits. Its health benefits are only known to a few. There are many health benefits the Kerson tree, both its fruits, leaves, flowers, bark, and roots can provide us. The benefits from fruits are the following: the fruits have antibacterial properties, are a huge source of vitamin C, provides gout relief, are a great relief for headache, helpful for those with diabetes, it has strong antioxidant properties, and it contains some essential nutrients such as fiber, carbs, protein, calcium, phosphorous, iron, and B-vitamins, which are some great mood enhancers (Lifehack.org, 2020).

Kerson Fruit has many health benefits and nutritional values from the bark to the leaves: Fights with bacteria; anti-inflammatory properties; helps in brain function; fights with cancer; anti-uric acid; anti-tumor; ant-nociceptive; cytotoxic; anti-hypotensive effect; anti-gastric; anti-diabetic; helps in abdominal cramps; fibrous, helps in gastric ulcer; helps the immune system; cardiovascular protection and anti-headache.

Contents In Aratilis/Kerson Fruit

Aratilis contains almost all the nutrition in them. Every 100 grams of Aratilis contains, Water – 77.8 gms; Protein – 0.384 gms; Fat – 1.56 gms; Carbohydrate – 17.9 gms; Fibre – 4.6 gms; Abu – 1.14 gms; Calcium –124.6 mg; Phosphorus – 84 mg; Iron – 1.18 mg; Carotene – 0.019 g; Thiamin – 0.065 g; Riboflavin – 0.037 g; Niacin – 0.554 g; Vitamin C – 80.5 mg; Energy Level – 380 KJ (mavcure, 8-26-2021)

A 16-year-old Iloilo high school student has reportedly discovered that Aratiles has the potential to cure type 2 diabetes. Maria Isabel Layson was recognized by the 2019 Intel International Science and Engineering Fair (ISEF) for her study, "Bioactive Component, Antioxidant Activity, and Antidiabetic Properties of Muntingia calabura Linn: An In Vitro Study" (Severo, 2019).

Several bioactive compounds, primarily flavonoids (flavones, flavanones, and flavans), have been isolated from the roots, bark, wood, leaves, and flowers of M. calabura. Extracts containing these compounds have been reported to have antioxidant, antimicrobial, anti-inflammatory, antidiabetic, anticancer, hypotensive, and antipyretic properties, so the species has great potential for developing plant-derived drugs (Kuo et al., 2014; Mahmood et al., 2014).

According to Mahmood et al. (2014), "with regard to the relationship between the observed pharmacological activities and the different parts of *M. calabura* tested, several conclusions can be proposed. Only the leaves and fruits of *M. calabura* were confirmed to be safe for consumption and have antioxidant effects.

The literature and studies about the Kerson tree, its fruits, and other parts are about its health, medicinal potential, and environmental benefits. Conducting this study on food and beverage product development from Kerson fruit will put more added value on the Kerson tree and its fruit and will turn it from an underutilized tree or crop in the Philippines into a more valuable tree that could help provide food sustainability and provide healthy food alternatives to the country.

Gastronomic Tourism

The Committee on Tourism and Competitiveness (CTC) of UNWTO defines *Gastronomy Tourism* as a tourism activity characterized by the visitor's experience linked with food and related products and activities while traveling (unwto. gastronomy-wine-tourism, 2021).

However, the role of food in the marketing of destinations has, until recently, received very little attention globally and locally. All indications, though, are that local food holds much potential to enhance sustainability in tourism; contribute to the authenticity of the destination; strengthen the local economy, and provide environmentally friendly infrastructure(Psarros, 2010).

Gastronomy can be described as discovering, tasting, and experiencing food preparation. However, gastronomy is much more than food. It is the beautiful connection between culture, people, and food (Grandcourt, 2019).

Gastronomy is a crucial resource in the proposal of value and differentiation of destinations, and gastronomy tourism has become a market segment. However, there is a pending challenge in promoting and implementing strategies and action plans that maximize the results. Corporate and personal social responsibility must be incorporated into this exercise (3rd UNWTO World Forum on Gastronomy Tourism, 2017).

Gastronomic tourism is an emerging phenomenon being developed as a new tourism product due, among other things, to the fact that, according to the specialized literature (among others, Quan and Wang, 2004), over a third of tourist spending is devoted to food. Therefore, the destination's cuisine is of utmost importance in the quality of the holiday experience (Global Report on Food Tourism, UNWTO, 2012, p. 22).

The development of gastronomy tourism represents valuable opportunities in rural areas to build inclusive economies as it can boost local businesses, social and economic integration, personal fulfillment, and social development. Gastronomy tourism adds vitality to rural communities connected via marketplaces, festivals, stories, recipes, and memories. It supports small, local food producers and strengthens their position in the market, adding value to the tourism experience while promoting the preservation and development of local produce, culinary traditions, and know-how (6TH UNWTO World Forum on Gastronomy Tourism, 2021, p.1).

Gastronomy tourism today cuts across many tourism products. It has expanded the possibilities for enjoyment and knowledge offered by good-quality local gastronomy products in the different territories and by the possible activities in their production and processing environments. Therefore, gastronomy tourism is based on knowing, learning, eating, tasting, and enjoying the gastronomic culture identified with a territory (Guidelines for the Development of Gastronomy Tourism, 2012, P. 8).

In 2000, scholars inspired by the theme of endless food festivals and other food-related activities put forward gastronomic tourism. It has now become an essential branch of special-interest tourism. From only one of the six elements of tourism attractions to gastronomic tourism, the relationship between local food and tourism has become increasingly close (Su, 2015, par. 1).

Consequently, from a visitor experience point of view, culinary tourism elicits increased local gastronomic interest and promotes slow tourism in rural and urban areas (de la Barre & Brouder, 2013). From a broader perspective, culinary tourism is mainly instrumental in complementing and synergizing the tourism system as a whole (de la Barre & Brouder, 2013; Lee et al., 2015; Moira et al., 2017). Therefore, culinary tourism is indispensable to solidify the tourism value chain and boost the positive local impacts of tourism (Choe & Kim, 2018; de Albuquerque Meneguel et al., 2019; Smith & Xiao, 2008).

The underlining concept of culinary tourism is also entangled with the principles of slow tourism via slow food (Slow Tourism, 2013; World Food Travel Association, 2019). In contrast to fast-paced dining practices, slow food largely focuses on consuming local cuisines and promoting sustainability principles in the food production and distribution system (Adeyinka-Oji & Khoo-Lattimore, 2013; Tommy et al., 2017).

Here slowness as a tourism product emerges, increasingly influenced by the tourist's heightened sense of responsibility towards the environment and the search for a meaningful experience. The growing demand for quality results from a transformation of industrialized societies where quality becomes a fundamental element of post-modern society, as has already occurred concerning the environment. In its slow form, post-modern tourism assumes importance in the realm of the conscience, where awareness of self and others becomes foremost in a revised relationship between guest, host, and visited locations (De Salvo & Calzati, 2018).

Shalini and Dugal (2014) state "that a destination can attract a large pool of tourists by promoting its food; tourists also get a novel experience of being deeply involved in the local culture and traditions. The stimulating benefits of food tourism have also grabbed the attention of research scholars to delve deeper into the concept of food tourism and its scope. Culinary tourism is perceived as one form of tourism product that creates interest and is a pull factor for tourists to travel. For many countries, cuisines have become a significant factor in attracting tourists".

Steinmetz (2010) Said that "in recent years, food has gained recognition by governments, businesses, and academics as an integral part of the tourism product, and as a means of differentiation for destinations. There are many benefits to be had in linking food and tourism for all stakeholders (Hall & Mitchell, 2006). Local food is a vital element that can help create a sense of 'place' and heighten destination appeal (Haven-Tang & Jones, 2006). Local produce adds authenticity to the tourist experience and motivates visitors to visit a location (Sims, 2009). Tourists may even be tempted to stay longer in one place because of the availability of food products and related activities (Hall & Mitchell, 2006).

According to Wolf (2021), a quick scan of National Geographic's social media activity, shows that 6 of every 12 of their recent travel posts were food-themed. Despite the pandemic, we still love food, drink, and travel. Now is precisely the time destination marketing organizations should champion the cause and promote their culinary cultures for when people start traveling again.

According to Nesbitt (2021), though cuisine is not often the first-factor prompting tourists to visit a particular place, food can be one of the highly-rated products of niche tourism. One of the great joys of travel is discovering the cuisine of your destinations. You can learn a lot about the history and culture of a place through its food and drink.

Privitera (2020) stated that the food and gastronomy of a local community are essential factors in determining a tourism destination. However, this largely depends on the geographical context and the territory's specific structural, infrastructural, historical, social, and human resources combined with proper marketing.

Published annually, the Kerry Taste Charts are "designed to inspire product developers by categorizing taste trends as mainstream, key, up and coming and emerging…[and are the] culmination of hundreds of hours of work, including research into consumer purchase patterns, retail product patterns and performance and consumer engagement via social media with TrendspotterTM, [they are] artificial intelligence tool." The much-awaited taste charts by the Kerry Group have provided consumer insights globally. Global tastes include moringa, Manuka honey, miso, sambal, Japanese furikake, calamansi limes, turmeric, etc. The report also outlines increased tastes for "sensorial foods" such as sweet and spicy dishes, carbonated beverages, and exotic fruits that give interesting textures and tingles to the non-natives' tongues (https://www.specpage.com, 2021).

With Western Visayas considered a possible focus of food tourism, the Department of Tourism (DoT) is gearing up to promote the region's farms as possible destinations. During his visit to Iloilo City Friday for the fifth and last leg of "Kain Na! Culinary and Travel Festival," Edwin R. Enrile, Tourism Undersecretary for legal and unique concerns, said Panay's food and farm products are varied and usually fresh from the farm or the sea. "When you think about Western Visayas and Iloilo, you always think about why people come here — the cuisine and the culture. You have the freshest ingredients, seafood, and all that," Mr. Enrile said in an interview Friday (Santiagudo, 2019, par. 1-4).

Since the value of food is highly evaluated in modern society, its appearance is increasingly linked with travel experiences. Under its growing significance to tourist experience, food has become a factor in deciding their overall satisfaction with the trip (Nield et al., 2000; Rimmington & Yuksel, 1998, as cited in Hall et al., 2003).

Food tourism has become one of the essential tourism niches in recent years. It is widely understood that travelers can get a true sense of a destination's heritage, culture, and traditions through food. European tourists are increasingly keen to enjoy immersive and authentic experiences while traveling away from home. Showcasing local cuisines and involving local communities offer multiple opportunities for local operators to develop a unique food travel product in their destination (https://www.cbi.eu, 2021, par. 1).

Roxas City in Capiz is dubbed the "Seafood Capital of the Philippines" due to the abundance of fishing grounds in the area and its contribution to the aquaculture industry. Its delicious seashells, crabs, oysters, and scallops are all you want to eat in the city. However, there is more than just seafood in Capiz. A town 40 kilometers away from Roxas is known for its famous street delicacy. In the municipality of President Roxas (Luton-lutod), you will discover puyoy, a delicacy of freshly grilled eel on a barbecue stick (Gonzales, 2020, par. 1-2)

The literature above indicates the significance of gastronomic tourism in attracting tourists to the destination, as food plays a vital role in the tourists' decision to choose a destination. It also signifies the rise of slow tourism through slow foods as it focuses on providing and consuming local cuisines and promoting sustainable food production and distribution principles. The study will result in locally-produced foods and beverages for culinary tourism that will also promote slow food and slow tourism in Roxas City by utilizing Kerson fruit as the main ingredient. The products developed in this study may put Kerson fruit's upcoming new ingredient trends in food service.

Kerry Global Taste Charts 2021, a global taste chart used by food service in developing new products, indicates the outlines of an increase in tastes for "sensorial foods" such as sweet and spicy dishes, carbonated beverages, and exotic fruits that give interesting textures and tingles on the non-natives' tongues. Kerson fruit is considered a strange fruit because of the lack of its utilization, as it is commonly known as a children's playtime fruit and a bird's fruit. Also, as observed in the above literature, aside from being known as the seafood capital of the Philippines, there need to be more culinary products that will enhance the appeal of Roxas City as a culinary tourism destination.

METHODOLOGY

This study used the descriptive method of research. The respondents of this study were the accredited tour guides in Roxas City, owners of accredited travel agencies in Roxas City, and the staff and guests of Palina Greenbelt Ecopark. They were the chosen respondents because they were the ones that provided the data needed for this study. Of the respondents, two accredited tour guides and two owners/managers of accredited travel agencies from Roxas City, 12 staff, and 36 guests of Palina Greenbelt Ecopark were respondents to this study, a total of 50 respondents. This number of respondents was due to the limited raw materials needed to produce the products for testing and evaluation and the resurgence of cases of the COVID-19 pandemic. The sampling technique used in this study is non-probability sampling, a convenience sampling. The data were gathered using convenience sampling. This sampling technique was used since the study is descriptive research requiring quantitative data. Also, this was the technique used since the availability of the respondents is a concern in this study since it was conducted during the pandemic. The data needed for the study were gathered using face-validated instruments, adopted and modified from UTT, BAFT, B.Sc. Food Science and Technology, Student Project for PROJ2005 Capstone, 2012 for acceptability, potential demand, and sustainability. The research instrument uses a Likert scale to derive the correct answer from the respondents needed in this study. The statistical tools used in the study were mean, standard deviation, and linear regression.

FINDINGS

Most preferred food products from Kerson (Mutingia Calabura Linn.) fruit

Among the food products from Kerson fruit, Kerson Ice Cream and Kerson Bread are the most preferred food products. This is due to their better appearance, aroma, taste, and texture.

Table 1 Most Preferred Food Products from Kerson Fruit

Preference	N	Mean	Description	SD
Kerson Ice Cream	50	4.92	Very High	0.54
Kerson Bread	50	4.08	Very High	3.36
Kerson Cookies	50	3.96	High	3.38
Kerson Patty	50	3.56	High	1.88
Kerson Siomai	50	3.54	High	3.12

Note: The most preferred products from Kerson fruit were measured using the following scale on VL: 1-1.50; L: 1.51-2.50; M: 2.51-3.50; H: 3.51-4.50; VH: 4.51-5.0

Potential of food products produced from Kerson fruit (M calabura Linn.) for the development of gastronomic tourism in Roxas City

Acceptability. On the acceptability of the products from Kerson fruit in terms of appearance, aroma, taste, and texture, the acceptability ratings of Kerson Ice Cream, Kerson Bread, and Kerson Cookies are very high. For aroma, Kerson Ice Cream, Kerson Bread and Kerson Cookies are very high. Kerson Patty and Kerson Siomai are high. For taste, Kerson Ice Cream, Kerson Bread and Kerson Cookies are very high. Kerson Patty and Kerson Siomai are high. For texture, Kerson Ice Cream, Kerson Bread and Kerson Cookies are very high. Kerson Patty and Kerson Siomai are high.

According to Kumar and Kapoor, when purchasing vegetarian food products, consumers consider three main types of attributes: credence attributes (e.g., nutritional value, freshness), search attributes (e.g., variety, size, and color), and experience attributes (e.g., taste, odor). Natila et al. (2019) said that sensory evaluation such as taste, texture, aroma, and color as the basis for acceptance. According to Piqueras-Fiszman and Spence (2015) , sensory characteristics of food such as taste, texture, aroma, and appearance have distinct and influential effects on food acceptability.

Table 2.a. Acceptability

Descriptives	Kerson Ice Cream	Kerson Bread	Kerson Cookies	Kerson Patty	Kerson Siomai
Appearance					
Mean	4.92	4.72	4.72	4.36	4.32
Description	Very high	Very high	Very high	Very high	Very high
SD	.27	.45	.54	.85	.89

Descriptives	Kerson Ice Cream	Kerson Bread	Kerson Cookies	Kerson Patty	Kerson Siomai
Aroma					
Mean	4.80	4.64	4.52	4.06	4.28
Description	Very high	Very high	Very high	High	High
SD	.49	.56	.58	.87	.87
Taste					
Mean	4.94	4.64	4.66	4.06	4.28
Description	Very high	Very high	Very high	High	High
SD	.24	.75	.56	1.11	.95
Texture					
Mean	4.80	4.64	4.58	3.96	4.18
Description	Very high	Very high	Very high	High	High
SD	.40	.75	.76	.88	.87

Note: The acceptability of products from Kerson fruit were measured using the following scale on VL: 1-1.50; L: 1.51-2.50; M: 2.51-3.50; H: 3.51-4.50; VH: 4.51-5.0

Demand

The data show that potential demand for Kerson Ice Cream, Kerson Bread, and Kerson Cookies is very high. For Kerson Patty and Kerson Siomai, the potential demand is high.

