CELEBRITY INVOLVEMENT, DESTINATION IMAGE, AND PLACE ATTACHMENT IN THE FILM-INDUCED TOURISM

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INTRODUCTION

Film-induced tourism has undergone rapid development of research (Rittichainuwat & Rattanaphinanchai, 2015) and is defined as "visitation to sites where movies and TV programs have been filmed as well as to tours to production studios, including film-related theme parks" (Beeton, 2005, p. 11). The importance of film-induced tourism has been recognized by destination marketers because it can bring benefits to filmed and portrayed sites (Yen & Croy, 2016). When viewers encounter destination through films, these films enhance their interests, formulate their destination image, and in turn have intentions of visiting these filmed destinations (Lee & Bai, 2016; Wong & Lai, 2015).

In the film-induced tourism, celebrities play a significant role in destination choice processes and travel behaviors (Yen, & Teng, 2015). This is because the traits of celebrity (i.e., image) can influence the destination image that potential tourists perceive and in turn may enhance their tendency of visiting the destination (Glover, 2009). Lee et al. (2008) proposed that the construct of celebrity involvement refers as the tendency to develop a heightened affection and attachment to a celebrity, explained by three dimensions: attraction, centrality, and self-expression. Fans with high level of celebrity involvement would transfer the positive image of celebrity into the filmed destination that celebrities signify (Lee et al., 2008). Therefore, past studies have studied the influence of celebrity involvement on destination image and found that there is a significant relationship between celebrity involvement and destination image (Yen & Croy, 2016).

Destination image refers to "a function of brand, and the tourists' and sellers' perceptions of the attributes of activities or attractions available within a destination area" (Gartner, 1986, p. 636-637), explained by two dimensions: cognitive image and affective image (Baloglu & Brinberg, 1997). Cognitive image means that an individual perceives the knowledge and beliefs of a destination's physical attributes. Affective image refers that an individual evaluates his or her feelings toward a destination (Baloglu & McCleary,1999). Past studies have found that destination image is significantly related to outcomes (e.g., destination trust and loyalty) (Chen & Phou, 2013). Specifically, destination image is a crucial determinant of place attachment (Chen & Phou, 2013; Prayag & Ryan, 2012). Place attachment refers as the affective bonds between people and the particular geographical areas (Lewicka, 2008). Place attachment is crucial to understand the destination outcomes such as satisfaction and future behavior intentions (Prayag & Ryan, 2012; Ramkissoon et al., 2013). Therefore, research on place attachment has been devoted to investigate the determinants of place attachment (Cheng et al., 2013; Hosany et al., 2016).

Accordingly, past studies on film-induced tourism have examined the relationship between celebrity involvement and destination image as well as the relationship between destination image and place attachment. However, the relationship between celebrity involvement and place attachment is under-examined. Additionally, celebrity involvement may influence place attachment through destination image. Hence, this study fills up the research gap by examining the relationship between celebrity involvement and place attachment and by clarifying the mediating role of destination image.

METHOD

The growth and popularity of film tourism in Asia is the phenomena of Hallyu or the Korean

wave (Kim & Nam, 2016), which refers that the Korean culture products (e.g., songs and TV dramas) are popular throughout the Asian areas (Lee et al., 2008). The new wave induces that many international tourists in the Asian countries (e.g., China and Thailand) visit Korea and experience the Korean culture. The famous Korean filmed locations, such as Daejanggeum Theme Park and Nami Island, have received the unprecedented number of international tourists' interests and visitations (Kim, 2012).

The Korean wave also has reached Taiwan because Korean TV dramas (e.g., Great Jang-Geum and Boys over Flowers) have received Taiwanese people's attention and induced Korean stardom (Yen and Tseng, 2015). Purposeful sampling method suggested by Fossey et al. (2002) was adopted to identify the qualified respondents, who had visited Korean film places and to maximize the range of representatives. Because fans in Taiwan often visit websites, forums, and bulletin boards (e.g., Kpopn and Korea Drama) of famous Korean film stars (e.g., Lee Min-Ho and Song Hye-Kyo), online survey was adopted in this study. We contacted with the online moderators, described our purposes, and asked for their cooperation willingness. After receiving their approval, the online questionnaire and the cover letter were placed on the websites or bulletin boards. Participants received a questionnaire including a measure of celebrity involvement, destination image, place attachment, and demographic variables.

All responses to questions were measured on a five-point Likert-type scale (1: strongly disagree to 5: strongly agree), except for affective image with four bipolar items on a five-point semantic differential-type scale and the respondents' demographics. Celebrity involvement was measured by twelve items from Lee et al. (2008). Destination image was measured using eighteen items from Baloglu and McCleary (1999). Place attachment was measured using the eight items proposed by Kyle et al. (2004).

Of the 400 questionnaires completed between February and April 2016, we obtained 375 usable questionnaires after deleting 25 surveys that respondent didn't have complete answers or there were missing data. Of the 375 respondents, men were 94 (25.1%) and women were 281 (74.9%). 31.5% of the total respondents' age were between 31 and 40 years. Additionally, 53.9% of the respondents identified themselves as married and 72.9% of the respondents received a bachelor's or higher degree.

FINDINGS

The reliabilities of questionnaire items were performed by using SPSS 20.0 software in this study. The individual Cronbach's alphas in celebrity involvement, destination image, and place attachment were 0.92, 0.91, and 0.92 respectively. Each individual value was greater than the standard of 0.7 (Nunnally, 1978), indicating that our questionnaire had high reliability.

Confirmatory factor analysis (CFA) was conducted to validate the main constructs in this study. The CFA results were shown as follows: $\chi2$ = 1619.47, df = 655, $\chi2$/df = 2.47, root mean square residual (RMR) = 0.04, root mean square error of approximation (RMSEA) = 0.07, incremental fit index (IFI) = 0.93, comparative fit index (CFI) = 0.93. Therefore, all of these fit indices were acceptable, suggesting that the overall model provided a good fit (Hair et al., 2010; $\chi2/df < 3$, RMR $\leqq$ 0.05, RMSEA $\leqq$0.08, IFI $\geqq$0.90, CFI $\geqq$0.90).

Convergent validity and discriminant validity of the scales were confirmed using the following steps. For convergent validity, we adopted three criteria: standardized factor loadings, composite reliability (CR), and the average variance extracted (AVE) (Hair et al., 2010). The standardized loadings of all observable indicators loaded significantly on their respective latent variables. The composite reliabilities were 0.94, 0.92, and 0.94 respectively, greater than the standard of 0.6 (Hair et al., 2010). AVE was between 0.53 and 0.79, which was above the recommended value of 0.50. Therefore, these empirical results supported convergent validity (Bagozzi & Yi, 1988). For discriminant validity, the AVE values for all pairs of constructs were compared with the squared correlation of the constructs. All squared correlations were less than the variances extracted by each construct (Fornell & Larcker, 1981). Thus, all constructs were distinct and had discriminant validity.

This study performed the structural equation model (SEM) and tested whether significant pathways between celebrity involvement, destination image, and place attachment. The results indicated that the values of the fit indices were high ($\chi2$ =

1619.47, df = 655, $\chi 2/df$ = 2.47, RMR = 0.04, RMSEA = 0.07, IFI= 0.93, CFI= 0.93). The results of SEM showed that the standardized coefficients for the paths from celebrity involvement to destination image, from destination image to place attachment, and from celebrity involvement to place attachment were all positively significant. Therefore, celebrity involvement was positively related to place attachment. Additionally, destination image mediated the relationship between celebrity involvement and place attachment.

CONCLUSION

Previous studies on film tourism have recognized the importance of celebrity involvement, destination image, and place attachment separately (Lee et al., 2015; Yen & Croy, 2016). However, to our knowledge, no study investigates their interrelationships in a single framework. Therefore, this study examines the relationship between celebrity involvement and place attachment and clarifies the mediating role of destination image. The findings report that celebrity involvement is positively related to place attachment. Furthermore, destination image has a mediating influence on the relationship between celebrity involvement and place attachment. Thus, destination image may be positioned as a referent to investigate how celebrity involvement affects place attachment.

The contributions of this study are as follows. First, scholars have shown that celebrities have an important significant influence on destination awareness and choice (Glover, 2009). One contribution of the current research is that heightened celebrity involvement induces their attachment to the filmed destinations that associated with celebrities. The findings complement the literature that examines the influence of celebrity involvement on outcome variables (e.g., celebrity worship, perceived value, and behavioral intention) (Yen & Croy, 2016; Yen, & Teng, 2015). Second, we have a deep understanding of how celebrity involvement influences place attachment. That is, destination image mediates the celebrity involvement-place attachment relationship. This findings supplement the statements of Wu and Zumbo (2008), which mediators can offer meaningful information on 'how' or 'why' an independent variable predicts the outcome variable for the advancement of theory development. Finally, from a practical viewpoint, the current research reveals that an understanding of celebrity involvement that induces destination image and place attachment can help destination managers to design effective communication and advertising activities.

Although this study has several theoretical and managerial implications, there are limitations that can be examined in future research. First, cross-sectional research design used during hypotheses testing does not enable confirming causal relationships. Second, the researchers gather data from a single source, indicating a possibility that common method variance may account for the significant findings. Future studies can design multiple data sources gathering.

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PERCEIVED IMPACTS OF TELEVISION-INDUCED TOURISM: THE CASE OF "FOREVERMORE" FILMED IN TUBA, BENGUET, PHILIPPINES

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INTRODUCTION

Over the years, there has been an increasing number of tourists that visit destinations featured in films and television series that were not directly related to any tourism promotion campaigns (Rewtrakunphaiboon, 2008) resulting to the "film-induced tourism". Several researchers strove to make a distinction between the cases of films and television series, since then 'film-induced tourism' and 'television-induced tourism' were used respectively (Hudson & Ritchie, 2006; Rewtrakunphaiboon, 2008; Karadag, 2011). Literature review revealed that several studies have been conducted in the Philippines regarding film and television-induced tourism (Ledda & Perez, 2005; Regalario & Vasquez, 2009; Castillo & Kaufman, 2009; Alcantara & Aquino, 2012; Salazar & Villamora, 2013). However, few studies have been carried out regarding the impacts on the host community. This study examines the influence of television-induced tourism on a small rural-based community in the Philippines.

'Forevermore' is a popular drama television series in the Philippines broadcasted on the latter months of 2014 and ended early in 2015. The main setting was a fictional community strawberry farm called Sitio La Presa. In reality, the name of Sitio La Presa is Sitio Pungayan which is located on top of Mt. Kabuyao in Tuba, Benguet (Cruz, 2015). Prior to the popularity of 'Forevermore', homes were few and far between each other and the area around had long been used as farm gardens (Guieb, 2015). A few months after the start of Forevermore, various establishments started appearing and selling products related to the show (Cruz, 2015). The television show then gave way to the emergence of various tourism-related jobs and establishments that had brought about significant change in the overall landscape of not only Sitio Pungayan but of the whole municipality of Tuba. Due to the concerns over the continuous degradation of the environment, officials of non-government organizations and representatives from the religious sector applied for a protection order halting tourism activities in the area. The court granted their request and Sitio Pungayan was closed to tourists.

This study identified the economic, environmental, and social impacts of tourism brought by the television series, Forevermore on Tuba, Benguet from the perspectives of the tourism stakeholders and the responses made by the local government and non-government organizations. The goal of the study was to determine whether the filming of the show has negatively or positively affected Tuba, Benguet.

METHOD

The methodology used by the study was qualitative. Selected residents, local government officials and members of non-government organizations were personally interviewed to gather their views regarding the economic, environmental and social impacts of the television-induced tourism in Tuba, Benguet, the changes observed or experienced by the residents and the actions of the local government that came about after these impacts. Impacts after the filming of the television show were identified by direct estimation of selected indicators from primary sources and the use of local secondary sources. Economic impacts were measured by the number of jobs generated related to tourism, volume of tourist arrivals, businesses that were established, and if family income of the residents have increased or decreased. Conversely, environmental impacts were identified with the help of the

stakeholders' perception (i.e. the amount of pollution they saw in the area with emphasis on solid waste, littering and deforestation). The aesthetic or visual pollution seen was also taken into consideration. Social impacts were measured in terms of how tourism impacted the resident's way of life in their own words and of the words of other stakeholders. An expounded inquiry into the local government unit's and the non-government organizations' respective responses to the social, economic and environmental impacts brought by the television show and the opinions of the residents regarding these responses were conducted. The period of investigation was limited to the year 2014, when the television show started its broadcast until the year 2016, when data for the study was gathered. The conduct of a quantitative survey was not successful because most of the residents refused to participate in the survey because they still have negative sentiments regarding the closure of their place to tourism. Thus, estimates were made based on oral testimony or of published government records and data.

FINDINGS

Drawing upon the primary data gathered from interviews with the stakeholders, it was found that the stakeholders had divided opinions whether Tuba, Benguet was affected positively or negatively by "Forevermore". Residents said that the tourism brought by "Forevermore" was positive because of the economic merits, but the local government and non-government organization involved were concerned of the environmental repercussions that came with this type of tourism. "Forevermore" enabled the residents to obtain alternative forms of livelihood to address the seasonality of agriculture, the main livelihood in the area. A massive boost in visitor arrivals came after the television broadcast of Forevermore consequently causing a notable increase in the income of the local government primarily gained from the mandatory fees collected prior to entry. Increase in employment and job opportunities offered for residents by both the local government and the newly built tourism business establishments in the area was also observed.

The main environmental change seen was the unrestricted rise of pollution in the area, such as improper waste disposal. Further issues arose when an illegal road construction project came to light which brought about massive logging irrevocably changing the landscape of the area. Bantay Baguio, a non-government organization acting as community watch, was the entity most worried about the ramifications of this issue. Residents, on the other hand, were aware yet rather tolerant to the threat of pollution to the area.

Moreover, residents expressed that the quality of their life improved, giving a sense of financial security. The stakeholders all agreed that Forevermore highlighted the area even after the end of the series broadcast and helped shaped its reputation as a tourism destination. However, it also caused social discomfort such as overcrowding. The huge volume of tourists coming every day caused traffic congestion that the local government failed to address.

A common consensus came about between the involved stakeholders that the local government was not able to perform their duties well leading to continuous environmental degradation up until the permanent environmental protection order was ordered by court to protect the area. It became evident that residents were more in favor of continuing tourism activities due to the massive benefits that they received. The local government and DENR expressed the same but they were more reserved and careful due to potential negative impacts it may bring. The only one who was totally opposed to the idea of continuing tourism activities in the future was Bantay Baguio.

CONCLUSION

Television-induced tourism offers an alternative avenue for the economic and social interests of a host community, yet poses a cautionary tale, as in the case of Tuba, on its massive changes to the surrounding environment. Accumulated findings state that stakeholders of Tuba, Benguet were divided in their opinions regarding whether tourism brought by "Forevermore" had positively or negatively affected Tuba. Views were expressed based on the different categories of impact mentioned,

economic, environmental, and social that in general; there were more positive reception based on the economic merits, but television-induced tourism became a negative impact when environmental effects were the center of discourse. In terms of social impacts, television-induced tourism was perceived as generally affecting the community positively. It was concluded that most of the stakeholders approve of future tourism development but tensions among the stakeholders are yet to be abated and consultations yet to be conducted. It is recommended that further research be undertaken on television-induced tourism, specifically. on its sustainability.

The case study of Tuba illustrates the notion that the involvement of all stakeholders is essential to a sustainable tourism planning and development (Heitmann, 2010). Insufficient communication was evident between all the concerned stakeholders. It is suggested that product identification and tourism awareness programs be part of the consultations for all the stakeholders to gain a more comprehensive understanding of the potential and proper management of tourism products in their area. The film industry, while not a direct stakeholder of the destination, can be considered an involuntary stakeholder (Heitmann, 2010). Recognizing the possible value of a partnership between the film production and the host community early on can all the more maximize television-induced tourism benefits between the two parties (Regalario & Vasquez, 2009).

This study aimed to contribute to the limited literature regarding perceived television-induced tourism impacts by stakeholders on a given destination. Moreover, this study paints a clearer picture for the various stakeholders in Tuba, Benguet on each perceptions of television-induced tourism in their community. The study points out the need for better communication among the stakeholders in all levels of the tourism planning process. A more, open and inclusive environment should be fostered by the local government agencies for community development to flourish and a holistic concern for the state of their community to transpire. Lastly, this study opens a valuable discussion on the rising establishment of television-induced tourism in the Philippines. By spreading awareness of its benefit and effects, with guided knowledge and proper management, television-induced tourism can be a competitive core asset in the continuing development of tourism in the Philippines.

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FILM TOURISM: THE ROLE OF GENRES IN FILM TOURIST EXPERIENCES

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INTRODUCTION

A specific type of tourism-Film Tourism-has recently been recognized within the tourism industry. Having approached it in several case-studies and research projects, researchers agree that, in certain conditions, a film may influence the decision of the viewer to travel to the destination that such film portrays, but note the general lack of understanding about the reasons why films may motivate tourists to travel, and the importance of further researching different elements of the film and their possible effects on tourism-related decisions. Indeed, it is possible that films affect tourists via several elements, most notably, visual beauty, plot, actors and genres, among others. This research project adheres to such recommendations and contributes to Film Tourism research by examining the influence of previously neglected "film genre" element and investigating the connection between film genres and tourist motivation factors and the overall influence of the film genre on the tourist's decision making process.

METHOD

The literature review component of this research consists of two major parts. Firstly, the concept of tourist decision making process is approached and examined. The studies of Bansal and Eiselt (2004), Decrop and Snelders (2005) and Hsu, Tsai and Wu (2009) are used to explore existing theories on tourist behaviour. The motivation element of tourist decisions received additional insight, most notably by reviewing the research of Yoon and Uysal (2005). The second part of the literature review explored the concept of Film Tourism, focusing in greater depth on its definition (Evans, 1997; Grihault, 2003), forms of this type of tourism (Macionis, 2004; Connell, 2012), film tourist profile (Busby and Klug, 2001; Kim, Agrusa, Chon and Cho, 2008) and case study examples (Hudson and Ritchie, 2006; Iwashita, 2006). Finally, film genre theories are reviewed in the studies of Stam and Miller (2000), Grant (2003) and Tudor (2003).

This research adopted a mixed method approach, subsequently, the methodological component is divided into two phases: a quantitative questionnaire survey followed by a series of in-depth interviews. The questionnaire, utilizing both closed and open questions, examined both how the tourists make tourism-related decisions and the influence that films have on such decisions (Wheeler, Shaw and Barr, 2004). The following analysis of the questionnaires was performed by using the SPSS (Statistical Package for the Social Sciences) tool (Field, 2009). This phase was followed by a series of qualitative face-to-face interviews with a purposive sample of the respondents who completed the questionnaire (Veal, 2011). The interviews focused majorly on four aspects of genres affecting Film Tourist experience: motivation to travel, changes in destination image and destination interest, emotional responses and experiences of the respondents and desired and/or previously experienced Film Tourism visits.

FINDINGS

The results suggest that film genres may affect the motivational factors, such as Excitement and Achievement (Yoon and Uysal, 2005). Moreover, emotions are an important factor in the decisions of Film Tourists (Kim, 2012), and films of specific genres may infuse destination with such emotions, alter the destination image and create an interest in the destination. Indeed, the role of emotions is critical, if not the main factor which dictates the influence of the genres on the decision-making process of the tourist, but not all genres may be able to cause emotions strong enough to affect tourist decisions. Emotion of excitement is found to be most often caused by film watching

experience, and the most efficient genre to cause it is "adventure". Similarly, romantic emotions are found to be most interest-causing and have the most positive effect on the image of the destination, which signals that films of the "romantic" genre are more likely to be efficient pleasing destination image constructers.

However, strength and specifics of the emotions, caused by the films, depend highly on the personality of the viewer, his/her educational level, maturity, cultural background, sensitivity, and other factors. Because of this, whilst general processes of genre influence are identifiable, it is much more difficult to predict the exact influence of the genre for a specific viewer, but it is possible to explore the behavior of specific tourist types and use the film genre as a prediction tool to help to identify the type of possible film-affected tourist and his/her possible position on the Travel Career Ladder.

CONCLUSION

This research suggests suggestion that genres, while useful when assisting the film tourist typology and behavior patterns, are but a small element of the overall film influence, which encompasses a wider range of elements such as visual beauty, plot, actors, credibility and the atmosphere. The visual portrayal of the destination is the key element which determines whether the film will affect the decision of the viewer to travel, but the genres of the film may allow the prediction of tourist type and possible travel behavior. In addition, for most tourists, film is an additional and not a primary factor which creates a wish to travel.

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MOANA-WILL THIS MOVIE HELP HAWAII'S TOURISM?

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INTRODUCTION

Over the past several years, Hawaii tourism officials have gained a growing awareness of the susceptibility of this industry to losses and variability through increased terrorism, higher fuel and travel costs, and other political, economic and health factors. With 8.94 million visitors to Hawaii spending more than $16.5 billion dollars annually, the success of Hawaii's economy is inexorably linked to the strength of its tourism industry (DBEDT, 2016). To increase visitor arrivals, strategic "niche" marketing has been implemented to also empower visitor affinity (Agrusa, 1998; Beaton, 2008; Butler, 1990; Chacko, 1996; Park & Jamieson, 2009) to strengthen a closer attachment to the Hawaiian Islands. An important example of this tactic is the use of movie tourism to increase tourism (Busby & Klug, 2001; Iwashita, 2008) to the Hawaiian Islands. This research paper will focus on the impact that the movie "Moana" has on the perceptions of Hawaii as a tourist destination.