Market demand can be measured internationally, nationally, regional, local, or even smaller (smallbusiness.com, 2022). The aggressive expansion of retail chain operators, the booming tourism industry, the growing affluence of a "frequent snacking" culture, the liberalized retail trade landscape and to some extent the reduction in import duties. All these created opportunities and increased foodservice sales (Flanders Investment and Trade, Market Survey: Food Industry in the Philippines, 2019).

Table 2.b. Demand

Descriptives	Kerson Ice Cream	Kerson Bread	Kerson Cookies	Kerson Patty	Kerson Siomai
Mean	4.78	4.76	4.62	4.34	4.44
Description	Very high	Very high	Very high	High	High
SD	.14	.52	.57	.80	.79

Note: The potential demand of products from Kerson fruit was measured using the following scale on VL: 1-1.50; L: 1.51-2.50; M: 2.51-3.50; H: 3.51-4.50; VH: 4.51-5.0

Sustainability. The data in Table 2.c reveal that sustainability for Kerson Ice Cream, Kerson Bread and Kerson Cookies is very high. Sustainability for Kerson Patty and Kerson Siomai is high.

Consumers are increasingly concerned about the sustainability implications of food and demand alternatives to global supply chains. Indeed, recent surveys indicate that consumers are most concerned with affordability, nutrition, and food safety (Ahearn, 2016). Using ingredients that can combine sustainability, waste reduction, and maintain clean labels and transparency may help manufacturers weather shifting consumer's preferences over time (Nielsen, 2020).

Table 2.c. Sustainability

Descriptives	Kerson Ice Cream	Kerson Bread	Kerson Cookies	Kerson Patty	Kerson Siomai
Mean	4.98	4.72	4.64	4.34	4.46
Description	Very high	Very high	Very high	High	High
SD	.14	.61	.56	.75	.68

Note: The potential demand of products from Kerson fruit was measured using the following scale on VL: 1-1.50; L: 1.51-2.50; M: 2.51-3.50; H: 3.51-4.50; VH: 4.51-5.0

Challenges Faced by the Food Products from Kerson (Mutingia calabura Linn.) Fruit as a Potential Product for Gastronomic Tourism in Roxas City. "Lack of sustainable sources of Kerson fruits for the production of the food products" and the of "Lack of familiarity with Kerson fruits, particularly by a younger generation of tourists," are the major challenges.

The berries are sold in local Mexican markets and are very popular in the Philippines with children. In most cases, it is not a plant cultivated for its fruit, and they are usually gathered from spontaneous trees (Janick and Paull, 2008). This proves the absence of proper cultivation of Kerson tree that also indicates the difficulty of availability of the supply of the fruits for the production of these products.

Table 3. Challenges Faced by the Food products from Kerson (M calabura Linn.) fruit as a potential product for gastronomic tourism in Roxas City

Challenges Face by Food Products From Kerson Fruit	N	Mean	Description	SD
Lack of sustainable sources of fruits for the production of the products from Kerson fruit	34	4.82	Very high	.39
Lack of familiarity with Kerson fruits, particularly by the younger generation of tourists	34	4.29	Very high	.63
Hesitation on the part of the tourists to try unfamiliar products	34	1.38	Very low	.49
Difficulty in marketing the Products	34	1.18	Very low	.39
Overall Challenges face by Food Products	34	2.92	Moderate	.24

Note: The potential demand of products from Kerson fruit was measured using the following scale on VL: 1-1.50; L: 1.51-2.50; M: 2.51-3.50; H: 3.51-4.50; VH: 4.51-5.0

Food Products that could Affect the Potential of Kerson (M calabura Linn.) Fruit in Enhancing Gastronomic Tourism in Roxas City. The findings indicate that Kerson Cookies are "likely to affect" the potential of Kerson fruit in enhancing gastronomic tourism in Roxas City. Consequently, the hypothesis indicating that none of the food products could affect the potential of Kerson fruit in enhancing gastronomic tourism in Roxas City was rejected.

Kerson cookies as a new food product for gastronomic tourism could serve as an essential element in attracting tourists in Roxas City. Frochot (2003) considered food as the fundamental elements of the tourism product that draws the attention of tourists than the climate, accommodation, and captivating scenery of the destination. Likewise, Quan and Wang (2004) also believed that food and beverage are destination products that may act as a primary or secondary motivator.

Table 4. Food Products that could Affect the Potential of Kerson (*M calabura* Linn.) Fruit in Enhancing Gastronomic Tourism in Roxas City

Gastronomic Tourism	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig
(Constant)	4.128	3.067		1.3460	.185
Ice Cream	-0.367	0.61	-0.086	-0.601	0.551
Bread	-0.076	0.171	-0.065	-0.444	0.659
Cookies	-0.496	0.149	0.4645	3.326*	0.002
Patty	-0.132	0.184	-0.174	-0.72	0.475
Siomai	0.177	0.186	0.23	0.955	0.345

* $p<0.05$ significant @ 5% alpha level

IMPLICATIONS or CONCLUSIONS

1. Based on the findings, the most preferred product from Kerson fruit are the Kerson Ice Cream and the Kerson Bread. Therefore, Kerson Ice Cream and Kerson Bread could be a potential for enhancing gastronomic tourism in Roxas City.
2. Based on the findings, the potential of food products from Kerson (*M calabura* Linn.) fruits are very high because of their acceptability, demand and, sustainability.
3. Based on the findings, the challenges faced by the food products from Kerson (*M calabura* Linn.) fruit as a potential product for gastronomic tourism in Roxas City are moderate. Therefore, the challenges are not a major factor that could affect the potential of food products from Kerson fruit.
4. Based on the findings, Kerson cookies is the food product that could affect the potential of Kerson (*M calabura* Linn.) fruit in enhancing gastronomic tourism in Roxas City. Therefore, hypothesis is rejected.
5. A work plan for the enhancement of gastronomic tourism in Roxas City is needed.

Recommendations

1. On the most preferred products, Kerson Ice Cream and Kerson Bread, it is recommended to develop sustainable and environment-friendly packaging to have better marketability and competitiveness.
2. For products like Kerson Patty and Kerson Siomai, further improvement of the recipes are recommended to make their acceptability, demand, and sustainability very high.
3. To have a consistent and stable supply of Kerson fruits for the production of Kerson food products, a plantation of Kerson trees must be developed. The college, through the researcher, may propose to the LGUS of the adopted communities, preferably in Roxas City, to establish a plantation of Kerson tree in their barangay as part of Farm Tourism products. An action plan for the development of the Kerson plantation and other farm tourism products will be presented to them after the conduct of this study.
4.
   a. An action plan for implementing full-scale production of all the food products from Kerson fruit must be developed and implemented together with an action plan for the Kerson tree plantation. See details of the action plan in the appendices. The developed action plan will be presented to the officers of identified barangays in Roxas City. The developed action plan or project proposal will be submitted to the Bureau of Agricultural Research of the Department of Agriculture and the Department of Science and Technology for funding and technological support for 2024-2025.
   b. In the meantime, an initial development plan for the possible source of Kerson fruits will also be proposed to the barangay while waiting for the source of funding and support. At least 20 households will be asked to plant and cultivate at least 2 Kerson trees as an initial source of Kerson fruit while waiting for the funding that might come from the Department of Agriculture or DOST.
   c. A proposal will also be submitted to the school heads in Roxas City, asking permission to plant at least 50 seedlings of Kerson on school

properties. This might provide an initial source of Kerson fruit to start the initial production of Kerson food products in Roxas City.

5. Develop a strategic plan for the enhancement of gastronomic tourism inn Roxas City.

Areas for Further Research

1. Product development of *Kamias* (Averrhoa bilimbi) for commercialization.
2. Product development of Cape Gooseberry (Physalis peruviana) for commercialization
3. Product development of Blue Ternate (Clitoria ternatea) for commercialization

STRATEGIC PLAN FOR THE ENHANCEMENT OF GASTRONOMIC TOURISM IN ROXAS CITY

ACTIVITIES	Expected Output	Persons/s involved	Resources/ Budget	Time Frame
Development of				
Development of gastronomic tour package and itinerary for Roxas City.	A well-developed gastronomic tour package and itinerary for Roxas City.	The proponent of this study Amazing Discoveries Travel and Tours	Laptop Projector Venue	1st to 2nd week of October 2022
Communicating and involving the establishments that are part of the destinations and provider of service in the developed tour package and itinerary of gastronomic tourism for Roxas City.	Establishments that are part of the destinations and provider of service in the developed tour package and itinerary of gastronomic tourism for Roxas City were communicated and engaged to be part of it.	Proponent of the study Amazing Discoveries Travel and Tours		3rd to 2th week of October 2022
Sending communication to the city and provincial tourism office and tour operators for the presentation of the developed gastronomic tour package and itinerary for gastronomic tourism in Roxas City.	Communications were sent to the city and provincial tourism office and tour operators for the presentation of the developed gastronomic tour package and itinerary for gastronomic tourism in Roxas City.	Amazing Discoveries Travel and Tours	Laptop	1st week of November 2022
Presentation of the developed gastronomic tour package and itinerary to the provincial and city tourism and to the tour operators in Roxas City.	Gastronomic tour package and itinerary presented and accepted by the provincial and city tourism and to the tour operators in Roxas City.	The proponent of the study City tourism officer Provincial tourism officer Tour operators in Roxas City	Laptop Projector Venue	3rd week of November 2022
Gastronomic tour package and itinerary test offering.	Gastronomic tour package and itinerary test offering were conducted.	Tour operators in Roxas City	C/O to tour operators	December 2022
Evaluation of the test offering of the gastronomic tour package and itinerary for its acceptability in the market	Gastronomic tour package and itinerary test offering where evaluated and acceptability were determined	Tour operators in Roxas City	C/O tour operators	1stweek of January 2023

ACTIVITIES	Expected Output	Persons/s involved	Resources/ Budget	Time Frame
Implementation and marketing of the gastronomic tour package and itinerary depending on the result of evaluation for it acceptability in the market.	Implemented and well marketed gastronomic tour package and itinerary for gastronomic tourism in Roxas City.	DOT province and city Tour operators of Roxas City	C/O DOT province and city Tour operators of Roxas City	February 2023

(*workplan template from TOURISM Guidebook FOR LOCAL GOVERMENT UNITS (Revised Edition))

Proposed Tour Package and Itinerary of Gastronomic Tourism for Roxas City

Tour Package Name: ROXAS CITY GASTRONOMIQUE, FARM, AND ECO-CULTURAL TOUR (Day Tour, Group of 10–15 pax)

▶Areas of destination:

- Roxas City Panublion Museum (8:00-8:30)
  - Activities
    - Visiting the museum
    - Picture taking
- President Manuel A. Roxas Ancestral House (8:45-9:15)
  - Activities
    - Visiting the house
    - Short presentation of the history and the features of the house
    - Picture taking
- Short stops and passing through the following areas (9:15-9:45)
  - Roxas City Hall
  - Halaran Plaza
  - City Fountain and Avenue Bridge (NCCA declared historical landmark)
  - Capiz Provincial Capitol
  - Luna Novicio Street
  - Villareal stadium
  - Provincial Park
  - Capiz National High School
  - Capiz State University
  - Lipunan market
  - Lee Liong Building
- FCU Historical Landmark and Gastronomic Delight (9:45-11:00)
  - Activities
    - Greeting and welcoming of the tourists thru a cultural show
    - Brief presentation of the history of Filamer Christian University
    - Serving of food products made from Kerson fruit, Kamias (Cucumber Tree) and Blue Ternate at the University Café
    - Buying of food products made from Kerson fruit, Kamias (Cucumber Tree) and Blue Ternate
    - Picture taking at the oldest building of the university and the Marker
- Palina/Cadimahan River Gastronomic Cruise (11:15-2:00)
  - Activities
    - River cruise in a floating cottage/raft
    - Lunch while on a cruise (Fresh seafoods will be served)
    - Demo and hands-on crab tying and crab meat flaking
    - Cooking demo and hands-on of crab leche flan and crab relleno
    - Wellness services while on a cruise such as massage, manicure and pedicure and foot spa
- Capiz Grape Sanctuary at Barangay Navara, Ivisan (2:30-3:30)
  - Activities
    - Fruit picking (depending on the availability)
    - Picture taking
    - Short presentation of grape farming (for group guests)
    - Buying grape seedlings/cuttings (depending on the availability)
- Sacred Heart of Jesus Shrine (4:00-4:30)
  - Activities
    - A short meditation for those who are Catholics
    - Picture taking
- Banica Ugahan (4:45-6:00)
  - Activities
    - Buying dried seafood pasalubong
- Dinner at Bay Bay Seafood Restaurants (6:30 PM onwards)

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UNDERSTANDING THE GROUP TRAVEL MOTIVATION WITH NON-FAMILY COMPANIONS OF MIDDLE-AGED TRAVELERS

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INTRODUCTION

Mental health, as an important part of people's health, has been paid more attention to by society (World Health Organization, 2022). Compared with other groups, the middle-aged "sandwich generation" are more stressed and conflicted in various aspects, such as the pension of parents, the rearing of children, job promotion, and so on (Eldh and Carlsson, 2011; Lallukka et al., 2010; Opree and Kalmijn, 2012). Therefore, whether to maintain mental health or improve their situation, middle-aged people need a medium and a way to release these pressures and relieve conflicts. Although the role of participation in leisure tourism activities in satisfying psychological, educational, social, physical, relaxation, and aesthetic needs has been confirmed by past studies (Lu, 2011), it is not easy for middle-aged people to travel with their families, since middle-aged people with families often need to play the role of "caregiver" in the family. For middle-aged people, the boundary between leisure and housework is blurred (Lugosi et al., 2016). Therefore, when middle-aged travelers travel with non-family companions, they may be more able to rest and relax because they are no longer "family caregivers" but simply themselves.

According to life cycle theory, each stage of a person's life is associated with a different social role and value system. As a person ages, his attitudes, values, and belief systems, as well as his physical condition of him, change and influence his behavior, including consumer behavior (Chen and Shoemaker, 2014). Although previous studies on the motivations, experiences, and behavioral intentions of different, types of tourists have been paid attention to in the field of tourism, such as senior tourists (Hwang and Lee, 2019), young tourists (Jiang and Hong, 2021; Kerr et al., 2021; Xu and Tavitiyaman, 2018) and family tourists (Chen et al., 2022), middle-aged tourist have received very little attention. Middle age is often a demographic indicator in other tourism studies (Funsten et al., 2022; Rejón-Guardia et al., 2018). In the only studies on middle-aged travelers, they are usually not the focus of the study, but the control group of young or old travelers (Heimtun and Morgan, 2012). In addition, there is still a lack of consensus on the dimensions of travel motivation, as these dimensions vary according to different destinations and the socio-demographic characteristics of tourists (Pereira et al., 2019). The framework of motivation proposed in the past cannot describe the middle-aged group very well. Therefore, sorting out the framework of group travel motivation with non-family companions of middle-aged travelers is necessary. For the definition of middle-aged people, there are generally two types of opinions, one is to define the range of middle-aged according to age (Esiyok et al., 2018; Han and Hwang, 2015; Knutson et al., 2006; Lu, 2011), the other is to define the range of middle-aged according to the state of life (Noller et al., 2001). The middle-aged tourists discussed in this study are those aged between 35 and 60 who are married with children and have traveled with non-family members in a group. Based on this, this paper proposes the following research questions: (i) What are the group travel motivation with non-family companions of middle-aged travelers? (ii) What types do these motivations fall into? (iii) What factors affect these motivations?

METHOD

In view of the above research questions, the qualitative method was adopted in this study. Specifically, a semi-structured interview was conducted with those middle-aged Chinese, aged 35-60, married and with children, who had ever traveled with non-family companions in a group by means of purposive sampling. The interviews were conducted one-to-one by an experienced member of the research team. All interviews were conducted online from October 2022 to November 2022. Each interview lasted about 40 minutes and participants were interviewed according to the interview guide (the interview guide and the interview process were shown in the Appendix).

The interview data were sorted into independent text interview records according to Participant No., and the coding work was started. Thematic analysis was used in this study (Braun and Clarke, 2006). Specifically, each interview transcript was open coding independently by two different researchers, who read the transcript several times to identify key themes. The emerging topics are then grouped into interrelated topics by copying, re-organizing, and comparing thematic categories. Finally, these contents were transferred to a third researcher for coding collation and information saturation check, thus facilitating researcher triangulation which balances subjective research interpretations (Farmaki et al., 2021). Data saturation was reached at 18 participants where no new information or additional insights were observed in the data. The profile of the participants was shown in the Appendix.

FINDINGS

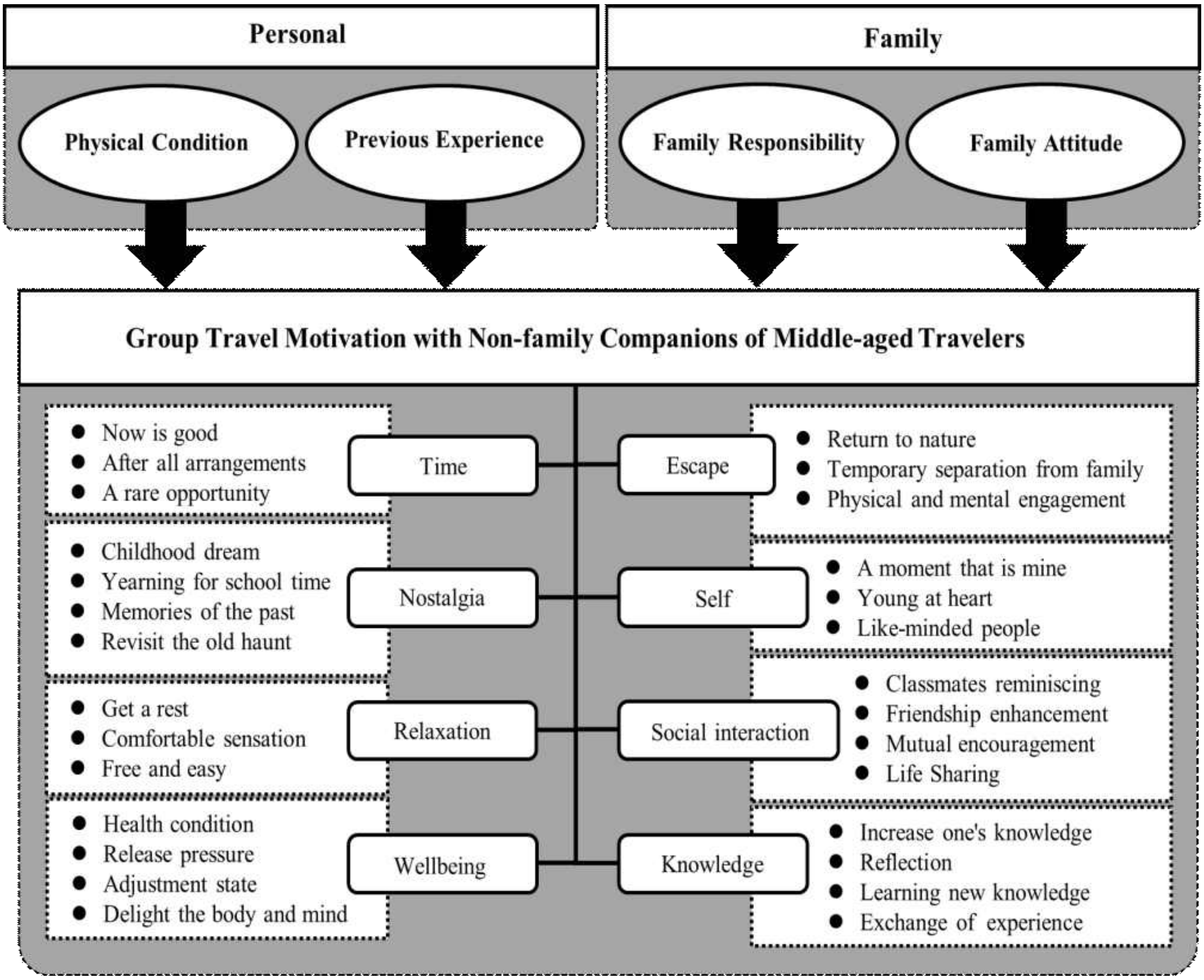

Figure 1. The framework of group travel motivation with non-family companions of middle-aged travelers

By analyzing the coding data, as shown in Figure 1, we have sorted out the framework of group travel motivation with non-family companions of middle-aged travelers. This framework shows nine types and four influencing factors of group travel motivation with non-family companions of middle-aged travelers. The eight motivation types are time, nostalgia, relaxation, well-being, escape, self, social interaction, and knowledge. The four influencing factors can be divided into personal and family aspects. The personal aspects include physical conditions and previous experience, while the family aspects include the fulfillment of family responsibilities and family attitudes. Overall, from the results of the interviews, the eight aspects of motivation types answered and what types of motivations middle-aged travelers have for traveling with non-family companions, while the four influences from the personal and family aspects answered what factors might be influencing middle-aged travelers' motivations for traveling with non-family companions.

CONCLUSION

Travel motivation has been valued by scholars in the field of tourism because of its critical influence on the actual travel decisions of tourists (Page and Hall, 2003). However, in the current leisure tourism literature, the travel motivation and consumption behavior of older adults has been studied much more than that of middle-aged adults (Dashper et al., 2021). Although middle-aged and older adults are two distinct groups, the lack of consensus in the academic community on the definition of middle-aged and older adults has led to some overlap in the delineation of these two groups, which has affected the accuracy of the research results. By combing through previous literature, this study defines middle-aged travelers. And focuses on the group of married and child-bearing middle-aged travelers aged 35 to 60, filling a research gap in the study of middle-aged tourists' motivation in tourism. Using qualitative research methods, this study investigates the motivations for traveling in groups with non-family companions through a semi-structured interview with middle-aged tourists and proposes a related model. The proposed framework of group travel motivation with non-family companions of middle-aged travelers not only enriches the related research on travel motivation. It also provides travel companies and marketers with new ideas for tourism products and service designs to better capture the needs of the middle-aged traveler market.

Firstly, different from senior tourists and young tourists, time is the most precious resource for middle-aged travelers. Middle-aged travelers would pay more attention to the efficiency of tourism, and they hope to get the maximum and best leisure experience in a limited time. To better fit the needs of middle-aged travelers seeking efficiency and comfort, travel companies and marketers are advised to offer packages to middle-aged travelers that can be privately customized with fully managed travel products. Secondly, in the motivation dimension of self, middle-aged travelers often emphasize the importance of like-minded companions for travel. Thirdly, ‘Free and easy’ is the most frequently mentioned keyword when middle-aged travelers talk about why they choose to travel with non-family companions. Finally, the choice of travel companions of middle-aged travelers has obvious characteristics of life stage. Middle-aged travelers are more likely to travel with their families before their children can live on their own. When children are able to live independently, they are more likely to travel with non-family companions, such as friends and classmates.

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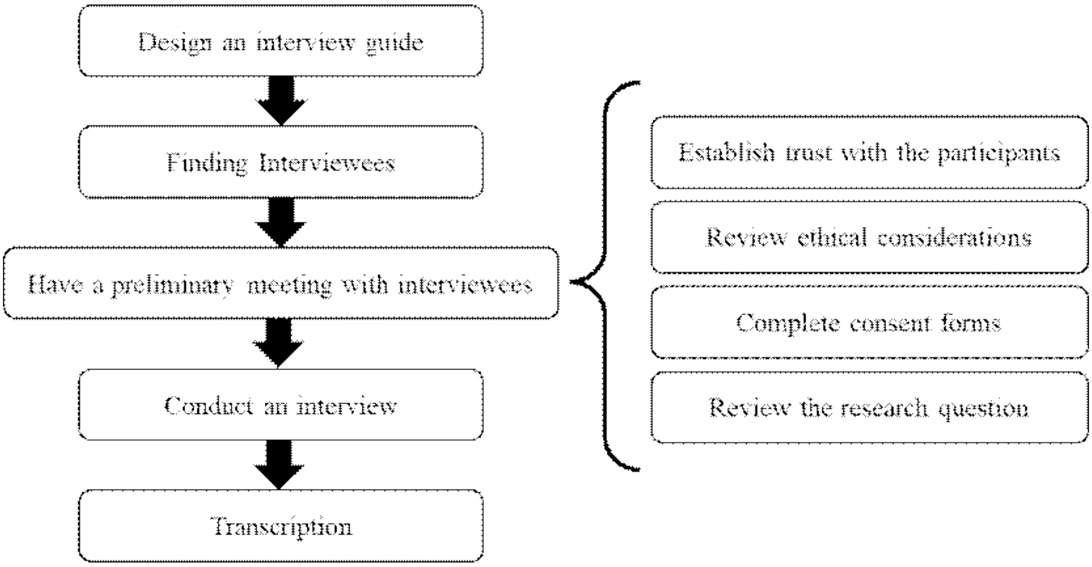
APPENDICES

Appendix 1: Process of Interview



Appendix 2: Interview Guide (English version)

What is the "travel" in question?

- In this context, "travel" refers specifically to an overnight experience (at least two days and one night, no limit).
- The "travel" can be a trip to another place or a trip to the same city (e.g., a 2-day, 1-night hot spring tour), as long as you stay overnight.
- Is a personal leisure travel experience, excluding travel arranged by the company, such as Corporate Tours, etc.

1	Please recall and describe a time when you traveled with non-family companions in a group after you got married and had children. • *Where did you go? How many people in all? How long is the travel?* (**** Non-family companions*** *can be classmates, colleagues, peers, friends, etc. "They" is used to refer to non-family travel companions.*)
2	What do you think it was like to travel with them? • *Do you prefer to travel with them or with your family?* *Can you be specific about how these feelings differ?*
3	Did you encounter any difficulties or obstacles in making plans to travel with them? How did you solve these problems?
4	When you think back to your travel experiences with them, what impresses you most?
5	How do you feel about yourself when you travel with them?
6	What do you think you gained from that travel with them? • *Are these things important to you? How important is it?*
7	How did that travel with them affect your life? • *What changes have they brought?* • *What are your thoughts? How has it affected the way you see yourself and the world?*
8	Please comment on the travel with them. • *Does it meet your expectations? Is there any satisfaction or regret?*
9	What are your expectations for future travels with them? • *Under what circumstances would you travel with them again?* *Would you go to the same place again?* • *Would you consider taking your family (such as parents/children) again?*

Appendix 3: The Profile of The Participants

Participant	Gender	Age	Location	Degree of Education	Occupation
01-Xian	F	49	Zhuhai, Guangdong	Bachelor's degree	Corporate admin director
02-Ming	M	49	Zhuhai, Guangdong	Bachelor's degree	Civil servant
03-Ping	F	48	Zhuhai, Guangdong	Junior college graduate	Corporate clerk
04-Hua	F	44	Zhuhai, Guangdong	Junior college graduate	Corporate clerk
05-Feng	F	36	Zhuhai, Guangdong	Junior college graduate	Corporate clerk
06-Jing	M	49	Zhongshan, Guangdong	Bachelor's degree	Government staff
07-Xu	F	38	Huizhou, Guangdong	Bachelor's degree	Middle school teacher
08-Quan	M	49	Zhuhai, Guangdong	Bachelor's degree	Government staff
09-Xiang	M	42	Hefei, Anhui	Doctorate	University professor
10-Qian	F	50	Fuyang, Anhui	Bachelor's degree	Kindergarten teacher
11-Li	F	51	Guangzhou, Guangdong	Technical school graduate	Hospital staff
12-Dong	M	56	Guangzhou, Guangdong	Bachelor's degree	Middle school principal
13-Fang	F	48	Suzhou, Jiangsu	Junior college graduate	Corporate staff
14-Chen	M	40	Shanghai	Master's degree	Teacher
15-Yan	F	50	Jinzhou, Liaoning	Bachelor's degree	Business Manager
16-Wang	M	52	Tianjin	Bachelor's degree	Business Manager
17-Fan	F	51	Xuchang, Henan	Bachelor's degree	Government staff
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HOW TO INFLUENCE AIR TRAVEL INTENTION BY TOURISM AND AIR TRAVEL RISK KNOWLEDGE IN CONTEXT OF AIR DISASTERS--A STUDY BASED ON KNOWLEDGE-ATTITUDE-BEHAVIOR (KAB) MODEL

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INTRODUCTION

Tourism plays a significant role in the growth of numerous economies. And the air transport industry contributes up to 3.4% of global GDP (Oxford Economics and Air Transport Action Group, 2014). However, air-related disasters can have a devastating effect on the aviation industry and, in turn, have a negative impact on economies. In recent years, there have been many major air accidents around the world. On March 8, 2014, Malaysian Airlines Flight MH370 went missing. On July 17, Malaysian Airlines Flight MH17 was shot down over Ukraine. More recently, in 2022, China Eastern Airlines MU5735 crashed; and in 2023, there were no survivors from a passenger plane crash in Nepal in January.

In every news item about aircraft crashes, the comment from viewers is a fearful, sad, negative view of aviation. However, in an objective view, the probability of an air crash is much lower than the car accident, and relatively speaking, it is relatively safe. Therefore, some other people have a different voice. They think that the probability of air crash is low, will not affect the choice of travel mode. This is a very interesting phenomenon. While it is intuitive that perceptions of people with different degrees of knowledge about events have different views on disaster events. But no research has yet shown that knowledge of air travel influences how people travel in the shadow of a crash. Therefore, the purpose of this paper is to find the negative effects of restraining people's attitude from an academic perspective.

Past studies on changes in tourists' attitudes and behaviors triggered by disaster events usually use perceived risk or distrust to explain (Beck, Rose & Merkert, 2018; Zhu & Deng, 2020). And studies in different fields have shown that the more individuals are aware of the risks associated with nuclear power, the more likely they are to accept them and the less likely they are to avoid them (Kuklinski, Metlay & Kay,1982; Deng, Zheng & Zhou, 2016). Zhao (2012) discovered that social interaction-based general risk knowledge can increase the willingness to take risks; in other words, the more knowledge one has, the more likely they are to take risks.

There are three innovations in this paper. First of all, considering the impact of air accidents on people, it is more convincing to study travel mode choice from the rational perspective of relevant knowledge than the perceived risk. Secondly, this paper introduced the knowledge - attitude - behavior (KAB) model to explain traveler behavior. Third, considering the negative effects of air accident reports on people, rumination is introduced as a moderating variable to explain the difference between people affected by negative events to different degrees.

LITERATURE REVIEW

Knowledge-Attitude-Behavior (KAB) theory

The "Knowledge-attitude-behavior" (KAB) theory is a valuable framework for examining the interplay between consumer knowledge, attitudes, and behaviors. This theory proposes that people's behavior changes occur through three continuous processes: knowledge acquisition, belief generation, and behavior formation (Zhu & Deng, 2020). Scholars have conducted empirical research in various fields, such as clinical medicine(Zeng et al, 2017); environmental protection (Kuklinski et al.,1982), and education(Zhang et al., 2012), to establish the relationship between knowledge, attitude, and behavior. Furthermore, the KAB theory has firstly gained attention in the tourism industry in recently years. Zhu and Deng (2020) conducted a study on the effects of tourists' risk knowledge on their intention to engage in rural tourism during the COVID-19 pandemic. The findings showed that tourists' perception of risk and their attitudes towards it influenced their willingness to participate in rural tourism. Overall, the KAB theory provides a valuable framework for understanding how knowledge, attitudes, and behavior interact and shape various aspects of human life.

The increasing prevalence of air crashes in recent years has significantly affected people's perception and understanding of air travel. With the growing accessibility of information through various channels and the increasing capacity to spread news globally, people's grasp of information knowledge has changed dramatically. However, the relationship between people's knowledge, attitude, and behavior in this crisis has not been effectively proven by empirical evidence. As a result, it is important to investigate how tourists' knowledge of air tourism and its associated risks can influence their attitudes and behavioral intentions, particularly in the aftermath of air disasters. In response to this issue, the paper focuses on exploring the impact of tourists' knowledge of air tourism and its risks on their attitudes and behavioral intentions. Thus, the KAB theory is chosen as the theoretical basis for the conceptual model in this study.

Knowledge and attitude

Knowledge is typically divided into three categories: general knowledge, social information, and major-oriented knowledge. General knowledge pertains to the information that people acquire and accumulate, and is not limited to any specific fields of study. Social information, on the other hand, is obtained through interaction with the outside world, such as through personal experiences, conversations with others, and media sources. Major-oriented knowledge, meanwhile, is focused on a specific field and is often obtained through specialized courses and training programs (Zhu & Deng, 2020).When it comes to air travel risk knowledge, most ordinary tourists tend to rely on general information and social information. For instance, they may have heard about airplane accidents on the news or through conversations with friends and family. They may also have learned about safety measures and procedures from airline websites, social media, or travel blogs. Especially under air disaster panic, from the perspective of crisis public relations, airlines and all kinds of media will report the relevant situation of the air crash in order to alleviate public panic, so as to let the public understand the relevant knowledge of air travel (such as high safety rate, strict security procedures, etc.).

Schroeder, Tonsor, and Pennings (2007) have provided a definition of risk attitude that describes consumers' willingness to accept risks and their choice tendencies in the face of different risk levels. In the context of tourism, safety and health are the most fundamental concerns of tourists, and they tend to pay close attention to the associated risks (Zhan et al., 2014). Pennings (2002) discovered that individuals' personal acceptance of risk varies significantly. For individuals who are highly risk-averse, even a slight increase in risk may result in a change in behavior, whereas for those who are risk-takers, a high level of risk perception may have little to no effect on their behavior (Zhu & Deng, 2020). As a result, risk-aversion attitude is an essential factor that influences individuals' behavioral intentions.