The release of Walt Disney's latest animated movie, Moana takes place in a fictional mystic Oceania island in the South Pacific inspired by the cultures of Polynesia. Many families have viewed the film while countless children are outfitted with Moana gear and merchandise. With the film's increasing popularity and activity on social media, the movie Moana has potential to create interest in Polynesian (Berman, 2016) and Hawaii tourism. The movie's impact of Polynesian tourism with a concentration on Hawaii, through the representation of Polynesian and Hawaiian cultures can pose both opportunities and challenges for the Polynesian Islands. Hawaii among many other featured destinations, has experienced an increase in interest and tourism as a result of being featured in past movies.

The purpose of this study is to investigate the perceptions of representation of Hawaii in Disney's Moana movie among both residents and non-residents and to identify Hawaii travel motivators. This research paper will also investigate tourism development and cultural impacts to Hawaii that may result from the release of this most recent movie. Popular movies such as Fifty First Dates, Forgetting Sarah Parker, The Descendants, Soul Surfer and the 1961 Elvis Presley movie Blue Hawaii have been featured or has taken place in Hawaii that resulted in an increase in the state's media exposure (Yuen, 2012).

Moana, Walt Disney's latest animated feature takes place in a fictional mystic island in Oceania in the South Pacific. Moana, the young princess of the tribe from Motu Nui Island, travels in search of a fabled island of mysterious secrets and adventure. During her journey, Moana teams up with hero and demigod, Maui who navigates the ocean to save her island people.

Released in November 2016, Walt Disney's movie Moana made a significant contribution at the box office while climbing into the number one spot for the 2016 November Thanksgiving weekend with a gross dollar amount of $81.1 million (Schwartzel, 2016). Moana also earned the second-best November Thanksgiving weekend opening of all time behind Disney's movie Frozen which was released in 2013 (Schwartzel, 2016). Over the 2016 November Thanksgiving weekend, Moana hit new records for Walt Disney within a week after its opening, Moana took in an astounding $2.49 billion in North America, which is a record for gross dollar ticket sales by a studio in North America (Driscoll, 2016).

Moana has been integrated into Disney parks and resorts around the world including the Aulani Resort and Spa on the island of Oahu in Hawaii, Disneyland in California, and Walt Disney World Resort in Florida (Slater, 2016). Moana has also partnered with the modern-day voyagers of the sky, Hawaiian Airlines, launching an international campaign to market the movie. Exterior art decals of three of the Hawaiian Airlines aircrafts, in-flight

Moana themed items for purchase, and changing of the in-flight welcome video featuring Moana was highlighted on every flight (Murar, 2016). The planes will also be implemented on Hawaiian Airlines' regularly scheduled U.S. domestic routes as well as to international destinations including Brisbane and Sydney, Australia; Osaka and Tokyo, Japan; and Auckland, New Zealand, through 2017 (ABC Radio, 2016).

Prior to its release in theaters, Disney's Moana merchandising stirred up controversy shortly after Disney's release of the movie's merchandising products (CBS News, 2016; Ngata, 2016). Several items including its Maui demigod Halloween costume and pajama set were pulled from its online and physical stores (Bitette, 2016). These items were brown skinned bodysuits that sparked the concern of many and were compared to blackface or "Polyface" (USA Today, 2016) worldwide audience. Increasingly communication and cross- cultural understanding are at high levels of concern therefore, cultural references must move beyond the surface and better represent the deeper notions of culture to avoid possible over generalized stereotypical myths and misconceptions.

Hawaii has experienced a boost in tourism as a result of movie induced motivation in the past (O'Connell, 2012) and may see similar results from this movie. Additionally, with both of the movie's main characters having ties to the Hawaiian Islands, Hawaii may prove to become one of the top Polynesian Island destinations among the cultures represented in the movie Moana. Coupled with the integration of new technologies including facial recognition, destination product placement may provide new marketing opportunities in attracting well defined target markets. The Hawaii Tourism Authority test piloted facial recognition software in partnership with Expedia in 2016 to gauge expressions and reactions of potential traveler's (Stasko, 2016). Furthermore, cognitive computing platforms have developed augmented intelligence to create what was once a traditionally a heavy labor intensive process into cognitive movie trailer's through big data analysis in real time, cloud video technology (IBM, 2016) that can provide efficient high level targeted destination product placements.

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PRESERVATION OF LIVING INTANGIBLE CULTURAL HERITAGE: THE PERFORMING ARTS IN MACAO

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INTRODUCTION

Tourism benefits the preservation of intangible cultural heritage (Tikkanen, 2008; Xie, Osumare, & Ibrahim, 2007). However, after the successful inscription on UNESCO (United Nations Educational, Scientific, Cultural Organization) representative list of the intangible cultural heritage of humanity in 2009 (UNESCO, 2009), Cantonese opera (Yueju opera) has not yet received much attention from the tourist industry. As a cultural symbol of Cantonese folks, Cantonese opera is a valuable resource for the development of cultural and heritage tourism. Yet its tourism value is not well recognized and thus the attention from the society to its preservation is limited. This study attempts to explore the present development of Cantonese opera and its connection to tourism from the perspective of local government and performing groups of Cantonese opera in Macao.

In fact, the tourism values of cultural heritages have been widely recognized and studied (Santa-Cruz, 2016; Silberberg, 1995). Nowadays, many historical and cultural heritage sites in different destinations are popular tourist attractions and contributing a lot to the tourism economy by attracting many tourists (McIntosh & Prentice, 1999; Timothy & Boyd, 2006). The increasing popularity of heritage sites among tourists urges local government and communities to protect and care about their heritages sites more. A number of studies advocated the importance of preserving cultural and heritage (du Cros, 2007; McKercher, Ho, & Cros, 2004b; Moscardo, 1996; Santa-Cruz, 2016). The inscription on the world heritage list has highlighted the importance and universal value of the cultural heritage of the destination, as well as drawing much attention from the tourism industry (Hede, 2007; Yan & Morrison, 2007). Intangible cultural heritage is different from tangible cultural heritage in terms of management, marketing, and preservation (Ahmad, 2006; Bessière, 2013; Santa-Cruz, 2016). The preservation of intangible cultural heritage needs appreciation, understanding, and support from not only the local government, but also the general public and host communities (UNESCO, 2003).

As the intangible cultural heritage in the form of performing arts, Cantonese opera actually has received limited attention from the society of Macao after its successful inscription on UNESCO representative list of the intangible cultural heritage of humanity in 2009. While the Historic Center of Macao has received much attention from the local society and inbound tourists after its inscription on the UNESCO list of cultural heritage in 2005, Cantonese opera remains unpopular for tourists. Previous studies suggested that cultural heritage was important resource for enriching cultural and heritage tourism experiences and in turn, tourism would help to draw more attention to the preservation of cultural heritage (McKercher, Ho, & Cros, 2004a; Moscardo, 1996). Therefore, tourists' awareness of and interest in Cantonese opera are likely to draw more attention from stakeholders to the preservation of Cantonese opera. The local government and communities should take the lead to promote this intangible cultural heritage to tourists (Xie & Lane, 2006). Considering the lack of studies in the relationship between Cantonese opera and tourism, this present study attempts to explore how Cantonese opera is being preserved and introduced to tourists from the perspective of local performing groups of Cantonese opera and concerned governmental departments in Macao. The findings will reveal how host community and government preserve Cantonese opera and integrate it into tourism, as well as guide the future research about the beneficial relationship between Cantonese opera and tourism, as well as the sustainable development of intangible cultural heritage attraction with tourism.

METHOD

To meet the research objective of exploring

the present development of Cantonese opera and its connection with tourism in Macao from the perspective of stakeholders, this study took in-depth interviews with the local performing groups of Cantonese opera and concerned governmental departments. Such in-depth interview is well recognized as the appropriate method for capturing insights and subjective aspects of stakeholders' views of Cantonese opera development (Denzin & Lincoln, 2003). Three interviews took place with the management staff of Macao museum, Macao Cultural Affairs Bureau, and Macao Government Tourist Office by telephones and emails. Each phone interview lasted about 30 minutes, complemented by their informative documents and written replies to the questions regarding governmental support to Cantonese opera.

In addition, 12 performing groups of Cantonese opera agreed with the interview. A loose semi-structured interview approach was adopted in order to induce interviewees' actual and insightful thoughts about the development of Cantonese opera, as well as their opinions about the connection between Cantonese opera and tourism. The interview with each performing group lasted from 1 to 1.5 hours. Conversations were audio-recorded with the consent from the interviewees. All audio-recorded interviews with performing groups and governmental departments were transferred into transcripts. The notes taken during interviews were complementary to the transcripts. As suggested by Struss (1987) and Silverman (2011), open coding was undertaken to conceptualize and categorize data, followed by axial coding which aimed to group the codes according to conceptual categories that reflect commonalities among codes. The results are presented in the following section.

FINDINGS

There are three major categories emerged from the interviews: community-based performing groups, governmental support, and connection with tourists. Though Cantonese opera is well recognized as the intangible cultural heritage of humanity, no full-time performing group of Cantonese opera is established in Macao. Local Cantonese opera artists have established over 200 performing groups in Macao on a part-time basis. Interviewees participated in the annual live performances with their performing groups every year, and oftentimes joint hands with other artists from different local Cantonese opera performing groups to stage collaborative performances in Macao. Since there over 200 performing groups of Cantonese opera in Macao, local Cantonese opera artists gradually developed a community-based performing system through which they could easily form a new performing group with different Cantonese opera artists from the local, Hong Kong, and Guangdong cities to stage live performances of Cantonese opera on different scales. The collaboration among local performing groups facilitated resource and knowledge sharing, as well as improving the performance quality of individual performing groups and artists.

One of the challenges for the preservation of Cantonese opera is the difficulty of diversifying audience segments. Since recent years, elderly Cantonese residents have gradually dominated the audience seats of most Cantonese opera performances. Nevertheless, many audiences are no longer as passionate as before for Cantonese opera, and thus resulting in a relatively low box-office rate nowadays. The practice of delivering free tickets to audience is very common but still cannot help much to improve the box-office rate.

Governmental support is evidenced in the sponsorship to the annual performances of most registered performing groups of Cantonese opera in Macao. Local performing groups could apply for monetary sponsorship from concerned governmental department for their annual live performance. However, the governmental sponsorship in general only covers about a half of the total expense of each live performance. Performing groups need to find additional subsidy or sponsorship from private organizations and philanthropists to support their daily operation and the rent of rehearsal venues.

The contact between tourists and Cantonese opera is very limited in Macao, since most performing groups do not particularly promote their live performances to tourists due to their low marketing budget and little understanding of tourists' interest in watching live Cantonese opera performance in Macao. Macao Cultural Affairs Bureau and Macao Government Tourist Office

invited local Cantonese opera artists to perform as one of the shows in a few annual festivals and events for tourists, but overall, the exposure of live performances of Cantonese opera to tourists is still scarce.

IMPLICATIONS

Community-based performing groups benefit the preservation of intangible cultural heritage in the form of performing arts (Bergadaà & Lorey, 2015). The community-based characteristics of local performing groups of Cantonese opera enable frequent and easy interaction and collaboration among over 200 private performing groups of Cantonese opera in Macao, as well as evidence the effectiveness of preserving Cantonese opera with the supportive participation of many local Cantonese opera lovers and artists. The insufficient exposure and weak promotion of Cantonese opera to tourists limited tourists' awareness and interest in Cantonese opera. The attitudes of host government and community toward integrating such intangible cultural heritage as Cantonese opera into tourism are particularly important for building a mutual beneficial relationship between Cantonese opera and tourism. This study suggested both host government and community re-thinking about their current practice and policies for promoting Cantonese opera to tourists.

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EXPLORING MEANINGS AND VALUES OF ABORIGNAL TOURISM EXPERIENCES

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ABSTRACT

Indigenous destination is a tourism space full with ethnic culture attraction. The ways tourists experience indigenous destination are varied; and exotic culture plays different roles in recreation, and reflects distinctive meanings and values. This study intends to explore the nature of tourism experiences in indigenous cultural spaces by exploring the attributes of on-site activities, benefits of participations and pursuing values; further illustrate the meanings by constructing the patterns of experience linkages. Total 58 in-depth interviews were conducted; and the Means-End-Chain method is used to construct hierarchical value maps from visitor's tribal experiences. The most evident experience linkage indicates that the tribal tourists preferred novelty and like to learn from indigenous culture through participation traditional activities. Study concludes three distinct patterns of tourism experience at indigenous cultural spaces– enjoying nature and simple lifestyle, participating aboriginal style of recreation, and experiencing ethnic culture, which are drove by two noticeable value systems -happiness and enrichment.

Keywords : Ethnic Space, Indigenous Culture, Tourist Experience, Value, Means-end

INTRODUCTION

Tourism involves the movement of people outside of their normal places of work and residence. As such, it provides participants with novel experiences, often bringing them into contact with unknown places and people. Indigenous tourism refers to activities in which indigenous people are directly or indirectly involved either through control and/or by having their culture served as the center of the attraction. Exotic ethnic experiences reveal the special attractions of aboriginal tourism.

Various studies (Dyer, Aberdeen and Schuler, 2003; Butler and Hinch, 2007) have pointed to the mutual benefits experienced in cross-cultural, tourist-host encounters. These benefits include generation of positive attitudes on the part of tourist and host, increased cultural understanding, reduction of ethnic prejudices, and development of pride, appreciation and tolerance. Perspectives of indigenous tourism, inter alia, have varied from the host-guest nexus of tourism impacts (Butler and Hinch, 2007), to the conflicts and tensions between indigenous culture and tourism encroachment (Robinson & Boniface, 1999) to the debates on authenticity and commodification of cultural performance (Cohen, 1988, 2002). Areas of indigenous tourism, among many, include extensive ethnographic research on the Balinese in Indonesia (Picard, 1996); the challenges and opportunities of tourism development in Northern Territory in Australia (Ryan & Huyton, 2000); the situational adaptation of ethnic performance to re-signify aesthetic forms of traditional meaning in Canada (Mason, 2004); the contested interpretation of Maori identity in New Zealand (Taylor, 2001); and the perceived authenticity of indigenous souvenirs for local tourists in Taiwan (Xie, Wu & Hsieh, 2012).

The existing research on perceived experiences, including motivation, activities, preferences, values and meanings, is centered on quantitative aspects where tourists' decision making can be explicitly expressed. The intricacies of the cognitive structure, such as perceptions and valuations of the attributes of the good often result in complex choice structures. There exists a fuzzy conceptualization in the process of decision-making. This study addresses this gap by examining a means-end chain approach to identify underlying tourists' experience of indigenous tourism in the attribute-consequence-value patterns. It explores tourists' perceived benefits and meanings for visiting indigenous destinations, and further explore how activities participated facilitate

their desired values. Hierarchical value maps were developed to better understand tourists' value patterns and show a holistic picture of visiting these attractions. The paper starts with an extensive literature review on tourists' perception of indigenous tourism and introduces the concept of a mean-end chain approach.

METHOD

This study intended to target tourists who had visited aboriginal tribe destination in a month prior to interviews. Due to the locations of 14 aboriginal tribes are dispersed in various counties in Taiwan and situated in the remote mountains. Thus, this study sampled bloggers on internet who met criteria of study subjects and agreed to engage 40-60 minutes interviews through internet communications (i.e. SKYPE or MSN) or telephone with approval of recording. A total of 58 subjects participated. We successfully included respondents who had travelled to major tribes (Amis, Atayal, Tsou, Paiwan, Bunun, Rukai, Puyuma, and Saisiyat) in Taiwan as main travel destinations.

The interview began with questioning demographic profiles, following by previous travel experiences, and then focusing on their most recent tribal travels. This study using the laddering procedure, the interviewer first asked the respondent to specify at least three activities participated on the tribal tourism destination; then consecutively asked respondents what benefits/importance they perceived for each activity mentioned until the respondent could not go on. The Means-End-Chain method is used to construct implication matrix and draft hierarchical linkages among (product) attributes, (benefits of consumption) consequences, and values from examining the observable characteristics of activity and psychological perceptions of benefits and meanings.

FINDINGS

The interview began with questioning demographic profiles, following by previous travel experiences, and then focusing on their most recent tribal travels. This study using the laddering procedure, the interviewer first asked the respondent to specify at least three activities participated on the tribal tourism destination; then consecutively asked respondents what benefits/importance they perceived for each activity mentioned until the respondent could not go on. The Means-End-Chain method is used to construct implication matrix and draft hierarchical linkages among (product) attributes, (benefits of consumption) consequences, and values from examining the observable characteristics of activity and psychological perceptions of benefits and meanings.

There are 38 terms were generated from tourists' experiences of tribal travels (Figure 1). Among 13 types of (product) attributes, participating traditional activities (e.g., hunting, or waiving), and contacting with indigenous people (e.g., talking to, or dining with) are most often observed. Among 12 types of (benefits) consequences, relaxing (e.g., escaping from daily life) and novelty seeking (e.g., different and not easy to access) are most often mentioned. Among 13 kinds of values, enrichment (e.g., broaden views, creativity, or accumulating life experiences), and happiness (e.g., pleasant, or well-beings) are two most evident values perceived.

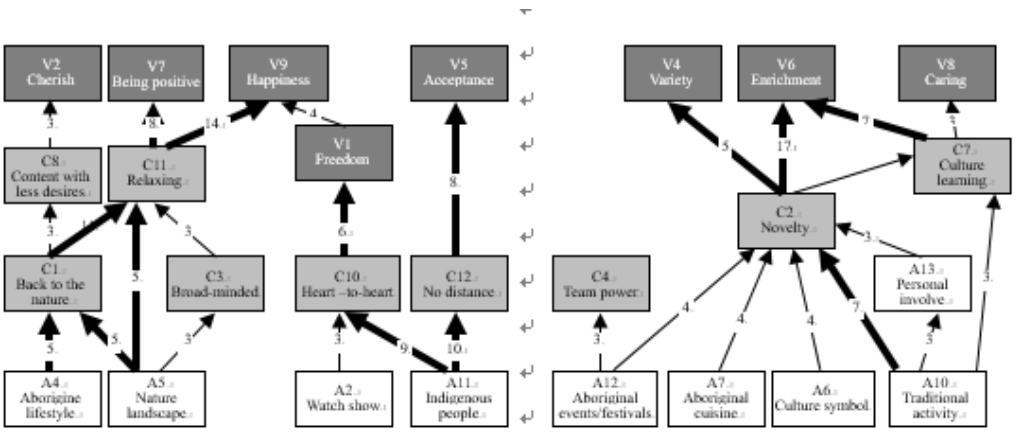

Figure 1 Hierarchical value map of tribal tourism experience

Pleasure from Enjoy Nature and Simple Lifestyle

There are two linkages can be included. The first linkage is to connect enjoying nature landscape (A5) to being positive (V7) or happiness (V9). While tourists enjoy the remote nature landscape, such as forest and streams during their trip to aboriginal tourism destination, they would feel like backing to the nature (C1), relaxing (C11) or broad-minded (C3), and these feelings reward themselves with the value of happiness (V9), and make them be positive (V7) as facing working (or living) difficulties. The second linkage can be observed is to connect tasting aboriginal lifestyle (A4) with cherish (V2), being positive (V7), or happiness (V9). Comparing with the busyness and complexity of modern lifestyle, the lifestyle of aboriginal tribe is less tenses (C11) and self-content (C8) with nature path (C1). While tourists have opportunity to sample such lifestyle, they may feel like coming back to the mother-nature, relaxing and content with less desire. Such feeling of relaxing will evoke people's value of happiness and staying positive. The induced feeling of self-content with less desire would elicit value of cherishing resources and other individuals. The constituents of these two linkages reveal an evident pattern (with total 88 links) of experience for tribal tourism - 'pleasure from enjoy nature and simple lifestyle'.

Enjoyment from Experiencing Ethnic Culture

Several linkages in the HVM together can illustrate an experience pattern of tribal tourism – visitors make themselves feel pleasant through experiencing various kinds of 'ethnic' activities. Respondents connect participating aboriginal festivals (A12), experiencing traditional activities (A10), having aboriginal cuisines (A7), and appreciating symbols of aboriginal culture (A6) with values of enrichment (V6) and seeking variety (V4). Tourist's curiosity (novelty-seeking for different experiences) (C2) can be triggered by experiencing ethnic culture such as tasting aboriginal foods (special ways of preparation or food materials) or symbols of aboriginal culture (such as totem, architecture, artifacts, or clothes), and will further reward the values of enriching life and seeking variety. In addition, respondents would link the opportunity to contact with aborigine (A11) and watching aboriginal performance (A2) with freedom (V1), happiness (V9) or, being acceptance (V5). The candid (C10) and hospitality ways of personal communications and interactions (C12) make tourists feel close, pure or sincere in constructing host-guest relationships. The candid and sincere interpersonal relationships would nurture the value of freedom and happiness. Unlike the distanced and detached interpersonal relationships frequently hold in modern society, the warm and hospitality ways by local aborigine would bring tourists the values of acceptance and respectfulness. Among various ethnic culture activities, contacting with indigenous people is most evident activity to nurture this pattern of experience.