Numerous prior studies have demonstrated a negative association between risk knowledge and risk aversion attitude. A study conducted by Deng, Zheng, and Zhou (2016) in the field of nuclear power has revealed that with regard to the dissemination of knowledge related to nuclear power, a higher level of subjective knowledge among respondents corresponds to an increased acceptance of nuclear power risks and a decreased willingness to avoid them. Similarly, research by Zhu and Deng (2020) on tourism areas indicates that during the COVID-19 pandemic, tourists' risk knowledge has a negative impact on their risk aversion attitude towards rural tourism. According to Zhao (2012), the acquisition of general risk knowledge through social interaction can lead to an increased inclination to take risks, implying that as individuals gain access to more information, they may become more likely to engage in risky behavior. This suggests that in study as individuals gain greater knowledge and understanding of the air travel risks involved in a particular activity or industry, tourists may become more willing to tolerate risk. Thus we proposed following hypothesis :

H1 Knowledge of air travel risk(KT) negatively affects Risk aversion attitude(RAT)

Fishbein (1963) defines attitude as an individual's evaluation or opinion on a particular behavior, which is an essential component of many technology adoption theories. For instance, the Technology Acceptance Model (TAM) postulates that the relationship between a user's attitude towards using technology and their intention to use it is at the core of technology adoption (Davis, 1989). In the context of this paper's research, air travel attitude refers to the stance that tourists hold towards air travel behavior.

In the context of some special events, the relationship of knowledge and attitude is verified. For example, the study from Morosan (2012) showed that governments releasing public information in emergency situations (COVID-19 pandemic) could effectively communicate risks to the public (for example, the governments of China and the United Kingdom), thus preventing the spread of the virus. Such effective information about the outbreak includes the publication of expertise such as the number of cases, travel history of patients and treatment methods to reduce panic attitudes.Zhu and Deng(2020) showed that risk knowledge can strengthen behavioral intention through attitude. Thus, in this study, we purposed the following hypothesis:

H2 Knowledge of air travel risk positively affects Attitude toward air travel(ATT).

Attitude and intention to travel by air

The difference in risk aversion attitude can directly affect decision-making cognition (Lopes & Oden, 1999). Risk avoiders (people with high risk aversion attitude) pay more attention to negative outcomes, while risk seekers (people with low risk aversion attitude) focus on positive outcomes. In the financial sector, investors with high risk aversion are less involved in risky investment decisions. In the field of tourism, Zhang and Yu's (2017) research found that tourists who perceive smog as a health threat are less likely to travel to Beijing. In rural tourism scenarios, risk avoiders pay more attention to the risk consequences of travel, while risk avoiders are less willing to travel. The relationship between risk aversion attitude and rural tourism intention should be negative (Zhu & Deng, 2020). Thus in this study we purposed the hypothesis:

H3 Risk aversion attitude negatively affects Intention to travel by air(INT).

Past research has demonstrated the effect of attitude on choice behavior. In a pan-European study of more than 16,000 respondents, some of these attitudes were found to be important in choosing rail travel (Beck et al., 2018), while Morosan (2012) research shows that air travellers' willingness to use registered passenger biometric systems is influenced by their attitudes towards these systems. Most of these studies on travel mode choice behavior refer to the acceptance attitude towards a particular means of transportation. Therefore, based on the research background, people's acceptance attitude towards aircraft (as a kind of transport) may positively impact on their choice behavior. Thus, we purposed the hypothesis:

H4 Attitude toward air travel positively affects Intention to travel by air.

Rumination as moderator

According to Skinner et al. (2003), rumination involves repetitive and backward-looking thoughts on negative content. This type of cognitive process may perpetuate negative emotions, rather than allowing them to be transient and short-lived, as noted by Wang et al. (2013). Smith and Alloy (2009) mentioned that this is a maladaptive response with negative effects. From Kim and Byon (2020), spectator dysfunctional behavior in the stadium affecting other participants' intention to revisit. This negative reaction can affect people's behavioral tendencies. Catastrophic events, which often accompany media coverage and provoke people to rumination, should be considered a focus of research into post-crash tourist behaviour.

Nolen-Hoeksema (1991) posits three explanations for the detrimental effects of rumination. Firstly, rumination is a self-perpetuating cycle, where dwelling on a negative memory increases its accessibility, leading to more depression. Secondly, individuals who ruminate on anger-provoking events may avoid engaging in activities that previously provided them with positive reinforcement. This is because rumination inhibits the ability to shake off repetitive negative moods, even in the presence of activities that were previously enjoyable. Lastly, rumination impairs problem-solving abilities by hampering the ability to engage in positive behaviors, thereby fostering pessimism and depression. Similarly, according to McCullough (2007), over past transgressions can have a negative impact by transferring negative emotions from the past to the present, and even intensifying negative emotions like anger. Rumination promote anger of individual because ruminative content can fuel emotions. It also affects consumers' behavioral intentions, so rumination over negative experiences may stimulate desire for revenge by engaging in negative word-of-mouth and behavioral intentions (Strizhakova et al., 2012).

In a word,rumination, as a long-term negative reaction caused by negative events, will have a negative impact on behavioral intention and so on. In this paper, the air crash causes people to have negative reactions to varying degrees, and this reaction will have a negative impact on people's attitudes and behaviors, and strengthen the negative relationship between knowledge attitude and intention. Thus, we purposed the following hypothesis:

H5a Rumination promotes a negative relationship between KT and RAT.

H5b Rumination buffers the positive relationship between KT and ATT.

H5c Rumination promotes a negative relationship between RAT and INT.

H5d Rumination buffers the positive relationship between ATT and INT.

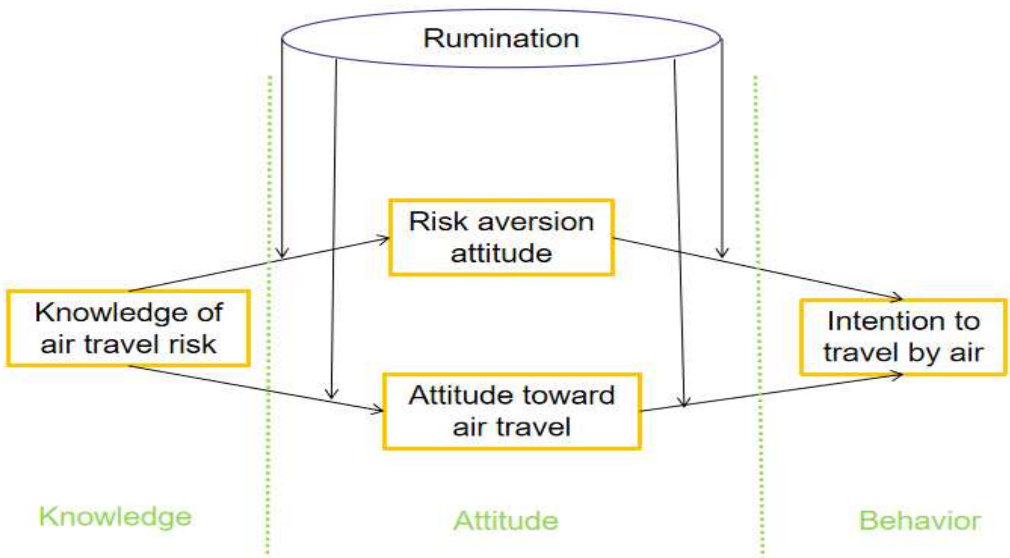


Figure 1. Research model

METHOD

Measures

This questionnaire had dived into two main sections. The first section dealt with the major five constructs of this study: knowledge of air travel risk, risk aversion attitude, attitude toward air travel and intention to travel by air. Based on existing literature, the questionnaire was measured by 7-point Likert scale from 1 to 7 represent an increase in conformity, 1 stands for “totally disagree”, 2 for “very disagree”, 3 for “relatively disagree”, 4 for "uncertain", 5 for "more agree", 6 for "very agree", 7 for "fully agree". The higher the score, the more obvious the respondent's tendency to this part of the question. Knowledge of air travel risk was adapted from Zhu and Deng (2020); risk aversion attitude was adapted from Zhang and Yu (2017); attitude toward air travel was adapted from Graham, Kremarik and Kruse (2020); intention to travel by air was adapted from Lai and Chen (2011); rumination was adapted from Kim and Byon (2020). Based on the context of this study, the wording of the questions has been modified slightly. The second section questions dealt with respondents' demographic information.

Research Design and Data Collection

The questionnaire was initially pilot tested on a sample of 33 postgraduate students at three different universities where major in tourism. The results from pilot study were used to amend the research questionnaire where appropriate and proofread the items in Chinese. Convenience sampling was used in this study. And the data was collected using an electronic questionnaire administered online in March 2023 to China tourists. Since some respondents gave similar rates for most items, 15 questionnaires were removed, and retained 285 use-able questionnaires.

Data analysis

The SEM (structural equation modelling) was employed to estimate the causal strength of knowledge of air travel risk, risk aversion attitude, attitude towards air travel and intention to travel by air. The data were analyzed by Smart PLS 3 (Ringle et al, 2014). The advantages of using PLS is the data with non-normal distribution and small sample size (Hair et al, 2016). And the moderator effects of rumination was used SPSS 24.0 process.

To evaluate internal consistency and reliability, the measurement model is analyzed using factor loading (FL) and composite reliability (CR). Additionally, convergent validity is assessed using average variance extracted (AVE) (Bagozzi & Yi, 1988). Cross-loading (Fornell & Larcker, 1981) was used to confirm discriminant validity in this study. The significance of the path coefficients in the structural model was analyzed to test the hypotheses. Inner model evaluation was conducted by analyzing R2 and Q2 to evaluate the model's predictive power.

FINDINGS

Profile of responds. Table 1 showed the demographic profile of the respondents. Males are 37.9% and females are 62.1%. Ages of respondents ranged mainly from 18–30 (69.8%), and the respondents' main education level was studying for a bachelor degree (64.2%). More than half of the respondents had travel by air travel over 10 times (62.5%).

Table 1 General Profile of Respondents

Variable	Category	Frequency (N=285)	Percent% (N=285)
Gender	Male	108	37.9
	Female	177	62.1
Age	18-22	105	36.8
	23-30	94	33
	30-45	54	18.9
	Above 45	32	11.2
Education	Senior high school or below	25	8.8
	Bachelor Degree	183	64.2
	Master Degree	56	19.6
	Doctor Degree	21	7.4
Number of times travel by air	0 times	2	0.7
	1-5 times	38	13.3
	5-10 times	67	23.5
	Above 10 times	178	62.5

Assessment of measurement model. To evaluate the model's adequacy, reliability, convergent validity, and discriminant validity were measured. The measurement model exhibited good reliability, as evidenced by both Cronbach's alphas and composite reliability (CR) values above 0.7 (Fornell & Larcker, 1981). Additionally, the factor loadings exceeded 0.7, and all AVE values were above 0.5, meeting the minimum requirements (Hair, Hult, Ringle, & Sarstedt, 2017) for convergent validity. The detail in Table 2.

Table 2 Reliability analysis and Data analysis results of convergence validity indicators

Dimension	Item	Factor loading（FL）	CR	AVE	Cronbach's Alpha
Knowledge of air travel risk	KT1	0.830	0.898	0.747	0.832
	KT2	0.908			
	KT3	0.852			
Risk aversion attitude	RAT1	0.909	0.956	0.880	0.931
	RAT2	0.938			
	RAT3	0.966			
Attitude toward air travel	ATT1	0.946	0.963	0.837	0.951
	ATT2	0.853			
	ATT3	0.926			
	ATT4	0.946			
	ATT5	0.901			
Intention to travel by air	INT1	0.948	0.964	0.899	0.944
	INT2	0.934			
	INT3	0.962			
Rumination	RN1	0.900	0.923	0.644	0.895
	RN2	0.861			
	RN3	0.823			
	RN4	0.924			
	RN5	0.894			
	RN6	0.872			

Source: collated in this study

Table 3 showed that the square root of AVE on the diagonal is larger than the corresponding correlation coefficient below the diagonal, indicating the measurement model exhibits good discriminant validity. Furthermore, the load of each item on its own dimension is higher than the cross-loadings on other dimensions, satisfying the cross-loading criterion for discriminant validity (Fornell & Larcker, 1981). The results indicate satisfactory discriminant validity between all the latent variables.

Table 3 Convergent validity

Dimension	KT	RAT	ATT	INT	RN
KT	**0.805**				
RAT	-0.583	**0.938**			
ATT	0.218	-0.171	**0.916**		
INT	-0.219	-0.233	0.708	**0.949**	
RN	0.176	0.437	-0.791	-0.68	**0.815**

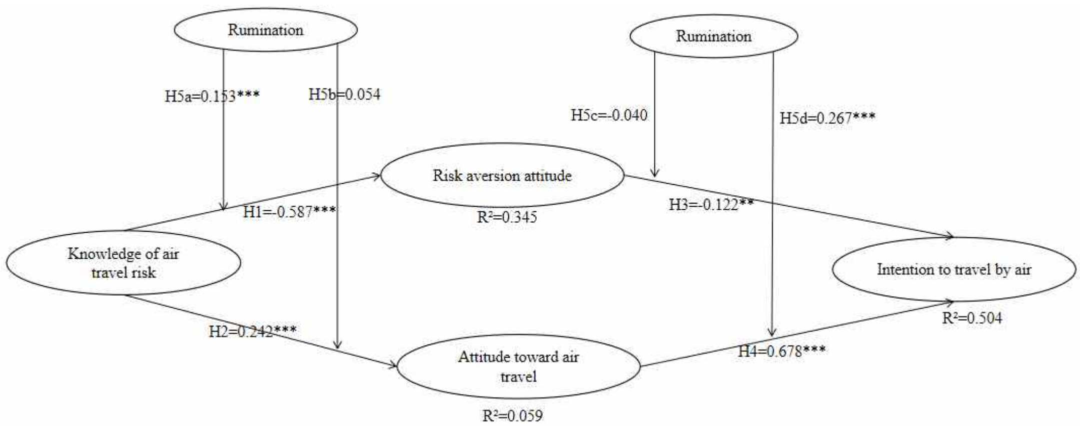
Source: collated in this study The bold：The square root of AVE

Hypothesis testing. To assess whether the path is established, bootstrapping was employed to sample 5000 times (two-tailed) from the original sample during hypothesis testing. The results of SEM are shown in Table 4. And Figure 2 also shows the results of structural equation modelling (SEM) analysis.The main effects (H1-H4) all supported from data analysis. Results also showed moderator effects of rumination that interaction between KT and RN significantly predicted RAT (p-value= 0.000) and interaction between ATT and RN significantly predicted INT (p-value= 0.000). The result supported both H5a and H5d.

Table 4 Results of hypotheses testing

	Coefficient	P-value	Test results
H1 KT→ RAT	-0.587	0.000	Supported
H2 KT→ ATT	0.242	0.000	Supported
H3 RAT→ INT	-0.122	0.001	Supported
H4 ATT→ INT	0.678	0.000	Supported
H5a KT×RN→ RAT	0.153	0.000	Supported
H5b KT×RN→ ATT	0.054	0.063	Not Supported
H5c RAT×RN→ INT	-0.040	0.180	Not Supported
H5d ATT×RN→ INT	0.267	0.000	Supported

Note: KT=knowledge of air travel risk; RAT= risk aversion attitude; ATT= attitude toward air travel; INT= intention to travel by air; RN= rumination



Note * : p < 0.05 ** : p < 0.01 *** : p < 0.001

Figure 2. Structural model results

IMPLICATIONS or CONCLUSION

Discussion

This study examined the effect of knowledge and attitude for tourists on generating intention towards choose air travel. The 285 valid data obtained once again prove the suitability of KAB theory in the field of tourism.The results are consistent with the research of Zhu and Deng (2020), that is, under the influence of COVID-19 pandemic, people's intention to choose rural tourism is influenced by tourism risk knowledge and attitude.The results of this study also mean that the more risk related knowledge air tourists have, the more likely they are not to completely avoid risks and the better tourists' attitude towards air travel will be, because they understand the low probability of air accidents, the rigor of aviation security procedures and other information. The results also show that attitude also has an impact on travel intention. Tourists with a higher risk-averse attitude are less likely to accept air travel, while tourists with a positive attitude towards air travel will choose air travel. This is because risk aversion reflects the degree of risk aversion of tourists. The more they cannot bear the consequences of risks, the more likely they are to avoid them. Attitude towards air travel reflects tourists' acceptance towards air travel. Similar to technology adoption theory, the more people will accept technology, the more inclined they will use it. Finally, this study creatively introduces rumination as a moderator for the relationship between knowledge, attitude and behavior. And proved that rumination promotes a negative relationship between KT and RAT, rumination also buffers the positive relationship between ATT and INT. Rumination is a variable that fits well into the research context of this paper, which reflects repetitive and backward-looking thoughts on negative content, and how does this response with negative effects affect people's perceptual cognition (attitude) and rational choice behavior (intention). Air disaster make tourists have a psychological shadow of flying, the intensity of this reaction can affect a person's rational choice and emotional attitude. The results of this paper prove this point. The stronger the psychological shadow affects people's risk aversion, despite their have rational knowledge.

Theoretical implication

According to this study, it is found that the classic paradigm of "knowledge-attitude-behavior" can be combined with the content of crisis management in tourism and used to reveal tourists' behaviors and mechanisms under the influence of negative events, which will help enrich the topic of tourists' risk knowledge, attitude and behaviors. There have been many studies on the influence of tourist behavior under the background of air disaster. Compared with them, this study is different in the following aspects: first, it focuses on how tourists' risk knowledge, as a long neglected research field, influences tourists' intention through positive and negative attitudes. Rather than taking perceived risk as the main body of the previous studies. Second, our research is the first to include tourists' psychological reactions--rumination to negative events as a moderating factor. In previous studies about risk, Nanni and Ulqinaku (2020) took mortality threat and religious belief as moderating factors, while this study provides a essential factor that is more consistent with the situation of this study. Therefore, this study provides a new research idea for the study of tourism risk knowledge.

Practical implication

When there is a negative impact such as air crash, it is a crisis management process for aviation practitioners. Our research makes some practical contributions to addressing public opinion and restoring the attractiveness of air travel. We recommend that aviation practitioners display and publicize aviation safety knowledge, accident investigation results, basic aviation information updates, safety safeguards or other knowledge through social media, and highlight airlines' efforts for future aviation safety. Social media is a ideal medium of communication to disseminate information, so it is easier for the public to obtain sufficient information to reduce the risk aversion of air travel.

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STRENGTHENING COMMUNITY-BASED TOURISM IN A NEW WELLNESS-BASED ACTIVITY: AN ANALYSIS FROM SUPPLY AND DEMAND PERSPECTIVES

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INTRODUCTION

Tourism is regarded as an effective strategy for alleviating poverty in some traditional communities (Dias et al., 2021; Yanes et al., 2019) because it provides alternative employment opportunities to traditional livelihoods (World Tourism Organisation, 2023) and opportunities to sell local products (Boonchai et al., 2021). Community-based tourism (CBT) has been widely recognized for its capacity to boost local economies, and it has been implemented in numerous nations (e.g. Juma & Khademi-Vidra, 2019; Setokoe, 2021). Consequently, the development of CBT increases the number of recreational and cultural attractions, which improves the quality of life for residents and respects their culture (Lee & Jan, 2019).

During the COVID-19 pandemic, travel restrictions have been a considerable blow for Thailand as they have made it impossible for foreign visitors to arrive. This has affected tourism activities on all levels, including CBT and rural tourism. In addition, new reasons for traveling after COVID-19 are becoming challenging for the communities to understand. While CBT has played an important role in generating local economies, wellness tourism is also one of ten key sectors of the larger tourism economy, which comprises industries that exist to empower people to incorporate wellness behaviors, activities, and life habits into their lives (GWI, 2018). This growth of the wellness tourism market has brought a research question, “How to strengthen CBT with a wellness-based activity to enhance the competitiveness of communities in rural areas.”

Without proper CBT studies and Community-Based Participatory Research (CBPR), negative effects on the environment and society may increase, such as unequal distribution of tourism revenue (Giampiccoli, 2020), low-skilled and low-paying employment (Tristanti et al., 2022), natural and cultural resource degradation (Musavengane & Kloppers, 2020), and low levels of empowerment (Dolezal & Novelli, 2022). Moreover, without a comprehension of demand, the negative impact factors may have contributed to a lack of profitability, inadequate contributions to community development, and insufficient marketing and distribution of destinations (Beaumont & Dredge, 2010).

Thus, the objectives of this research were to enhance CBT's competitiveness by adopting the CBPR approach to strengthening wellness-based activities and to generate an opportunity for community growth by strengthening insubstantial individual community operations. The research took place in three rural communities in Maha Sarakham Province: Baan Nong Pan, Baan Go Tha, and Baan Dong Noi, in Thailand's Northeast. These villages are approximately 70 kilometers from Maha Sarakham City and 440 kilometers from Bangkok.

Two of the three villages, Baan Nong Pan and Baan Go Tha, are well-known for various herbal products and large-scale herb farms, whilst Baan Dong Noi is notable for CBT.

METHOD

Both qualitative and quantitative approaches were integrated into the Community-Based Participatory Research method. From August 2021 to February 2022, data were collected in two studies (Figure 1): in Study 1, community-based wellness tourists' characteristics and motivations were identified from previous research, then the group discussions between researchers were conducted to match communities' products and services with tourist demand. Then, 60 residents from three communities, including community leaders, local entrepreneurs, local authorities, villagers, and stakeholders, participated in a group discussion. Community-based wellness tourists' characteristics and motivations were identified from previous research, then the group discussions between researchers were conducted to match communities' products and services with tourist demand.

In Study 2, trail wellness tourism tour programs were established. In the meantime, questionnaires and interviews were distributed to 30 volunteer visitors to evaluate the wellness tourism program developed and administered by local communities. Then, all feedback was given back to the communities.

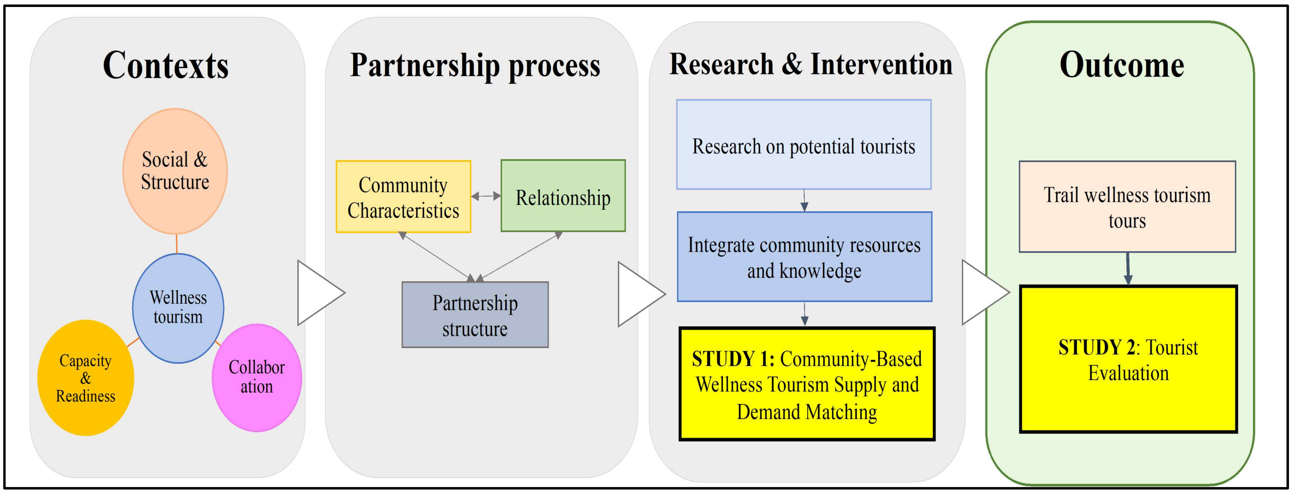

Figure 1: Research Framework

FINDINGS

Regarding Study One, the process of group discussions in the communities assisted stakeholders in determining and defining the primary attributes, products, and services in their areas that would be amalgamated into wellness tourism products and tourist experiences (Figure 2). The results showed that stakeholders from three villages viewed CBT and wellness tourism as an opportunity to address communities' socioeconomic challenges and stimulate communities' benefits. Then, each community assembled an inventory of its potential resources, including botanicals, herbal products, culture, cuisines, and tourism products that may be commercialized as wellness tourism goods and services. Intriguingly, the findings additionally indicated that CBT expansion with wellness tourism encountered obstacles, such as a lack of tourist skills, management knowledge, and community awareness, as well as inadequate continuous support. Hence, the various elements of each community became the focus of subsequent conversations about the identification of solutions during group operations. In the meantime, the approach enabled the local community to recognize that CBT is the process of creating tourism, which was also emphasized.

In addition, the purpose of the first study was to match tourist demand and tourism supply. As the literature review, the highest score for the potential tourist motivation to visit a community-based wellness destination after COVID-19 was a passion for seeking new tourism experiences, followed by self-rehabilitation and restoring one's life balance meanwhile, another motivation for a person to travel was to visit and worship sacred items. After determining the demand, the researchers utilized these data to assist towns in matching their tourism resources and services to the needs of visitors (Table 1).

Table 1: Community-based Wellness Tourism Supply and Demand Matching

Tourist motivation (Demand)	Communities' resources/ services offering (Supply)
Seeking new tourism experiences	- Strengthening community-based tourism by adding wellness tourism activities and using native botanicals into new products/services.
Self-rehabilitation	- offering local gastronomic experiences and drinks prepared from native herbal ingredients in order to self-rehabilitate after catching COVID-19 - Watching a show from local communities
Restoring equilibrium in one's life	- Creating a new wellness program titled "Three seasonal balance and harmony wellness programs: Hemant (winter), Wasan (rainy), and Kimhun (summer)" to balance personal well-being throughout the year. - Providing an authentic Thai massage and foot bath with blue trumpet vine botanicals
Visiting and worshiping sacred items	- Paying respect to and visiting Phrathat Na Dun (the Buddha's relics) - Adoration at an ancestor's rural shrine

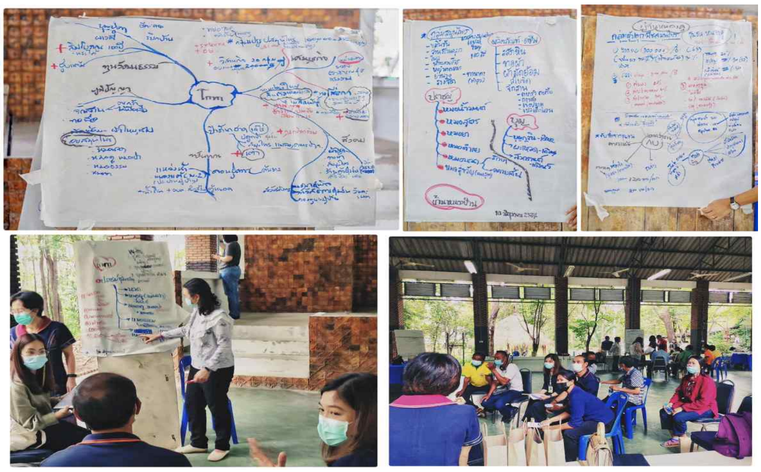

Figure 2: A process of a group discussion in the initial stage

Figure 3: The wellness tourism program operated by three local communities

In Study Two, tour programs for wellness tourism were devised and operated by three communities. When the tourists participated in the one-day wellness tourism program excursion, the activity was evaluated (Figure 3). The results indicated that the overall satisfaction rating was 4.43, which is a high degree of satisfaction. The most impressive program was a traditional Thai massage and foot bath with blue trumpet vine herbs (x = 4.70), followed by Local herbal Savoury leaf wraps (x = 4.67) and Hemant (Winter) lunch set menu; local foods made from local herbs and ingredients that are suitable for the Winter season (x = 4.67), respectively. This can be considered a high degree of satisfaction.

CONCLUSION

In the context of community-based tourism, this research examines communities' and tourists' perspectives on the development of new wellness activities by adopting Community-Based Participatory Research (CBPR). This project also constructed a CBT and designed wellness activities that match tourist demands to seek opportunities to boost their competitiveness. The establishment of a collaborative network among three villages presents the opportunity to address the issues of sharing tourism resources and information, training, promotion, and marketing to their respective communities. In addition, this study has significant implications for the perspectives of community- based wellness tourism programs held by tourists. The present study was one of a small number of studies that combined a trial tourism program with the development of a community-based wellness tourism product or service based on the sustainable tourism notion.

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REVENGE TRAVEL OR TRAVEL AVOIDING? CHINESE CROSS-BORDER LEISURE TRAVEL INTENTIONS POST-PANDEMIC

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INTRODUCTION

In December 2022, the Chinese government began winding down its three-year prevention and control against COVID-19 in China and, by January 2023 had achieved full domestic liberalization. The Chinese Ministry of Transport announced the removal of restrictions during spring festival travel season, such as the check of nucleic acid tests (NAT), QR codes to track and trace, and even temperature measurement. In the meantime, the Chinese National Health Commission stopped reporting the number of COVID-19 cases on a daily basis and advocated that the public improve self-prevention due to the high probability of exposure to the novel coronavirus. Part of Chinese people has already planned their next trip or on the way to destination. Ctrip.com reported that the booking quantity of cross-border flights and overseas hotels booking from mainland Chinese tourists increased more than four times year-on-year during the spring festival holiday. Meanwhile, a survey published by VISA emphasized that Macau had the most visitor arrivals (over 451,000) since the COVID-19 pandemic (GGRASIA, 2023). In contrast, another group of people perceive this new endemic environment as a higher risk of infection and avoid travelling to protect themselves from COVID-19. It is worth noting that China Tourism Academy predicts the number of domestic tourists will recover to 76% of 2019, while the number of cross-border tourists could only to 31.5% of pre-pandemic level (China Tourism Economy Blue Book NO.15, 2023).

These post-COVID-19 tourists' behaviors have been highlighted by prior scholars (Miao et al., 2022). On the whole, the results are seemingly contrasting behaviors: revenge travel (Wang, & Xia, L. 2021; Panzer-Krause. ,2022) and travel avoiding (Turnšek, Brumen, B. et al., 2020). Previous literatures explore the psychological roots of these double-side tendencies (Miao et al., 2022; Vogler., 2022) and mainly around the post-trauma effect of COVID-19 on tourists' travel intention and behaviors in post-pandemic in two main directions. On the one hand, several studies indicate the quarantine and lockdown of pandemic may cause negative effects, namely post-traumatic stress symptomatology (PTSS) or even Post-traumatic Stress Disorder (PTSD) (Wathelet et al., 2021). Which leads to subsequent stimuli avoidance (Fawaz, & Samaha, A., 2020; Zheng, Luo, Q., & Ritchie, B. W., 2022). On the other hand, re-expose to post-trauma in the post and after pandemic era may also bring about post-trauma growth (PTG) (Hamam et al., 2021; Cohen-Louck., 2022; Finstad et al., 2021). These salutogenic outcomes arouse people's desire toward travel and tourism behaviors, namely "revenge travel" (Wang, & Xia, L., 2021; Panzer-Krause., 2022) or more correctly "catch-up travel" (Fawaz, & Samaha, A., 2020). However, rare studies theorize and summarize the two behavioral trends in seemingly opposite directions simultaneously to explain tourists' behavior in one framework. There is scant research examine the double-side effects, or "Double-edged sword" effect of post-trauma, which is theoretically in one psychological model.

Accordingly, this study addresses the gaps of constructing COVID-19 post-traumas "Double-edged sword" effect model. For this purpose, the objectives are evaluating the Chinese potential tourists perceived risk level toward COVID-19, examining the post-trauma direction (PTSS vs.

PTG) of Chinese potential tourists' COVID-19 experience, and determining the moderating effect of post-trauma (PTSS vs. PTG) on their cross-border leisure travel intention.