Seeking and Learning from Others

The last experience pattern found from this study depicts that seeking and learning aboriginal culture compose a meaningful travel experiences for some tribal tourists. Except for links between experiencing ethnic culture activity (A12, A7, A6, A10) and values of variety and enrichment (V4, V6) found in previous pattern, events and activities, especially visitor can personally involve (A13), featured by the aboriginal traditions can satisfy tourist's curiosity of seeking novelty (C2) and facilitate their desires of learning aboriginal culture (C7), finally fulfill their terminal desires for caring of others (V8) and enriching their own lives (V6). Those ethnic culture experiences and learning would cater the values of seeking variety, life enrichment, and caring for others (including aborigine).

CONCLUSION

. Knowledge about how tourists experience ethnic culture, what are main attractions, what values/meaning tourists look for during touring aboriginal tribe destination are critical for contemplation of aboriginal tourism issues. The primary purpose of this study is to explore the nature and meanings of tribal tourism experiences. Three important conclusions draw upon study findings – (1) traditional activity, novelty-seeking, relaxing, and enrichment are most critical traits of tribal tourist's experiences; (2) tribal tourists have various patterns to experience tribal tourism - enjoying nature and simple lifestyle, touring ethnic culture, and seeking and learning from others; (3)

happiness and enrichment are two main values to lead the tribal tourist experiences. Study findings can be used by future researchers and practitioners as they examine, explain, or design tribal tourism experiences/ products

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Acknowledgements

This research was funded in part by a research grant (NSC 102-2410-H-259 -057 -MY3) from the Ministry of Science and Technology, R.O.C. in Taiwan conducted by the first author.

Thanks to our sponsors for supporting this conference.

REGIONAL ORGANIZATIONS' COOPERATION FOR ONSHORE EXCURSIONS OF CRUISE SHIPS IN JAPAN

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INTRODUCTION

The cruise industry is growing worldwide, especially in Asia. Between 2012 and 2015, passenger grew from 775,000 to nearly 2.1 million, a 39% compound annual growth rate in Asia (CLIA, 2016). Among those countries in Asia, Japan gained the largest scheduled number of port calls in 2016, i.e. 1526, and China followed it with 850.

Under this circumstance, in March 2016, the Japanese government sets the goal to raise the foreign arrivals by cruise ship to 5 million in 2020, while only 174 thousand in 2013, and has improved port infrastructures and systems which hinder cruise ships' calling at ports. Alongside it, regional governments have been making efforts to attract cruise ships to their destinations. Thus the Japanese industry of receiving cruise ship is being expanding.

According to Wang, et al. (2014), tourist attractions located near a port are the most important to be selected as a port of call. Regarding these attractions, regional organizations must consider the peculiarity of cruise's onshore excursions: battalion of tourists depart from and return to the port in a single day. Shibasaki et al. (2014) evaluated ports of call throughout Japan by applying the Analytic Hierarchy Process and concluded that natural resources were crucial for international cruise and ports of call near from the World Heritage site were highly appreciated. Shibasaki also mentioned that ports should be improved by concerning the preferences of cruise customers and the characteristics of onshore excursions. Based on the literature survey, Maeshima (2016) analyzed the characteristics of cruise ships operated by Chinese charterers and indicated future market changes and issues, and also summarized how to deal with regional revitalization policies and environmental problems in accepting cruise ships. Funck (2016) analyzed the case of Hiroshima with questionnaire as to foreign flagged ships and hearing survey to local officials of cruise, and concluded that preparation for onshore excursion for each nationality was important after grasping the demand and cooperation with other touristic activities was indispensable in order to maintain the large economic effect provided by calls of cruise ship. However, these previous studies do not focus on neither onshore excursion by comparing ports nor relationship between organizations relevant to cruise tourism around each port. This paper analyzes the ports of call throughout Japan that have received cruise ships in late years and considers how they made a cooperation with other bodies to plan and operate their onshore excursions.

METHOD

In this research, the ports of call throughout Japan were focused on. Data for the study were drawn from two questionnaire surveys and one hearing survey. First of all, the first questionnaire to the management bodies of port were conducted to reveal the result of port calls over the past five years, the core organization involved in onshore excursions and their policy to receive cruise ships in the future. This survey was to grasp the actual situation of accepting cruise ships in Japan. This first questionnaire was sent out to port management bodies of 84 who participate in Japan Cruise Port Association as of November 1, 2016, and the response rate was 96%.

Based on the first survey, the second questionnaire was conducted on the 82 core organizations to clarify the present onshore excursions including the question about resources and routes uniquely for cruise. The purpose, the tourism resources or routes proposed in the

promotion activity, and cooperating bodies of onshore excursions were asked in this survey, and the response rate was 82%.

Afterward, the hearing surveys to the major organizations and cooperative organizations were conducted in three ports; Hiroshima, Shimonoseki and Kitakyushu. From two questionnaire surveys, they can be considered as the ports that achieved significant increase of call of foreign flagged cruise ships and also significant efforts by the regional organizations related to onshore activities. This survey revealed the regional collaborative framework and unique tourist proposals for the cruise ships.

FINDINGS

Actual state of receiving cruise ships at each port and future intention to receive. All the port management bodies who responded to the first questionnaire had experience of receiving a cruise ship, moreover the rate of those who want to receive more cruise ships as this year in the future is 85% and about the same number is 15%. No port wants to decrease in receiving cruise ships.

Purpose and approach of regional organizations working on onshore excursions. The result of the questionnaire survey on cruise tourism and organizations related to cruise tourism shows all the ports are aiming at revitalization of regional economies. It is rare that one of the purposes for receiving cruise ships is to promote of exchange among residents (16%) or infiltration of maritime thought (1%).

This questionnaire also shows that more than half of organizations (61%) propose tourism resources and routes that are unique to cruise onshore excursions in promotion activity. And what is more, with respect to approximately half (46%) of organizations, at least one proposal unique to cruise was adopted in 2016. Table 1 shows what organizations consider for planning such proposals.

Table 1. Things for considering proposal unique to cruise (Top five)

Things to consider	Duration of stay onshore	Opinion of cruise line	Number of passengers	Nationality of passengers	Class of cruise ship
% (N=38)	92	84	66	66	61

Regional organizations' efforts of tourism proposals for foreign flagged cruise ship. The results of the hearing survey are as below. In Hiroshima, the Tourism Promotion Office of Hiroshima Prefecture takes the initiative on promoting onshore excursions from Hiroshima Port. Since there are two World Heritage Sites; "the Hiroshima Peace Memorial (Genbaku Dome)" and "the Itsukushima Shrine" around the port, the Tourism Promotion Office of Hiroshima Prefecture recommends their other tourism resources or routes along with these world heritage sites, and visit to "Hondori Shopping Arcade" was realized as the result of their proposal in 2016. By prefecture's subsidy, a restaurant ship for the Itsukushima shrine has been also getting popular as a choice of onshore excursion. In planning onshore excursions in Hiroshima, the Tourism Promotion Office takes advantage of the specialized committee for it in cooperating with the port division of the prefecture.

In Shimonoseki, the Port and Harbor Bureau of Shimonoseki City play a leading role in promotion of onshore excursions. Since the onshore excursion does not fall inside of the city, the Port and Harbor Bureau cooperates not only with the tourism division of the city but also with the tourism division of the Yamaguchi Prefecture and other cities to arrange tourism resources and routes. It could be considered as a reason why the Shimonoseki port was able to accept some of 1000 passengers in a time, and it succeeded to direct tourists to the hot springs inside and outside the city.

In Kitakyushu, as in Shimonoseki, the Port Promotion Division in Kitakyushu Seaport and Airport Bureau of the city plays a central role to work on attracting cruise ships and considering its onshore excursions. The Port Promotion division participates in a council named "Cruise Setouchi"

with other ports in the Seto Inland Sea in addition to collaboration with other ports on the coast of the Japan Sea such as Aomori, Kanazawa, Sakaiminato and Kobe. Kitakyushu utilizes those frameworks to appeal in exhibitions and to organize symposiums for domestic and oversea cruise lines. Seminars about cruising are also held for the citizens by the Port division of Kitakyushu City. Although there are tourism resources such as Kokura Castle and Kokura Garden, the Port Promotion Division considers that they are less attractive than other areas, so it proposed a Japanese cultural experience program such as "Kimono Fashion Show" that supported by citizens' groups. These programs have become popular and established by now as an onshore excursion.

CONCLUSION

This paper aimed to summarize the actual situation of receiving cruise ships in Japan and the ways of cooperation between regional organizations around Japanese ports of call. The first questionnaire survey as to 84 port management bodies who participated in Japan Cruise Port Association was conducted to ask questions about their port calls over the past 5 years. The survey items in the second questionnaire on 82 core organizations for onshore excursions were about the purpose of onshore excursions, tourism resources and courses proposed in promotion activity. The hearing survey was conducted on regional organizations concerned with onshore excursions in three ports: Hiroshima, Shimonoseki and Kitakyushu, and relations with each organizations, unique tourism resources and courses are investigated.

The result of first questionnaire survey clearly shows that almost all of the ports want more calls so it can be desirable to avoid working individually and to make wide-area collaboration among regional governments.

The result of second questionnaire survey indicates that all ports are engaged in onshore excursions for revitalizing regional economy and more than half of ports propose tourism resources and routes that are unique to cruise tourism. Furthermore, about half of ports respond that their proposals have chosen by cruise liner in 2016. Those proposals are planned taking into account cruise peculiarity, e.g. time limit, number of passengers. Consequently, about half of organizations' efforts to involve in planning onshore excursion in anticipation of economic effects make sense.

The result from the hearing survey shows that the system of the regional organizations to work on onshore tourism differs according to port. For instance, in Hiroshima, an attraction ship is led by the port division of the prefecture and stakeholders in tourism sector are led by the tourism division while both of them are led by the port division of the city in Shimonoseki. The tourism department and the port department have better to cooperate to establish a framework to clarify the role sharing and it is necessary to consider cruise peculiarity as mentioned above.

If there is a framework which leads tourist attractions at the prefecture level, it will be helpful for formulating strategies in a wide area and offering tourist attractions and routes that can be visited from the port (From the case of Hiroshima and Shimonoseki). It is also shown that the framework beyond prefectures and efforts for citizens also contribute to the appeal of onshore excursions (From the case of Kitakyushu). In concluding, it should be noted that it is important to use different frameworks of collaboration across the city, prefecture and prefectural boundary depending on current status or future target to adopt the need of cruise ships from various countries.

Receiving a port call of a cruise ship means to accept hundreds to thousands of tourists in a single day and the area to where they can access in less than 60 minutes from the port has a possibility to accept them. Such areas account for a considerable range in an island nation of Japan. Because of this large scale, rapid growth of cruise market in recent years in Asia, and its characteristic that can be influenced by changing social and economic conditions, it has been difficult for ports to collaborate in an existing local frame and they have dealt with accepting cruise ships by their own cooperative organization in each area.