LITERATURE REVIEW

If the perception on risk of a particular destination is higher than acceptable level, an individual may decide not to or cancel his/her travel. The perceived risk factor is an essential determinant in traveler's or tourists' decision-making process (Khan et al., 2017). Under the tourism context, Sharifpour et al. (2014) summarize and classify perceived risks as financial risk, physical risk, destination-specific risk, and psychological risk. Prior research identifies the physical risk with physical harm from terrorism, war and political instability, health concerns, crime, and food safety during travel (Long, & Aziz, 2022). Currently, the most severe travel risk is COVID-19 belonging to health concern. The level of perception on travel risk between during pandemic and post-pandemic are emphasized by scholars be different (Li et al., 2021). Therefore, it is necessary to evaluate the perceived travel risk level under current recovery era, particularly without governmental prevention and control. Thus, the first two hypotheses are proposed in this study:

- *H1: The perceived travel risk level of Chinese potential tourists is high in China during current post-pandemic era.*
- *H2: The perceived travel risk of potential tourists negatively influences their cross-border leisure travel intention.*

The avoidance coping style seems helpful in relieving stress and averting anxiety from more severe conditions. In contrast, the approach strategies allow proper behaviors and utilize a situation as an opportunity to obtain higher well-being (Roth, & Cohen, L. J., 1986). In the tourism context, Wang, & Xia, L. (2021) also describe some tourists pursuing remarkable travel experiences to gain a sense of control over COVID-19, while others intend to reduce stress from pandemic by leisure travel. The mediating role of approach and avoidance motivations between psychological are examined by the prior scholar (Wang, & Xia, L., 2021), and find that nostalgia as an antecedent motive indirectly influences leisure travel intention through approach motivation. Consequently, the following hypothesis is proposed:

- *H3: Approach-avoidance motivation mediates the effect of perceived travel risk level and cross-border leisure travel intention.*

Previous research explores the effects of COVID-19 pandemic on post-trauma, PTSS and PTG are the "Double-edged sword" consequences that lead to the two apparently contrasting trends of potential tourists' travel intention and behaviors (Boals, & Schuettler, D., 2011). From the outbreak of COVID-19 in 2020, it has brought stress, anxiety, and depression to general populations worldwide (Tyra et al., 2021). Coloma-Carmona, & Carballo, J. L. (2021) point out that PTSS can be more prevalent during disease epidemic such as COVID-19 pandemic. Meanwhile, psychological research investigates the high avoidance symptoms with COVID-19 of Chinese residents through PTSD Checklist for DSM-5 (Wang et al.,2022). In contrast with the adverse effects, the positive effects of post-trauma are also explored in some psychological research, which mainly focuses on PTG. Based on the posttraumatic theory, many scholars explored the positive changes of COVID-19 to potential tourists (Cheng, & Liu, L., 2022). Therefore, the following hypotheses will be proposed:

- *H4: Post-trauma moderates the relationship between perceived travel risk level and approach-avoidance approach motivation.*
- *H4a: Post-traumatic stress symptomatology (PTSS) negatively moderates the relationship between perceived travel risk level and approach-avoidance approach motivation.*
- *H4b:Post-traumatic growth (PTG) positively moderates the relationship between perceived travel risk level and approach-avoidan*ce *approach motivation.*

Adopting Wang, & Xia, L. (2021)'s model, the proposed framework of this study is presented in Figure 1.

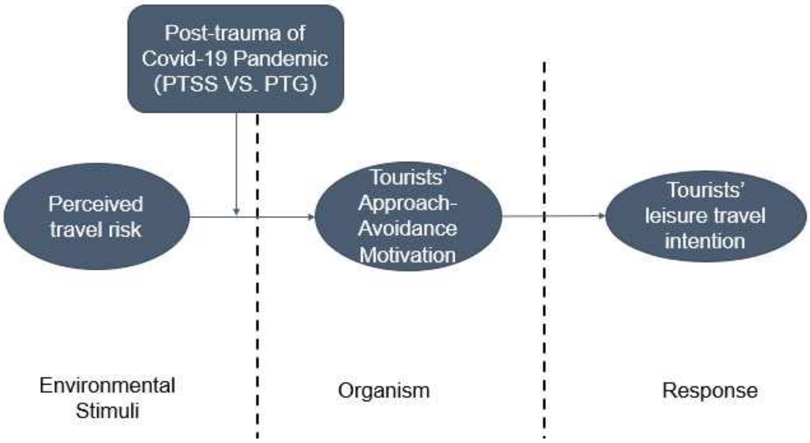

Figure 1. Proposed framework

PROPOSED METHODOLOGY

To ensure the reliability and validity of the survey, this study proposes to apply measurement items from previous research. The questionnaire will be designed with six parts. The first part includes six items of perceived travel risk adopted from Desivilya et al. (2015) and are adjusted to accord with the COVID-19 recovery era situations in China. The second part applies the new DSM-5 developed by Prins et al. (2016) to assess post-trauma stress symptoms (PTSS), which contains five items with binary answer(yes/no) and a score of ≥3 is considered as positive. Part three, to evaluate Post-traumatic growth（PTG）, this study utilizes Tedeschi and Calhoun (1996)'s Posttraumatic Growth Inventory(PTGI) which includes 21 Likert 5-point items. Part four adapts behavioral activation-inhibition system (BAS/BIS) developed by Carver and White (1994), which includes 11 items and is a Likert 7-point scale. In the last part, cross-border leisure travel intention contains three items combined from Lee et al (2012) and Wang and Xia (2021), using a 7-point Likert scale. Furthermore, this study proposes to investigate the destination region and demographic factors, such as gender, age, income level, leisure travel frequency before COVID-19 outbreak, marital status, and children number. The cross-border destination region includes Macao, Hong Kong, Asia, and outside of Asia. The target sample of this study is the potential Chinese tourists who live in China and experienced three years COVID-19 pandemic. The questionnaire will be conducted online through Credamo (Chinese version Mturk) platform and is expected to receive around 500 completed results.

Following, this study intends to employ appropriate analysis methods to test the hypotheses. To compare the inter-class differences of main determinants in demographic factors, the T-test, ANOVA and MANOVA will be utilized. This study will adopt the linear-regression method to verify the effect of potential tourists' perceived travel risk level, approach and avoidance motivation on their leisure travel intention. The Bootstrapping will be used to verify the mediating role of approach-avoidance motivation, and PSL-SEM will be employed to test the mediating moderator role of PTSS and PTG. All of the analysis will be conducted on SPSS 23.0 and SmartPLS 3.0.

IMPLICATIONS

This empirical study of taking into account the COVID-19 post-trauma's effect on Chinese potential tourists travel intention from the "Double-edged sword" effect perspective is among the first attempting to construct a model of it in tourism. Academically, it is a reference for future hospitality industry recovery studies on similar disease outbreak situations, which more comprehensively explain the effects of post-trauma on travel related decision-making. Practically, it provides a deeper understanding of the psychological origins of potential tourists' behaviors, thus design targeted and attractive marketing strategies.

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SELF-EFFICACY TOWARD E-CNY: FROM FOREIGN VISITORS' PERSPECTIVES

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INTRODUCTION

New payment systems (e.g., mobile payments) and crypto currency (e.g., bitcoin) have gained a growing acceptance in the digital economy. Along the trend, many countries are developing a central bank digital currency (CBDC). Among the front runners is China; a pilot version of digital yuan (e-CNY) was launched in 2019. Further, e-CNY was showcased in the Beijing Winter Olympics in 2022 for foreign visitors as well. Although allowing CBDC to be used by foreign visitors is considered as an opportunity to expand retail CBDC usage (Auer et al., 2021), there has been little research from the foreign visitors' perspective. Previous studies suggested that consumers' adoption of new digital payment instruments is affected by individuals' self-efficacy (Makki et al., 2016), which is influenced by individuals' preparedness toward the digital currency. Therefore, using the case of e-CNY, this current study examines the relationship between preparedness and self-efficacy toward foreign CBDC.

Preparedness has been conceptualized as activities aimed at improving responses and coping capabilities (Sutton & Tierney, 2006) regarding risk, planning, resource allocation, deployment in actual events, feedback, and learning (Baker & Ludwig, 2016; Tierney et al., 2002) as in emergency preparedness or disaster preparedness (Hystad & Keller, 2006; Orchiston, 2013; Tini et al., 2018). In the tourism literature, although the term "tourism preparedness" focused more on the provider's side, research has also noted the travelers' side because travelers, especially international travelers, need to prepare for the different situations that may arise during the trip, for example, learning about the travel designation's regulations and culture, gaining knowledge of travel security, and handling the crisis in the foreign environment. Tsaur et al. (2010) emphasizes that gaining knowledge of travel security and preparing how to deal with crises is essential to ensure a smooth and safe trip.

Specifically, recognizing the complex nature of consumers' preparedness perception, this research employed fsQCA (fuzzy-set Qualitative Comparative Analysis) and identify the combination of preparedness items that affect the individuals' self-efficacy. Further, the young generation, who are labeled digital-native, are likely to be more inclined to try foreign CBDC. Thus, this study focuses on the earlier generations (ages 40 and above). The results are interpreted by Plog's model.

METHOD

To test the relationship between the preparedness and self-efficacy toward foreign CBDC, this research conducted the online survey on June 2022 about the use of e-CNY when Koreans travel to China. Given active visitor flows between Korea and China, the Korean respondents are well fit for this research. The survey provided visual and text information about the e-CNY mobile wallet before asking specific questions. Adapting tourism preparedness (Tsaur et al., 2010) and technology readiness (Ayeh, 2015) to this current research context, we developed three dimensions of preparedness (preparing capability, emergency response, on-site using capacity) with thirteen factors that are associated with self-efficacy toward foreign CBDC, specifically e-CNY. To verify the relationship, this research adopted fsQCA. Based on the complex theory and the set theory, fsQCA investigate which configurations of conditions could lead to the outcome (Ragin, 2014). The research framework is shown in Figure 1.

The survey sample was Koreans with ages 40 and above (40s 44.5%, 50s 36.2%, 60s and above 19.3%), who have experienced visiting China at least once. We gathered 243 data sets. More than a half of the sample (51.9%) was male, 77% use credit card for off-line payment, and 61.7% had visited China for the vacations.

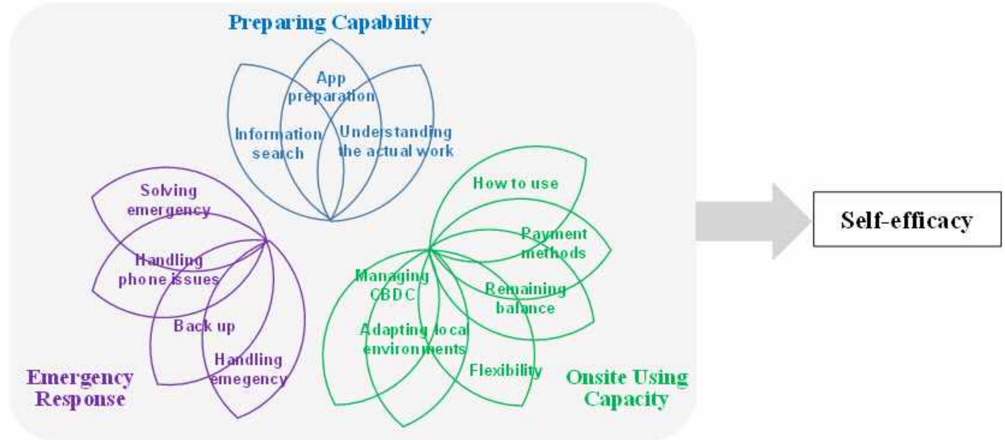

Figure 1. Research framework

FINDINGS

The results of fsQCA (Figure 2) identified seven patterns (R1 to R7) that are related to the self-efficacy toward foreign CBDC. Across these, three factors stand out, i.e., app (e-CNY mobile wallet) preparation, payment methods, and managing CBDC. Specifically, managing CBDC is a core element in three configurations; and app preparation is a core element in two configurations. These results suggest the following proposition.

Proposition 1: App preparation and managing CBDC are the keys to being confidently ready for CBDC from the tourists' perspective.

Then, this study labeled each of the configurations following the Plog's model and provide practical implications.

Travel Preparedness	Configuration Elements	Configurations for Over middle ages tourists typologies						
		R1. Allocentric	R2. Near-Psychocentric	R3. Near-Allocentric	R4. Centric-Dependable	R5. Psychocentric	R6. Centric-Venturer	R7. Psychocentric
Preparation Capability	Information search	⊗	•	•	•	•	•	•
	App preparation	•	●	•	•	●	•	•
	Understanding the actual work	⊗	•	•	●	•	•	•
Onsite using Capacity	How to use	●	•	⊗	•	•	•	●
	Payment methods	•	•	•	•	•	•	•
	Remaining balance	•	⊗	•	•	•	•	•
	Flexibility	•	⨂	●	●	⨂	●	•
	Adapting local environment	•	⊗	●	•	•	●	•
	Managing CBDC	•	●	•	●	●	•	•
Emergency Response	Handling emergency	⨂	●	●	•	●	●	⨂
	Back up		•	•	•	•	•	•
	Handling with phone issues	•	•	⨂	•	•	⨂	•
	Solving emergency	●	•	⊗	⨂	•	•	●
	Consistency	0.975	0.978	0.972	0.981	0.974	0.976	0.974
	Raw Coverage	0.155	0.114	0.131	0.114	0.144	0.150	0.241
	Unique Coverage	0.102	0.003	0.013	0.003	0.004	0.012	0.057
	Overall Solution Consistency	0.358						
	Overall Solution Coverage	0.881						

Note: ●= Core causal condition present /●= Peripheral causal condition present / ⨂= Core causal condition absent / ⊗ Peripheral causal condition absent

Figure 2. Travel preparedness configurations leading to self-efficacy

1. R5 and R7, psychocentric travelers These patterns reveal the tendency to be controlled, planned, and avoid the unfamiliar, not being flexible in the field, and avoiding emergencies. Plog (1974) described psychocentric travelers as self-inhibited and non-adventuresome, as well as preferring familiar destinations (Plog, 1974; Litvin, 2006). For these types, CBDC can be marketed as easy to control and manage even though there may be fewer on-site flexibility or the users have limited emergency handling capacities.

2. R1, allocentric traveler R1 was labeled allocentric traveler. Plog described, self-confident allocentrics, who “want to see and do new things” to explore the world (Litvin, 2006, p. 245). The results show that R2 focus more on on-site use than preparation. Also, this group showed strong confidence of solving emergency problem. Thus, for this group, highlighting on-site experience and usefulness of CDBC can be effective to enhance the self-efficacy toward CBDC.

3. R2, near-psychocentric traveler Plog (2001) described that the near psychocentrics are most likely to try a destination after it has been well traveled. For this group app preparation in preparation phase is essential as well as emergency responses. Thus, to facilitate CBDC usage, it will be effective to emphasize how travelers can prepare before travel and what they should do in the emergency situation.

4. R3, near-allocentric traveler Flexibility and adaptation appear to be important factor for this group. Adapting Plog (2001), this group was labeled near-allocentric, who tend to be the first major wave of adopters following the allocentrics (Plog, 2001). For this group, information on how CBDCs can be used in flexible way and how they can adapt local environment can help to boost the self-efficacy toward foreign CBDC.

5. R4, R7, centric dependable, and centric venturer These groups, which have high volumes of travelers compared to the four types, could be the key to understanding how travelers over 40s perceive foreign CBDC adoption for international travel. For these groups, flexibility, and managing CBDC on site will be useful to enhance the confidence about foreign CBDC use in the condition of lacking capability of solving emergency situations.

From these findings, we propose the following proposition

Proposition 2: Applying Plog’s model, different marketing focus can be applied by different target groups of travelers to enhance the self-efficacy toward foreign CBDC.

CONCLUSION

This research explores the combinations of conditions that can lead to international travelers confidence toward foreign CBDC. This study has two academic implications; 1) developed traveler preparedness, which is an important theme to understand tourists through examining how tourists can be ready as well as what components are appropriate toward novel financial technologies; 2) combining Plog’s model to understand the characteristics of among the consumers with ages over 40s, who are less willing to use new technologies; and, 3) employing the fsQCA methodology to reveal different and diverse patterns that have unique characteristics with over 40s, who are often misunderstand as a homogenous group.

Considering the new technology of CBDC in unfamiliar situations, Plog’s model helps understanding the diversity of traveler preparedness. The findings of this study will be useful for central banks to design and promote CBDCs for foreign visitors more effectively. Aligning travelers’ characteristics, destination characteristics with the findings of this study based on Plog’s model may help destination marketing organizations to attract visitors with a right fit and further promote CBDC as a new way of payment.

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WHAT ARE THE DIFFERENCES IN PRIVACY THOUGHTS BETWEEN TRAVELERS AND LOCALS AND HOW DO THEY INFLUENCE WILLINGNESS TO USE CBDC?

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INTRODUCTION

The popularity of cryptocurrencies like Bitcoin has increased, leading central banks worldwide to explore developing their own digital currencies, which are known as central bank digital currencies (Roy, 2023; Schonberger, 2023). Over 100 countries, including the US, are evaluating this central bank digital currencies (CBDCs), which are intended to be more stable and safer than cryptocurrencies (Smith, 2022). However, CBDCs face challenges regarding protecting user privacy (Roy, 2023; Smith, 2022). Despite these concerns, the CBDC in China has already gained millions of users in transactions (Georgieva, 2022). Korea also showed interest on CBDC, and conducted a pilot CBDC development program (Jung, 2021).

Our research aims to investigate personal information sharing perspectives related to CBDCs between locals and foreign travelers in Korea and China, focusing on the impact of features of traveling and the destination. Our research questions are: 1. Does an individual's inclination towards privacy change due to the characteristics of outbound travel, such as temporariness or uncertainty, resulting in changes of CBDC related privacy sensitivity or openness to share private information? 2. Does an individual's inclination towards privacy change due to the characteristics of the travel destination that issues CBDC, resulting in changes of CBDC related privacy sensitivity or openness to share private information?