Through the cooperation between near ports and also between the ports in the same sea area with sharing information, it can be said that the

destination ports are able to strategically promote their region's tourism to the cruise market.

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INVOLVEMENT, SPIRITUAL EXPERIENCE, AND BEHAVIOURAL INTENTIONS IN RELIGIOUS TOURISM

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ABSTRACT

This study identified the hypothesised relationships amongst involvement, spiritual experience, and behavioural intentions in religious tourism. A face-to-face questionnaire survey was administered and 400 valid questionnaires were collected during the annual Dajia Mazu Pilgrimage Festival, a 9-day, 8-night pilgrimage walk of up to 12 hr per day, with a parade route across 4 coastal cities in Central Taiwan: Taichung, Changhua, Yunlin, and Chiayi. The results revealed significant positive relationships between self-expression, attraction and spiritual experience, as well as between spiritual experience and behavioural intentions. Moreover, this study suggested that spiritual experience may be an accurate predictor of behavioural intentions, particularly regarding religious tourism.

Keywords: Self-expression, Attraction, Dajia Mazu, Intangible cultural heritage of humanity

INTRODUCTION

Religions impart hope to people, enrich their spiritual life, and also generate tourism through pilgrimages and religious tours (Kasim, 2011; El Hanandeh, 2013). Amongst the many religions in Taiwan, Mazu, the Taoist goddess, is one of the most popular deities, with more than 500 temples enshrining her throughout Taiwan (Bureau of Cultural Heritage, R.O.C, 2017; Wikipediaa, 2017). The Dajia Mazu Pilgrimage Festival has become one of the most crucial religious festivals in Taiwan, having been held every lunar March since the Qing Dynasty (1730 AC). Hundreds of thousands of tourists attend the annual festival for 9 days and 8 nights. Participants trek over 300 km, carrying a statue of Mazu, representing the largest Chinese religious pilgrimage worldwide (Yao, 2010; Dajia Chen Lan Temple Website, 2013).

Many Taiwanese people have strong religious beliefs and involve in Mazu, in both urban and rural areas. People attend temple worship and pray for peace and blessings (Chang & Chu, 2012). The concept of involvement originally derived from social judgment theory, proposed by Sherif and Cantril (1947), and is defined as the degree to which an object or idea is centrally related to the value system of a person. Freedman (1964) believed that involvement emphasises the interest of identity in a particular topic. Zaichkowsky (1985) further suggested that involvement is a psychological concept defined as the level of interest or relevance of a product for people based on their inherent needs, values, and tastes. Hence, understanding customer involvement can comprehensively explain their attitudes and behaviours (Cheung & To, 2011).

Tourism studies have defined spiritual experience as the feelings of awareness of self and others, a sense of connection, and intense sensation (Little & Schmidt, 2006). For instance, King (2003) demonstrated that people who attend church more frequently tend to possess deeper spiritual experience, love, and hope. Research on spiritual experience has been scant in travel and leisure before 2010 (Schmidt & Little, 2007; Norman, 2011; Sharpley & Jepson, 2011; Heintzman, 2012; Kraus, 2012, 2014). Several studies have indicated that a high level of involvement in religion enhances people's spiritual experience (Seybold & Hill, 2001; King, 2003; Hill & Pargament, 2003). Questions remain as to whether tourist involvement is an accurate predictor of spiritual experience in pilgrimage festivals.

Favourable behavioural intentions frequently represent customer conative loyalty. Customer loyalty is a crucial goal in the consumer marketing community because it is a key component for a company's long-term viability or sustainability (Chen & Chen, 2010). Few researchers have indicated that spiritual experience and behavioural intentions are positively related in tourism (Van

Cappellen & Saroglou, 2012; Matheson, Rimmer & Tinsley, 2014). This study focused on the relationships amongst involvement, spiritual experience, and behavioural intentions in religious tourism.

LITERATURE REVIEW AND HYPOTHESES

Religious tourism

The faithfulness of a religion's followers usually generates two important activities: religious tourism and pilgrimage. Religious tourism and pilgrimage are similar in the way that they both involve tourists who go on a tour and return home within a certain period of time for a certain purpose, including the religious purpose (Blackwell, 2007). Religious tourism and pilgrimage are still somehow different in some way. "Religious tourism, also commonly referred to as faith tourism, is a type of tourism, where people travel individually or in groups for pilgrimage, missionary, or leisure (fellowship) purposes" (Raj & Morpeth, 2007; Wikipediab, 2017). Rinschede (1992) defined "religious tourism" in the way that "Religious tourism is that form that is exclusively or strongly motivated for religious reasons. One of the oldest types of tourism and a worldwide phenomenon of religious history, it can be differentiated into various forms. The short-term religious tourism is distinguished by excursions to nearby pilgrimage centers or religious conferences. The long-term describes visits of several days or weeks to national and international pilgrimage sites or conferences.

Pilgrimage, however, is "a journey or search of moral or spiritual significance. Typically, it is a journey to a shrine or other location of importance to a person's beliefs and faith, although sometimes it can be a metaphorical journey into someone's own beliefs" (Collins-Kreiner, 2010). Pilgrimage is as well defined as "a journey claimed to be undertaken for reasons involving religious sacrifice, and that applying the word pilgrimage to tourism is only an example of the use of metaphor" (Palmer, Begley, & Coe, 2012). Further research distinguishes "pilgrimage" from "tourism" in the way that "the term 'pilgrimage' connotes a religious journey, a journey of a pilgrim, especially one to a shrine or a sacred place, but its derivation from the Latin 'peregrinus' allows broader interpretations, including foreigner, wanderer, exile, and traveler, as well as newcomer and stranger. The term 'tourist' also has Latin origins, namely 'tornus', one who makes a circular journey, usually for pleasure, and returns to the starting point" (Puşcaşu, 2015). The differences between "religious tourism" and "pilgrimage," thus, have a clear identity.

The relationship between involvement and spiritual experience

Previous studies have found that a high level of involvement in religion enhances people's spiritual experience (Seybold & Hill, 2001; King, 2003; Hill & Pargament, 2003). Hinterkopf (1994) indicated that regularly attending religious activities facilitates psycho spiritual growth and enables people to find new life giving connections to their spirituality. Hill and Pargament (2003) proposed that the predominant religion and spirituality measure was a type of global index of religious involvement, most notably, the influence of denominational affiliation or frequency of church attendance on spiritual experience. Koenig, George, and Titus (2004) believed that religious activities, attitudes, and spiritual experiences are prevalent in older hospitalised patients, and the greater their involvement in religion, the higher the spiritual experience they perceive.

The relationship between spiritual experience and behavioural intentions

Few researchers have indicated that spiritual experience and behavioural intentions are positively related in tourism (Van Cappellen & Saroglou, 2012; Matheson et al., 2014). Van Cappellen and Saroglou (2012) observed self transcendence to be a primary component that is relevant for regional and spiritual experience connections with, and effects on behavioural intentions in Tibet. Matheson et al. (2014) indicated that visitors who attended the Beltane Fire Festival in Edinburgh perceived a spiritual experience, and that spirituality encourages repeated tourist visits.

The relationship between involvement and behavioural intentions

Some studies have indicated that involvement can influence behavioural intentions in tourism (Lee & Kwon, 2009; Wang & Wu, 2011; Shen, Guo, & Wu, 2014). Lee and Kwon (2009) found that tourists developed high behavioural intentions based on their level of involvement in culinary tourism. The greater their involvement in food and behaviour, the greater their behavioural intention is. Wang and Wu (2011) proposed a relationship between involvement and revisit intention when visiting museums. However, whether the involvement of religious tourists is an accurate predictor of their behavioural intentions remains unclear. Accordingly, the following hypotheses were formulated.

H1: Involvement has a significant positive relationship with spiritual experience in religious tourism.

H2: Involvement has a significant positive relationship with behavioural intention in religious tourism.

H3: Spiritual experience has a significant positive relationship with behavioural intention in religious tourism.

METHODOLOGY

A questionnaire survey was adopted for this study; the target participants were visitors participated "2016 Dajia Mazu Pilgrimage Festival" in Taiwan. The questionnaire was designed by referring to concepts developed based on reviewed literature.

Instrumentation

Involvement. The involvement measurement was based on Kyle, Graefe, Manning and Bacon (2004). Fifteen items, including statements such as "Mazu pilgrimage is important to me", "I enjoy discussing Mazu pilgrimage with my friends" and "Mazu pilgrimage says a lot about who I am", were listed and visitors were asked to indicate their levels of agreement, from "strongly disagree (1)" to "strongly agree (5)".

Spiritual Experience. The participants also completed a self-reported 15-item questionnaire developed by Underwood and Teresi (2002), Schmidt and Little (2007), and interviewed with 8 visitors, including statements such as "I feel the strength of Mazu", "I feel close to Mazu" and "Attend this festival can change my mood and have positive thinking", were listed and visitors were asked to indicate their levels of agreement, from "strongly disagree (1)" to "strongly agree (5)".

Behavioural Intentions. Behavioural intention was measured according to Tian-Cole, Crompton and Willson (2002). Three items, including statements such as "Encourage friends and relatives to go to this festival", "Say positive things about the refuge to other people" and "Visit the festival again in the future", were listed and tourists were asked to indicate their levels of agreement, from "strongly disagree (1)" to "strongly agree (5)".

The sample

This investigation was conducted during the 2016 Dajia Mazu Pilgrimage Festival in Taiwan. The Dajia Zhen Lan Temple's Mazu pilgrimage in lunar March is recognised as the largest religious activity each year. The Mazu pilgrimage religious event was also recognised by the United Nations Educational, Scientific, and Cultural Organization as a global cultural heritage of humanity in 2009 (United Nations Educational, Scientific and Cultural Organization, 2017). The pilgrimage commences on 8 April at 23:00, and lasts 9 days and 8 nights, with a parade route across four coastal cities in Central Taiwan: Taichung, Changhua, Yunlin, and Chiayi. The survey was administered at these sites. The onsite survey with the self-administered questionnaire was conducted during the 2016 Dajia Mazu Pilgrimage Festival. The survey was conducted from 8 to 17 April to obtain a comprehensive sample of visitors during the 2016 Dajia Mazu Pilgrimage Festival. A total of 407 questionnaires were distributed and 400 valid responses were returned.

Data Analysis

Data analysis was conducted using the Statistical Package for the Social Sciences (SPSS) version 20.0. AMOS 20.0 was used to conduct a two-stage structural equation modelling (SEM) procedure suggested by Anderson and Gerbing

(1988). First, a confirmatory factor analysis (CFA) was conducted to examine psychometric properties of the measures. Subsequently, a general SEM technique was used to test the validity of the proposed model and the hypotheses.

FINDINGS

Involvement of visitors

The involvement of visitors, most of the involvement assessed on the 5-point scale had a mean score higher than 3. To measure tourist involvement, a factor analysis was performed to reveal dimensions that can be indicative of responses, yielding two factors explaining 72.4% of the variance. Factor 1 consisted of 7 items related to the importance of Mazu pilgrimage to the respondents, and it was named "self-expression". Factor 2 comprised 5 items, relating to "attraction". The factor loadings for the 15 items ranged from 0.58 to 0.87. All of the reliability alphas for the two domains and the overall scale were higher than .90. The CFA was applied to test the validity of the questionnaire. After four items were deleted due to high modification indices, indicating that the validity of involvement was good ($\chi2$ = 174.1, df = 42, p-value = 0.00, GFI = 0.91, CFI = 0.96, AGFI = 0.89, and RMSEA = 0.08).

Spiritual experience of visitors

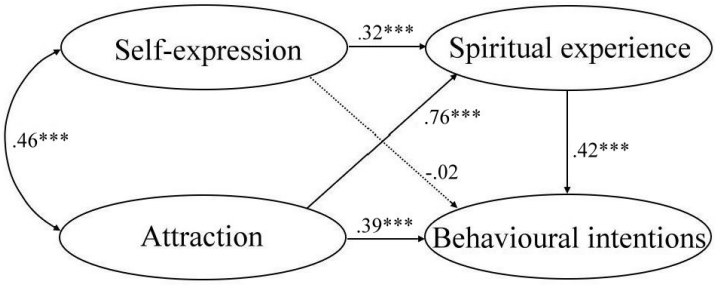
Regarding the spiritual experience of visitors, most of the spiritual experience assessed on the 5-point scale had a mean score higher than 3. A factor analysis was also performed to reveal the dimensions that might be indicative of the responses. The results only showed one factor explaining 73.1% of the variance. The factor loadings for the 18 items ranged from 0.74 to 0.89. The reliability alpha for the scale was .90, indicating that the criteria were met (Nunnally, 1978). The CFA results indicated that the validity of the spiritual experience scale was satisfactory ($\chi2$ = 251.5, df = 86, p-value = 0.000, GFI = 0.92, CFI = 0.97, AGFI = 0.87, and RMSEA = 0.06).

The relationships amongst involvement, spiritual experience and behavioural intentions

The "self-expression" and "attraction" dimensions of involvement and spiritual experience were significantly correlated, and the Pearson correlation coefficients ranged between .78 and .86 ($p < .01$). The analysis shows that the two involvements of visitors were correlated with behavioural intentions, with the correlation coefficients ranged from .45 to .61 ($p < .01$). Furthermore, the relationship between spiritual experience and behavioural intentions was also found to be positive, since the correlation coefficient was .59 ($p < .01$).

The resulting data were analysed using AMOS software to conduct the structural equation modelling analysis. The multiple indices of model fit, including the chi-square statistic, the comparative fit index (CFI), Bollen's incremental fit index (IFI), Tucker-Lewis index (TLI), the goodness-of-fit index (GFI), and the adjusted goodness of fit index (AGFI), root mean square error of approximation (RMSEA), were examined as recommended by a number of researchers (Bollen, 1989; Jöreskog & Sörbom, 1993; Doll, Xia, & Torkzadeh, 1994; Chin & Todd, 1995; Mueller, 1996; Baumgartner & Homburg, 1996). According to the analysis of results, all the indices of overall fits were acceptable ($\chi2$ = 982.7, df = 371, $\chi2$/df = 2.6, p-value = 0.00, CFI = .93, IFI = .94, TLI = .94, GFI = .85, AGFI = .82, and RMSEA = .06).

Figure 1 shows the standardized path coefficients with associated t-values for all relationships in the structural model. The results reveal significant parameters for the path between self-expression and spiritual experience (β= .32, $p < .001$) and for that between attraction and spiritual experience (β= .76, $p < .001$). The results were consistent with the statement of Hypothesis 1. Regarding to involvement and behavioural intentions, the results reveal significant parameters for the path between attraction and behavioural intentions (β= .39, $p < .001$). However, there was no significant relationship between self-expression and spiritual experience (β= -.02, $p > .05$).HoHH Hypothesis 2 was therefore partially supported. This study also reveal significant parameters for the path between spiritual experience and behavioural intentions (β = .42, $p < .001$). Thus hypothesis 3 was supported.



Note: ***p<0.001

Figure1. The structural equation model result

CONCLUSION

This study was conducted to examine the relationships amongst involvement, spiritual experience and behavioural intentions in religious tourism. To determine the model fit and the relationships between the two involvement dimensions of spiritual experience and behavioural intentions in religious tourism, we tested self-expression and attraction separately in this research model. The results indicated that involvement and spiritual experience have a significant positive relationship. This finding is similar to those of Hinterkopf (1994), Seybold and Hill (2001), King (2003), Hill and Pargament (2003), and Koenig et al. (2004).

Respondents who exhibited high levels of attraction regarding the Mazu pilgrimage were more likely to revisit and recommend it to others. These findings were consistent with those of previous studies (Lee, Lee, & Lee, 2005; Chen & Funk, 2010; Hsieh, 2012). However, this study found no relationship between self-expression and behavioural intention in religious tourism. This finding from respondent observations may explain the result. Each city and county has a regional Mazu temple and local religious activities in Taiwan, and many Mazu sects exist in Taoism. In this study, visitors wore clothes characteristic of their local Mazu temple. Although numerous visitors were highly involved in Mazu beliefs and the Mazu Pilgrimage Festival, they were attracted to the local Mazu temple that was nearest their residence. Therefore, self-expression may not affect tourist willingness to revisit and recommend to others.

This study found positive correlations in the relationship between spiritual experience and behavioural intentions. The correlation result corresponds with those obtained by Van Cappellen and Saroglou (2012) and Matheson et al. (2014). The essence of religious tourism involves miracles and the religion itself, and sites of religious importance often also possess secular importance. Visitor perception of a sense of importance surrounding their religion and positive emotion about their religious belief can affect future behavioural intentions. Hence, the unique Mazu religious identity became the particular attraction of religious itineraries, enhancing future self-expression of the Mazu Pilgrimage Festival. Tourists who participate in and discuss the itinerary characteristics with others perceive stronger spiritual experiences during the journey and have high future behavioural intentions. When religion and religious attractions play critical roles in peoples' lives and enable them to express themselves, those visitors are more likely to experience the spirituality of religious tourism. Therefore, religious attractions and itineraries should include more activities or interactions to enable visitors to connect spiritually, which will increase their behavioural intentions to revisit destinations.

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ACKNOWLEDGEMENT

This research was partially supported by the Ministry of Science and Technology, Taiwan, R.O.C., under contract no. MOST 105-2410-H-165-004. Many thanks for the assistance of Ru-Hui Yang and other students from Tainan University of Technology.

TOURISM: A PEACEBUILDER OR A TROUBLE MAKER-AN ATYPICAL CASE OF CROSS-BORDER TOURISM IN HONG KONG

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INTRODUCTION

Tourism, as a serve industry as well as a social phenomenon, has been propelled as a mean for promoting peace, mutual understanding and harmony (UNWTO). The case of Rwanda (Alluri 2009), for example, argued that tourism has been contributing to two major overarching dimensions of peacebuilding: reconciliation and justice; and socio-economic development. Likewise, there are a wealth of literature supporting tourism's contribution to peace from other perspectives such as social-culture, politics, human rights, social justices, environment and etc. (D'Amore 1988, 2007; Din 1988; Eriksson, Noble, Pattullo and Barnett 2009; Hall 1994; Mihalic 1996; Nielsen 2001; Tarlow 2006; Upadhayaya& Sharma 2010).

Traditional foci were given to the impact of tourism on peace building through pressure on government to cease fire and up keeping security; creation of wealth; and promotion of mutual understanding and respect. These frameworks, however, normally neglected the issues such as the negative impacts on civilian life and living, conflict and confrontation of culture and value; and inequality in wealth distribution. In other words, the hypothesis that tourism development can address the basic causes for violence, inequality, poverty and cultural respect can be challenged.

While there are researches on the possible negative impacts of tourism such as Belisle and Hoy 1980; Bulter 1975; Getz 1977, Frechtling 1978 and Ko and Stewart 2002, the documentation of a real case illustrating the relationship between large scale cross-border tourism and civil unrest has not been available.

The case of cross border tourism development in Hong Kong was a critical case for investigating such a phenomenon. The tension between locals and Mainlanders has escalated to an extend that hate rather than harmony has been promoted. Some people, including press, politicians and academia, has argued that the pressure is coming from the rapid rate of development, which has exceeded the carrying capacity of Hong Kong as a destination. The researcher, however, has a proposition that the issue is more complicated than merely capacity based.

This research attempt to reveal the development of cross-border visitors from the Mainland to Hong Kong and the impacts of such on the stability and well-being of the local community. This paper attempt to investigate the linkage between tourism development and social harmony. The study utilizes the approach of case study which embedded with multiple units and incidents for investigation. Key informants included travel and hospitality trade leaders, local citizens, politicians and academic researchers were interviewed and Delphi method was utilized to generate consensus whenever possible. In order to provide the contextual details of the phenomenon, archival analysis about the cases will be conducted with the critical assessments. The research will also attempt to triangulate the contextual parameters with policies and involvement of politicians in order to identify critical gaps, which could be the underlying factors for the upheaval of social unrest.

Interviews were conducted since late 2014 till end of 2016. Transcripts were processed and analysis by content. Special attention was given to the sentiments of the verbatim.

In term of methodological design, the researcher test implemented constructivist grounded theory approach. The researcher assumed multiple realities and multiple perspectives of realities. Under this assumption, the research utilized a literature review in a constructive and data-sensitive way but not forcing it on data. This design is particularly useful in unveiling a social issue or phenomenon.

The researchers have a three main hypotheses, which include (1) the main reason for

social unrest is related to a complex set of civil issues and tourism is just a trigger for the public actions; (2) the utilities of tourism has not been comprehended by the general public; and (3) the government and administrative bodies have missed some critical windows for rectifying the situation and mitigating the negative impacts on the community. In other words, tourism governance is one of the critical issues for the outbreak of unrest.

The initial results of the study by and large supported all the three hypotheses. According to the informants from civic organization, activists and political bodies, their main frustrations include the perceived incompetence of the government in protecting their rights and interest. Their lack of trust in the central government and CY Leung as the Chief Executive of HK have created strong sentiment. The influx of Mainland tourists, therefore, became a window for those who wanted to air their frustrations. It was not surprising that most of the respondents do not have much idea about what benefits and impacts tourism has been bringing to the community. Although many have expressed that the consumption of the Mainlanders has an impact on general inflation, rarely anyone have concrete understanding. Respondents generally agreed that the government and related bodies should have given them more information regarding the utilities of tourism such as its contribution to GDP and employment to the public in order to enhance their ability to appreciate tourism as a social friendly strategy. Related information is available on the government's webpage but obviously a passive display of information is not sufficient to enable comprehension. Government's marketing campaigns such as "be a good host" were regarded as destructive and detrimental. They were perceived as futile in promoting hospitality among local citizen and sometimes regarded as a rip-off of people's rights.