LITERATURE REVIEW

According to the theory known as privacy calculus, people consider the potential gains and losses before deciding whether to provide their privacy for certain services (Gouthier, Nennstiel, Kern & Wendel, 2022). Based on this concept, we developed our model (Figure 1), which takes into account differences in individual privacy tendencies and circumstances.

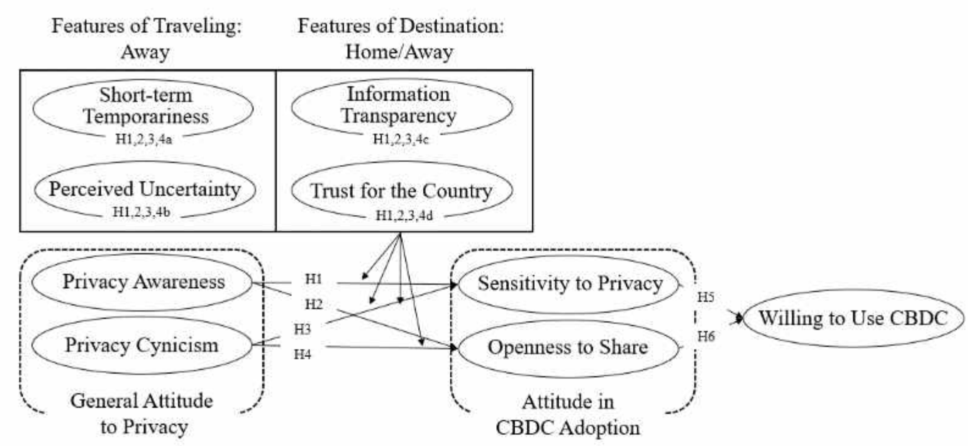

Figure 1. Research Model

Privacy cynicism is an attitude of helplessness, doubt, and resignation to personal data management by digital platforms and makes people subjectively think that efforts for privacy protection is useless (Hoffmann, Lutz, & Ranzini, 2016). Privacy cynicism and privacy protection practices have a negative association, and privacy fatigue that includes cynicism weakens the influence of privacy concerns toward sharing intention (Lutz, Hoffmann & Ranzini, 2020; Choi, Park, & Jung, 2018). Considering these previous studies, we established the following hypothesis:

H1 : Privacy cynicism negatively affects the sensitivity to privacy in adopting CBDC.

H2 : Privacy cynicism positively affects the openness to share in adopting CBDC.

Privacy awareness, referring to how well-informed a person is about privacy practices and rules, can describe individuals' general disposition to privacy issues (Xu, Dinev, Smith, & Hart, 2008). Privacy awareess is widely accepted to give a positive influence on a privacy sharing attitude in various contexts, such as E-commerce, finance, healthcare, and tourism (Ioannou, Tussyadiah, & Lu, 2020; Xu, Dinev, Smith, & Hart, 2008). Considering these previous studies, we established the following hypothesis:

H3 : Privacy awareness positively affects the sensitivity to privacy in adopting CBDC.

H4 : Privacy awareness negatively affects the openness to share in adopting CBDC.

Studies have shown that people who are more sensitive about their personal information are less willing to disclose their privacy when using a service that requires it. For instance, Kim, Park, Park, and Ahn (2019) found that individuals who are more sensitive about their own information were less willing to provide private information for using IoT service. Similarly, Ioannou, Tussyadiah, and Lu (2020) discovered that tourists who were more sensitive about their information showed lack of willingness to share it when dealing with online providers. Conversely, Xu, Luo, Carroll, and Rosson (2011) figured out that individuals who perceive sufficient value in sharing their information tend to have a greater willingness to provide private information, and thus show more intention to use mobile services that offer location-aware marketing. Considering these previous studies, we established the following hypothesis:

- H5: Sensitivity to privacy in adopting CBDC negatively affects willingness to use CBDC.
- H6: Openness to share in adopting CBDC positively affects willingness to use CBDC.

This study aims to investigate how different circumstances of CBDC use impact relationship between general attitude to privacy and attitude in CBDC adoption. Travel features like temporariness and uncertainty may have a moderating role between them. Temporariness may lead to greater openness, as seen in studies on employee's attitude toward innovation (Spanuth, Heidenreich, & Wald, 2020) and temporary tourist's activity participation (Monteniro, e Silva, Haustein & de Sousa, 2021). In some cases, temporary travel to exotic destinations has even been linked to increased risk-taking behavior (Berdychevsky, 2016). Considering these previous studies, we established the following hypothesis:

H1a : Short-term temporariness negatively moderates the relationship between privacy cynicism and sensitivity to privacy in such a way that short-term temporariness strengthens the negative effect of privacy cynicism on sensitivity to privacy.

H2a : Short-term temporariness positively moderates the relationship between privacy cynicism and openness to share in such a way that short-term temporariness strengthens the positive effect of privacy cynicism on openness to share.

H3a : Short-term temporariness negatively moderates the relationship between privacy awareness and sensitivity to privacy in such a way that short-term temporariness weakens the positive effect of privacy awareness on sensitivity to privacy.

H4a : Short-term temporariness positively moderates the relationship between privacy awareness and openness to share in such a way that short-term temporariness weakens the negative effect of privacy awareness on openness to share.

Perceived uncertainty can cause consumers to become passive. Studies show that perceived uncertainty can be an obstacle when trying online prescription filling or book purchasing (Pavlou, Liang, & Xue, 2007), and that people have a greater intention to use mobile apps that provide less privacy uncertainty (Al-Natour, Cavusoglu, Benbasat, & Aleem, 2020). Considering these previous studies, we established the following hypothesis:

H1b : Perceived uncertainty positively moderates the relationship between privacy cynicism and sensitivity to privacy in such a way that perceived uncertainty weakens the negative effect of privacy cynicism on sensitivity to privacy.

H2b : Perceived uncertainty negatively moderates the relationship between privacy cynicism and openness to share in such a way that perceived uncertainty weakens the positive effect of privacy cynicism on openness to share.

H3b : Perceived uncertainty positively moderates the relationship between privacy awareness and sensitivity to privacy in such a way that perceived uncertainty strengthens the positive effect of privacy awareness on sensitivity to privacy.

H4b : Perceived uncertainty negatively moderates the relationship between privacy awareness and openness to share in such a way that perceived uncertainty strengthens the negative effect of privacy awareness on openness to share.

The destination's features can affect the impact of disposition to general privacy toward attitude to CBDC adoption. Lack of information transparency can lead to worries about privacy, as people hesitate to give their information for personalized service or advertising (Awad & Krishnan, 2006; Knote, 2019). In e-commerce, perceived information transparency about a website is positively related to intention to use it (Zhou, Wang, Xu, Liu, & Gu, 2018). Considering these previous studies, we established the following hypothesis:

H1c : Information transparency negatively moderates the relationship between privacy cynicism and sensitivity to privacy in such a way that information transparency strengthens the negative effect of privacy cynicism on sensitivity to privacy.

H2c : Information transparency positively moderates the relationship between privacy cynicism and openness to share in such a way that information transparency strengthens the positive effect of privacy cynicism on openness to share.

H3c : Information transparency negatively moderates the relationship between privacy awareness and sensitivity to privacy in such a way that information transparency weakens the positive effect of privacy awareness on sensitivity to privacy.

H4c : Information transparency positively moderates the relationship between privacy awareness and openness to share in such a way that information transparency weakens the negative effect of privacy awareness on openness to share.

Trust in a country can affect the relationship between attitude to general privacy and disposition to CBDC adoption. Lack of trust in a company can trigger concerns in consumers when providing their private information (Knote, 2019), while trust can increase willingness to transact in e-commerce (Van Slyke, Shim, Johnson, & Jiang, 2006) and intention to provide personal information for websites and IoT services (Bansal & Genfen, 2010; Kim, Park, Park, & Ahn, 2019). Considering these previous studies, we established the following hypothesis:

H1d : Trust for the country negatively moderates the relationship between privacy cynicism and sensitivity to privacy in such a way that trust for the country strengthens the negative effect of privacy cynicism on sensitivity to privacy.

H2d : Trust for the country positively moderates the relationship between privacy cynicism and openness to share in such a way that trust for the country strengthens the positive effect of privacy cynicism on openness to share.

H3d : Trust for the country negatively moderates the relationship between privacy awareness and sensitivity to privacy in such a way that trust for the country weakens the positive effect of privacy awareness on sensitivity to privacy.

H4d : Trust for the country positively moderates the relationship between privacy awareness and openness to share in such a way that trust for the country weakens the negative effect of privacy awareness on openness to share.

PROPOSED METHOD

We'll survey Koreans and Chinese, prioritizing Chinese users of digital yuan who have visited Korea and Korean users of Korean mobile payments who have visited China. We'll also consider Koreans who have visited China and are familiar with CBDC.

EXPECTED IMPLICATIONS

By adopting relatively new concept, privacy cynicism, we established the model that can show there is privacy calculus in adopting CBDC, which shows theoretical implication. Further, It has been demonstrated that attitudes towards privacy in relation to CBDC vary depending on the domestic and foreign circumstances, and more specifically, the features of traveling and destination have an impact on the general attitude to privacy toward the attitude towards CBDC adoption. This finding also has practical implications for countries considering the adoption of CBDCs. For example, while countries may actively encourage short-term travelers to use CBDCs, they should also work to reduce uncertainty and increase transparency and trust.

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SOCIAL CAPITAL AND AFFECTIVE ORGANIZATIONAL COMMITMENT: THE ROLE OF NEWCOMER ADJUSTMENT

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INTRODUCTION

Attracting talent and improving the intention of newcomers to serve the ever-growing tourism and hospitality business is a fundamental labor problem in the hotel industry (Tsaur et al., 2019). The new generation of employees in the context of the Internet era, whose work values are more self- seeking and de-attachment (Moon et al., 2022), brings some challenges to the new employee socialization practices centered on organizational control.

Previous research on organizational socialization outcomes has placed much emphasis on performance in the workplace (Spagnoli, 2020) but has ignored the people themselves, particularly the affective aspect. For new employees to effectively initiate an affective connection with the organization, developing social capital through autonomy can have a positive effect (Ng & Allen, 2018; Watson & Papamarcos, 2002). However, whether there are more specific mechanisms of influence has yet to be fully verified, so introducing a multiple-assimilation perspective will help to examine the relationship between social capital and affective organizational commitment more clearly and to investigate the mechanisms of influence.

LITERATURE REVIEW

Social capital and affective organizational commitment.

Based on socialization resource theory, the affective connection between employees and the organization is established from the perspective of relational resources (Korte et al., 2013). Social capital is a socialization resource closely related to personal relationship networks. In the cultural context of China's "Guanxi" society, the impact of social capital on affective commitment is even more worth exploring.

The mediating role of newcomer assimilation-specific adjustment.

The factors of assimilation are multiple and include the extent to which new employees acquire knowledge, skills, and functional understanding of the new job, make connections with others in the organization and gain insight into the culture of the new organization (Ellis et al., 2015). Song et al. (2012) integrated assimilation factors, with fitting in, role negotiation, standing out, task mastery, membership identification, and interpersonal relationships constitute newcomer assimilation-specific adjustment. Newcomer assimilation-specific adjustment includes fitting in, role negotiation, standing out, task mastery, membership identification, and interpersonal relationships (Song et al., 2012), which together capture the dynamics of employees' adaptation to their tasks, roles, and cultural and psychosocial systems, predicting the embeddedness of new employees in the organization (Akgunduz et al., 2017), but these newcomer assimilation-specific adjustment have not been specifically studied and empirically supported in relation to affective organizational commitment.

Based on the literature, fourteen hypotheses are proposed for testing (Due to the abstract limit of no more than 3 pages, see Appendix B).

METHOD

Quantitative method with the questionnaire is used. and all the variables involved in this study are adopted from mature and commonly used scales, and the scales are further revised by pre-testing to ensure the operability of the scales (see Appendix A). The social capital measurement scale is from Tsai et al. (1998). The newcomer assimilation-specific adjustment measurement scale, using a scale developed by Song et al. (2013) for the organizational socialization of new hotel employees, has 20 measurement items. They are all measured on 5-point Likert scales. The affective organizational commitment measure scale was selected from a 7-point Likert scale developed by Allen et al. (1990) with 5 measurement items.

The study was conducted in Hainan, China, a popular tropical island where tourism is the pillar industry, and a large number of frontline employees work in numerous hotels. The questionnaire was distributed to luxury hotels (i.e., 4- to 5-star hotels) employees who joined the organizations less than 36 months, and the survey respondents filled out the questionnaire anonymously by their actual situation. A total of 400 official questionnaires were distributed, 357 were filled out and returned, with a response rate of 89.3%. Excluding invalid questionnaires, the final 326 questionnaires were valid, with an effective questionnaire response rate of 81.5%.

Several statistical analysis steps were conducted to test the proposed structural model. SPSS24.0 was used to perform descriptive and correlation analysis, and AMOS 24.0 software was adopted to perform structural equation modeling (SEM) analysis.

FINDINGS

Confirmatory factor analysis (CFA) was conducted first to validate the measurement model and the model fit is acceptable with CFI (.914), TLI (.905), and IFI (.914) are greater than 0.90, RMSEA (.059) is less than 0.08, SRMR (.046) is less than 0.07, and $\chi 2$/df (2.141) should be less than 3 (Bagozzi, 2010). Each index has reached the requirement, which means that the theoretical model has a good match with the data. The values of the square root of the average extracted variance calculated in parentheses on the diagonal line (AVE) show that there is also good discriminant validity among the variables (Hair, 2011).

Results from the SEM analysis show that social capital had a significant positive effect on affective organizational commitment (β=0.827, p=0.000). The direct effects of social capital on all six factors of newcomer adjustment were significant (95% BC confidence interval, not including 0). The direct effect of social capital on affective organizational commitment (β=0.257, p=0.079) was not significant in this mediated structural model. In contrast, the assimilation six-factor mediating effect between social capital and affective organizational commitment was significant (0.570, 95% BC confidence interval= [0.353, 0.856], p=0.000), indicating that the newcomer adjustment fully mediates the relationship between social capital and affective organizational commitment.

The newcomer assimilation-specific adjustment as a whole mediates the relationship between social capital and affective organizational commitment. However, it does not indicate that all six factors do. The analysis of the path-specific mediating effects revealed that fitting in (β=-0.064, 95% BC confidence interval= [-0.156, 0.009], p=0.088), standing out (β=0.013, 95% BC confidence interval= [-0.095, 0.126], p=0.759), and task mastery (β=-0.084, 95% BC confidence interval= [-0.305, 0.115], p=0.387) were not significant in mediating the effect between social capital and affective organizational commitment; the other three factors role negotiation (β=0.113, 95%BC confidence interval= [0.015, 0.247], p=0.026), membership identification (β=0.292, 95%BC confidence interval= [0.163, 0.415], p=0.000) and interpersonal relationships (β=0.275, 95% BC confidence interval= [0.076, 0.508], p=0.007) had significant mediating effects between social capital and affective organizational commitment accounting for 13.67%, 35.30%, and 33.25% of the total effect, respectively, indicating that mainly identity and interpersonal relationships, followed by role negotiation these three factors together play a multivariate mediating role.

CONCLUSION

Conclusions.

The results of this study show that social capital had a significant positive effect on affective organizational commitment. Still, the impact of social capital on affective organizational commitment was insignificant under the mediating condition with newcomer assimilation-specific adjustment. The indirect role of specific components of newcomer adjustment was first verified in which role negotiation, membership identification, and interpersonal relationships among newcomer adjustment had a significant positive effect on affective organizational commitment. In contrast, role negotiation, membership identification, and interpersonal relationships played a critical specific mediating role between social capital and affective organizational commitment. This suggests that social capital had a positive effect on affective organizational commitment through the mediating part of role negotiation, membership identification, and interpersonal relationships.

Contributions to the literature.

This research combines social capital (antecedent) and affective organizational commitment (distal outcome of organizational socialization) while introducing the mediating variable of multiple inclusion factors (proximal outcome of organizational socialization) to investigate the influencing factors and formation mechanisms of affective organizational commitment. In the field of organizational behavior, most previous studies on social capital and organizational socialization have focused on distal outcomes (e.g., job satisfaction, personal performance), have not integrated the joint influence of internal and external factors of individual employees (Song, 2012), and have lacked empirical investigation of the specific, actionable processes of organizational socialization. In addition, more research needs to be conducted to focus on the impact of social capital on diverse assimilation factors and affective organizational commitment. The research contributes to a more comprehensive understanding of how new employees integrate into the organization and understand the impact of various key factors. A paucity of research combines social capital with organizational socialization, particularly in understanding the factors and mechanisms that influence affective organizational commitment. This study can expand the knowledge of the antecedent variables of organizational socialization and further understand the process mechanism of new employees' assimilation into the organization and the formation of affective commitment.

Implications for managers.

First of all, social capital is a personal social network resource. The level of individual social capital also varies from person to person. It is recommended that companies examine the potential social capital level of employees through some indicators in the recruitment staff screening process. Second, the initial stage of organizational socialization of new employees is crucial for forming affective commitment. Managers can provide guidance and support for organizational assimilation in the three areas of interpersonal relationships, membership identification, and role negotiation for new employees. Finally, in the organizational socialization process of new employees' affective commitment shaping, managers need to focus not only on resource elements (e.g., social capital) but also on two aspects of specific organizational assimilation factors: affective facilitation (role negotiation, membership identification, and interpersonal relationships) and role shaping (fitting in, task mastery, and standing out).

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Appendix A. Measurements
Social Capital.
Structural social capital

SSC1. In general, I have a very good relationship with my organizational members.
SSC2. In my organization, I have many colleagues I consider friends.
SSC3. I have many colleagues from whom I seek work-related information.
SSC4. I know many colleagues whom I can approach if I want advice on a work-related question.

Relational social capital

RSC1. I can always trust my organizational members to lend me a hand if I need it.RSC2. Overall, I can rely on the colleagues I work with.
RSC3. Generally speaking, my colleagues and I have confidence in one another.
RSC4. The colleague always keeps his/her promises to me.

Cognitive social capital

CSC1. My organizational members and I always agree on what is important at work.
CSC2. My organizational members and I always share the same ambitions and vision.CSC3. It feels like my colleagues and I can communicate on the same 'wavelength.'
CSC4. It feels like my colleagues and I can understand each other.

Newcomer Adjustment
Fitting in

NAF1. Accepting the pivotal values of most others in this hotel.
NAF2. Accepting the common attitudes (toward work) of most others in this hotel.
NAF3. Accepting the main ideas of most others in this hotel.
NAF4. Accepting the pivotal organizational norms followed by most others here.

Role negotiation

NAR1. Negotiating with supervisors/coworkers about my desirable job assignment.
NAR2. Negotiating with my supervisors/coworkers about my desirable job changes.
NAR3. Adjusting my work role to best suit my talents and needs.
NAR4. Being allowed by supervisors/coworkers to use my own way to achieve higher job performance.

Standing out

NAS1. Doing the job better than others in this organization.
NAS2. Acting more professionally than other co-workers

here.

NAS3 Gaining my personal competitive advantage over other co-workers in this hotel.

Task mastery

NAT1. I have developed adequate skills and abilities to perform my present job within this organization.

NAT2. I have developed adequate knowledge required in my present job.

NAT3. I complete most of my present work assignments without assistance.

NAT4. I rarely make mistakes when conducting my job assignments.

Membership identification

NAM1. I am proud to be an employee of this hotel.

NAM2. I value being a member of this organization.

NAM3. I have a warm feeling towards this hotel as a workplace.

Interpersonal relationships

NAI1. I get on well with others in this hotel.

NAI2. I feel people in this organization really care about me.

NAI3. Most people in my hotel respect me.

NAI4. Overall, I have established a good “guanxi” (interpersonal relationships) with most other people in this hotel.

Affective Organizational Commitment

OAC1. I would be very happy to spend the rest of my career with this organization.

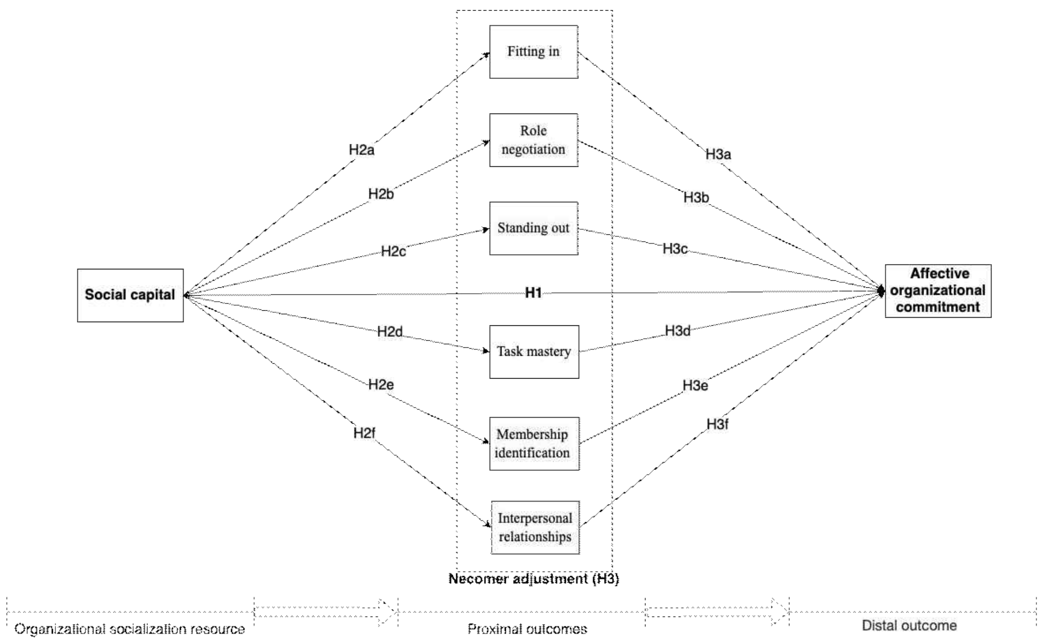
OAC2. I enjoy discussing my organization with people outside it.

OAC3. I really feel as if this organization’s problems are my own.

OAC4. I think that I could hardly become as attached to another organization as I am to this one.

OAC5. I feel like ‘part of the family’ at my organization.

Appendix B. Research Framework



H1: Social capital has a positive effect on affective organizational commitment.

H2a: social capital has a positive effect on fitting in.

H2b: social capital has a positive effect on role negotiation.

H2c: social capital has a positive effect on standing out.

H2d: social capital has a positive effect on task mastery.

H2e: social capital has a positive effect on membership identification.

H2f: social capital has a positive effect on interpersonal relationships.

H3: Newcomer assimilation-specific adjustment jointly mediate the relationship between social capital and affective organizational commitment

H3a: Fitting in specifically mediates the relationship between social capital and affective organizational commitment.

H3b: Role negotiation specifically mediates the relationship between social capital and affective organizational commitment.

H3c: Standing out specifically mediates the relationship between social capital and affective organizational commitment.

H3d: Task mastery specifically mediates the relationship between social capital and affective organizational commitment.

H3e: Membership identification specifically mediates the relationship between social capital and affective organizational commitment.

H3f: Interpersonal relationships specifically mediates the relationship between social capital and affective organizational commitment.

HOSPITALITY ASIAN-NESS AND CUSTOMER SATISFACTION: A STUDY OF HONG KONG HOTELS

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INTRODUCTION

The history of Hong Kong and the development of its modern tourism industry has been influenced by both Eastern and Western cultures. These Eastern or Asian influences have been clearly described as differentiating factors from Western hotels, particularly in luxury hotel brands (Fakfare et al., 2019). In corporate culture, Chen and Chon (2016) found that a more traditional Asian sociocultural lens was applied in Asian hospitality in contrast to the Western paradigm of standardised operating procedures. This has been intrinsically tied to concepts of Confucianism and its effect on the social fabric of Asian societies (Chon & Hao, 2020), which unavoidably affects the corporate culture of Asian businesses. According to Chin et al. (2016), the concepts of Asian-ness in service include the delivery of hospitality sincerely, demonstrating attention to detail and a more emotive interaction service delivery. The idea of Asian-ness is also extended to design, where the practice of *Feng Shui* (風水) can often be seen in elements of how the building and rooms are designed and put together, demonstrating a deep connection to these Chinese philosophies (Piuchan & Pang, 2015).

The Asian hospitality paradigm is inseparable from its embodiment of Asian-ness in development, operation, and customer service. In hospitality, the concept of 'Asian-ness' describes "the unique features that are special to Asia and driven by sociocultural and historical reasons" (Chon, 2019, p. 7). The manifestation of Asian-ness in the hospitality industry is affected by the social economy, history and culture, philosophy, and religion in Asia (Chon et al., 2020). For example, the widespread popularity of Confucian philosophy in Asia has shaped the Asian hospitality paradigm (Chon & Hao, 2020). Similarly, Buddhism's influence has significantly impacted the service style in Southeast Asia (Fakfare et al., 2019). This Asian paradigm of hospitality differs significantly from Western hotels' standardised and stylised operations models, as Asian hotels apply social and humanistic concepts to hospitality management and practices (Wan & Chon, 2010).

Corporate cultures in the Asian hospitality industry highlight relationships referred to in Chinese as *Guan Xi* (關係). This includes building harmonious and sustainable relationships between businesses and customers, leaders and employees, and businesses and society are often extra-sensory interactions of emotional significance (Gilbert & Tsao, 2008; Chon & Hao, 2020). Furthermore, service staff reflect Asian-ness in their practices involving gentleness, sincerity, giving, kindness, forgiveness, balance, keen attention to small details, the initiative in offering services, etc. (Chin et al., 2016; Chon, 2019). The design and decoration of many Asian hotels employ the principles of *Feng Shui* (風水) (Piuchan & Pang, 2015). Through its practice, it is believed to bring wealth, peace, and good luck to the hotel and its guests through the design, layout, and décor. Some well-known international hotel chains have started to embrace Asian- ness and incorporate Asian hospitality into their management and operational practices to pursue long-term development in Asia and worldwide (Chen & Chon, 2016).

The factors influencing customer satisfaction within hospitality include brand culture, physical setting, environment, and intangible service characteristics (Tan et al., 2014). The Asian paradigm in luxury hospitality demonstrates a distinct corporate culture, service style, and design (décor) which are very different from those of international luxury hotel groups. Many leading Asian hotel brands emphasise the unique ‘family concept,’ in which creating a home atmosphere, the concept of kindness and giving, and service with sincerity and humility are distinguished from the Western hospitality industry (Heffernan & Droulers, 2008). Furthermore, Chon and Hao (2020) highlighted the influence of Confucianism on Asia hotels, and they interpreted CSR (corporate social responsibility), business and work ethics, service provision, and leadership from the perspective of "benevolence, righteousness, courtesy, wisdom, and trust.

Despite the existing literature on Asian hospitality and Asian-ness in hospitality, there is a lack of comprehensive research that explores its influence on customer satisfaction. To address this gap, this exploratory study presents a conceptual three-dimensional business model outlining aspects of Asian-ness contributing to customer satisfaction within the hospitality context. In addition, the researchers looked at how the Asian-ness of hotels' corporate culture, services provided, and design elements collectively impact customer satisfaction. This study will contribute to the existing literature on customer satisfaction in the hospitality industry and offer valuable insights to hoteliers on aspects of Asian-ness in hospitality design that can attract and satisfy customers.

METHOD

Through the use of a multiple-case study approach (Yin, 1994), the study employs on- site observation, in-depth unstructured interviews, and online comments review (Denzin & Lincoln, 1994) to collect qualitative data, which was then analysed using thematic (Guest et al., 2012) and cross-case study techniques (Miles & Huberman, 1994). The analysis also involved the integration of existing frameworks, including the service strategy model (Albrecht & Zemke, 1985) and the Confucian hospitality business model (Chon & Hao, 2020).

To obtain rich and detailed qualitative data, the researchers conducted on-site observations at four selected luxury hotels in Hong Kong, paying close attention to aspects including the physical setting, interaction between staff and guests, and the overall atmosphere. Furthermore, in-depth unstructured interviews were carried out with hotel management and staff, allowing the participants to express their thoughts, experiences, and perceptions freely. Lastly, the researchers reviewed online comments from a popular review platform to gain insights into guests' experiences and satisfaction levels at the hotels selected for the on-site observations and interviews.

During the data collection process, the researchers took field notes to record their observations, experiences, and reflections. Triangulation was employed to enhance the credibility and reliability of the study by corroborating findings from multiple methods and data sources and through the involvement of all the researchers in the data collection and analysis process. The researchers then participated in a collaborative coding process of the data to categorise and describe their meaning. Through the coding process, themes emerged and were agreed upon by the researcher's consensus to form the basis of the proposed model.

FINDINGS

Upon comparing the four properties examined in this study, it becomes evident that the controlling ownership group is small and limited to a majority stake held by a single family or institution. These hotels share the commonality of being closely connected to a family or institution, directly influencing the owner's reputation and, by extension, their maintenance of 'face' (Chen & Chon, 2016). The desire to display wealth and offer hospitality to the community and dignitaries is also linked to *Guan Xi* (關係) in supporting the building of long- lasting relationships that can lead to further success and profits (Chon & Hao, 2020). Consequently, these cultural norms and contributing factors shape the owners' approach and the corporate culture of the hotels.

During site visits and observations of Asian-ness in hotel services, three aspects emerged as demonstrative of Asian-ness services: sentimental expressions, ceremonial behaviours, and cultural innovations. Sentimental expressions encompass the welcoming of guests, integrating Confucianism Asian philosophies such as *Qian Bei* (谦卑), *Gong Jing* (恭敬), and *Tie Xin* (贴心) into the services provided. Hotel staff deliver services with gentleness, sincerity, natural warmth, humbleness, and kindness, offering a "heart-to-heart" thoughtful service (*Tie Xin*, 贴心) to their guests. Ceremonial behaviours involve making the intangible tangible, while cultural innovations reflect the hotels' commitment to developing interactive and engaging activities that enhance guest experiences (Walls et al., 2011). These culture-based innovations facilitate value co-creation with guests and contribute to creating "unforgettable experiences."

The Asian-ness design components distinguish these hotels from the competition, providing a unique oriental traditional culture within the hotel environment. Traditional red or yellow colours, lighting, and Asian arts evoke a sense of ancient Eastern history (Chen, 2022), offering customers a distinct value and experience. From a hotel management perspective, ancient Chinese *Feng Shui* (風水) and *Qi Shi* (气势) concepts significantly impact life and fortune. By incorporating these principles, the Asian-ness hospitality design creates a peaceful environment for hotel guests and employees.

A review of online customer ratings and comments revealed positive attitudes towards the service, corporate culture, and design in all four hotels. Two hotels received a rating of 5 out of 5, with service ratings of 87% and 89%, while the other two were rated 4.5 out of 5, achieving service ratings of 80% and 84%, respectively. This demonstrates the overall customer satisfaction with the Asian-ness hospitality experience provided by these establishments.

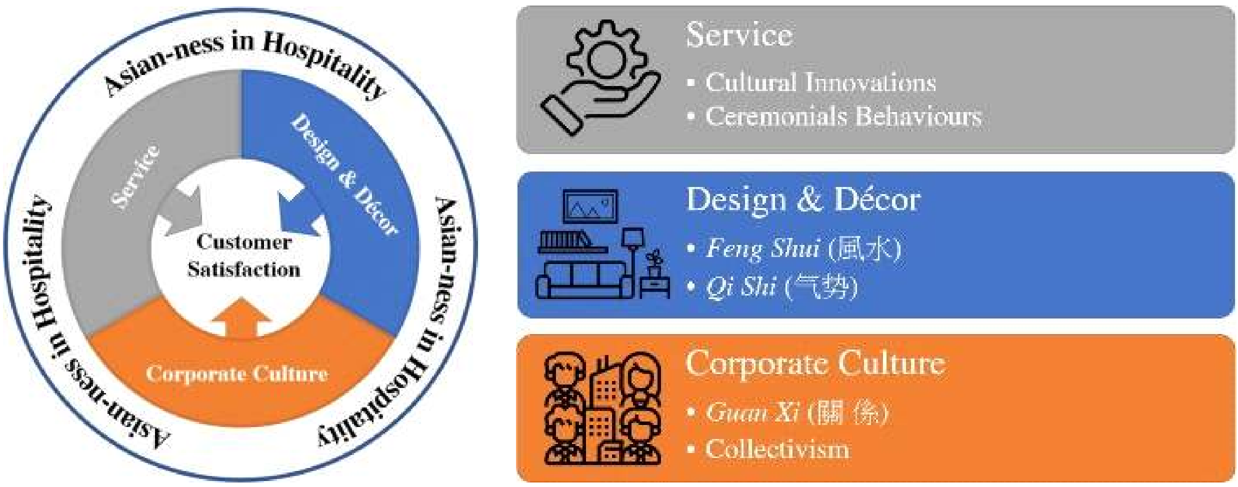

Figure 1. Asian-ness in Hospitality Business Model

CONCLUSION

This study proposes a concise three-dimensional business model for 'Asian-ness in hospitality', focusing on corporate culture, services, and design and their relationship with customer satisfaction. The model illustrates the interconnection between these essential dimensions and their impact on customer satisfaction. Given the future trends in hospitality and tourism in Asia, this study offers valuable insights for practitioners to revisit the role of Asian-ness in hospitality in hotel operations and management, answers a gap in academic literature, and provides a model and foundation for future studies.

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