Regarding tourism governance, respondents were not contended with the existing system of Hong Kong. The Hong Kong Tourism Board as the official body for promoting tourism activities has not been able to plan and develop tourism as a sector for the benefit of the community. Their strong emphasis on increase of arrival number has been regarded as a demonstration of its failure in answering the concerns of the public. It is the general impression that they behaved like a free-rider to optimize their own benefit in the expenses of public welfare.

As a conclusion of the paper, the researchers proposed a framework of assessing and addressing tourism development for concerning administrations with practical tactics. The major areas of concerns include the optimization of utilities of tourism, communication and dissemination of benefits, public education, mitigation of sentiment and control of negative impacts.

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MILLENNIAL'S PERCEIVED VALUE OF MOBILE RIDE-SHARING SERVICES; IN THE CASE OF THE UNITED STATES AND CHINA

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ABSTRACT

Mobile ride-sharing services have drawn attention as disruptive innovations in the tourism industry, but little research has examined how adopters perceive value of new services, particularly among millennials. This paper examines the impact of perceived value on loyalty intentions to use ride-sharing services among college students in the United States and China. Perceived value is conceptualized in terms of price, quality, and relational value. Based on cross sectional survey data, the main finding of the study demonstrates that quality of price and relational value are positively associated with loyalty intentions and that these positive effects remain robust across control variables. The results suggest that millennials negotiate their value in the trade-off between price and quality.

***Keywords*:** Sharing Economy, Ride-sharing, Rides-haring, Peer-to-Peer Market, Customer Perceived Value, Loyalty Intention

INTRODUCTION

Over the past few years, ride-sharing services have risen as an appealing alternative ground transportation modes among travelers (Phocuswright, 2016). It has been discussed under the banner of disruptive innovations (Christensen & Raynor, 2003; Guttentag, 2013) in the tourism industry. Disruptive service sometime underperform, but offers a distinct set of benefits, typically centered on lower cost, more convenient, or simpler (Guttentag, 2013). At the center of change in ground transportation are urban millennials. Millennials have been among the leading adopters of mobile ride-sharing applications (Olson, 2013). They leverage smartphone technology, which offers travelers more convenience and control over their travel experiences.

Millennial travelers are becoming an increasingly important market segment for destinations around the world. Travelers of 15 to 29 are estimated to account for 23% of all international travelers in 2015 (UNWTO, 2015). Most young travelers come from the generation born between the early 1980s and 2000s. They are young, yet an influential group of travelers interested in 'living like a local' (Eng, 2016). They tend to pursue immersive experiences, spend directly with local businesses, and make close contact with local culture and residents (UNWTO, 2015). The millennial travelers account for 65% of total leisure travelers in China, while American millennial travelers accounts for 40% (Phocuswright, 2016).-

Despite the growing market share of millennials in both emerging and developed countries, little research has focused on the perceived value of the peer to peer services, especially in the purchase and consumption process of ride-sharing services. To date, insufficient empirical work has focused on millennials and tested the determinants of repeated use of ride-sharing services. It signals the pressing need to delve into how young adopters engage in technology-mediated transactions based on the rigorous theoretical framework.

The aim of this cross-sectional survey study is to identify how multiple dimensions of perceived value drive millennials' loyalty to ride-sharing and to examine how millennials use mobile-sharing services differently among college students in United States and, China. In this study, customer value is regarded as a function of multiple dimensions related to the perceived utility of ground transportation choices. The conceptualization of perceived value is drawn from Sweeney and Soutar (2001)'s definition to reflect the extent to which millennials assess the utility of ride-sharing services.

RESEARCH BACKGROUND

The current estimation model uses loyalty intention as the dependent variable. The dependent variable, *loyalty intentions*, refers to the level of an individual's intentions to repeat use ride-sharing services. Among numerous predictors of loyalty intention, the primary reason for using ride-sharing services was found to be the utility obtained from reducing expenses, increasing convenience (Bardhi & Eckhardt, 2012; Möhlmann, 2015) or interacting with service providers and local communities (Botsman & Rogers, 2010). In the extant studies on the sharing economy, the notion of utility opened the door to the underlying reasons why customers adopt new and innovative services. However, the question still remains as to how millennials negotiate different types of utilities and shape loyalty intentions toward use ride-sharing services.

The independent variables consist of three dimensions of perceived value. *Perceived value* is particularly salient in understanding the grounds on which decisions to grant or withhold loyalty intentions. Perceived value is defined as "the consumers' overall assessment of the utility of a product or service based on perceptions of what is received and what is given" (Zeithaml, 1988, p. 14). Zeithaml referred to the assessment of the utility as a comparison of a product or service's 'get' and 'give' components. For different consumers, the following components of perceived value might be differentially important:

Value for Price.

Price value refers to the utility derived from products or services due to the perception about reduced costs (Sweeney & Soutar, 2001). It includes psychological costs as well as transaction costs (price) that customers attempt to minimize (Smith & Colgate, 2007). The concept also includes minimizing the personal investment of customers such as time, effort, and energy that customers devote to the purchase and consumption process. Empirical studies on the sharing economy products and services supported that customers sought more value with less cost (Hamari, Sjökilint, & Ukkonen, 2015; Tussyadiah & Personen, 2015). Tussyadiah (2016) argued that economic value is the main driving factor of satisfaction and future intention to use of peer-to-peer accommodation.

Value for Quality.

Quality value represents the utility derived from perceived quality and expected performance of products or services (Sweeney & Soutar, 2001). Sharing economy products and services have adopted different approaches to ensure quality standards, which may make consumers remain uncertain about consequences of service delivery. First, Uber, Lyft and Didi Chuxing (Chinese ride-sharing business) allow car owners to become a cab driver. There is a high degree of heterogeneity in terms of driving skills, car insurance, or vehicle quality. Arguably, a lack of a service provider's ability to perform the task properly may influence quality. Next, quality standards of ride-sharing services depend heavily on rating systems and consumer feedback. Heavy reliance on feedback scores raises the concern that anyone can manipulate scores (Mayzlin, Dover, & Chevalier, 2014). Lastly, transactions between service providers and consumers are likely to be one-time transactions and may result in unfavorable behaviors that undermine trust (Cheng, 2016).

Relational Value.

Relational value is derived from building relationship and exchanging information between service provider and customer (Kellogg, Youngdahl, & Bowen, 1996). The mobile ride-sharing applications connect customers to service providers in network of local communities. Relational value is relevant to confidence benefits (Gwinner, Gremler, & Bitner, 1998), which represent benefits from a feeling of confidence in a service provider. Customers engage in providing and seeking information because they want the sense of the trustworthiness of a service provider and to reduce anxiety and risk. Relational value is also associated with the social benefits (Gwinner et al., 1998) that customers receive by offering words of kindness or understanding service providers.

Research Question 1.

Does *perceived value* on price, quality and relational value, have positive influences on affect *loyalty intentions* to use ride-sharing services?

Research Question 2.

Are the relationships between *perceived customer value* and *loyalty intentions* to use ride-sharing services different across the United States and China samples?

METHOD

Data Collection.

A cross-sectional survey was conducted. The respondents of this study were college students who have used ride-sharing services in Phoenix, United States and Beijing, China. Using a self-administered survey method, 418 questionnaires were collected in total (124 respondents from the United States and 294 respondents from China). Respondents missing more than five items were excluded from the study (68 respondents, 16.3% of the total questionnaires), which generated 350 usable surveys collected from the United States (n_1=100) and China (n_2=250).

Measurement.

The survey instrument was applied for the study (Appendix). All items were measured with a 7-point Likert scale measuring respondents' reported agreement with the statement provided, as follows: 1=*strongly disagree*, 2=*disagree*, 3=*somewhat disagree*, 4=*neutral*, 5=*somewhat agree*, 6=*agree*, 7=*strongly agree*. The measurement items mostly came from previous research (Kellog, Youngdahl, & Bowen, 1997; Parasuraman, Zeithaml, & Malhotra, 2005; Sweeney & Soutar, 2001) with minor wording modifications to fit this study context. To test the robustness of our proposed relationships and control for extraneous influences, two control variables were included. We controlled the effect of previous experiences with mobile applications. In addition, to ensure that loyalty intentions were not affected by different safety environments of specific countries, incorporated customers' safety perceptions about ride-sharing as a control variable was in our framework. The original questionnaire was prepared in English and translated into Chinese, using standard back translation (Brislin, 1970).

Data Analysis.

The data analysis procedure followed a two-stage procedure. First, exploratory factor analysis (EFA) was used to examine the underlying factor structure. EFA was conducted to identify the underlying six factors for each sample. Principal Component Analysis (PCA) with Direct Oblimin rotation was employed to extract factors. *A priori* dimensions about the factor structure, interpretability of extracted factors and the scree plot were considered to decide the appropriate number of factors to extract. The reliability estimates (Cronbach's alpha) were also computed. After the underlying factor structure was identified, the composite variables were created to represent each factor. Next, data were analyzed with the OLS (Ordinary Least Squares) estimates with control variables, using the two samples United States and China.

FINDINGS

This study attempted to identify the predictors of loyalty intention to use mobile ride-sharing services. Perceived quality value, price and relational value were found to be key variables to account for loyalty intention in both samples. The coefficients for price and relational values were positive and highly significant at the 99% level across the samples (see Table 1). Consumer safety perceptions about ride-sharing services were found to be critical in determining loyalty intentions in both samples. Quality value was positively related to loyalty intention among US millennials. Prior experience with mobile applications was strongly positively related to loyalty intention among Chinese millennials.

Table 1. Regression Model Results

	United States (n_1=100)		**China** (n_2=250)	
	Standardized Estimates	Standard Error	Standardized Estimates	Standard Error
Independent Variables:				
Price Value	0.34***	0.08	0.28***	0.06
Quality Value	0.12*	0.08	0.02	0.06
Relational Value	0.20***	0.07	0.34***	0.05
Control Variables:				
Prior Experience with Mobile Apps	0.04	0.07	0.19***	0.05
Safety of Ride-sharing Services	0.21***	0.08	0.14***	0.05
Intercepts	0.58	0.46	0.84**	0.34
Adjusted R^2	0.59		0.52	

Note. Dependent Variable = Loyalty Intentions. *p < 0.10, **p < 0.05, ***p < 0.01.

Independent-samples *t*-tests were conducted to examine significant differences between respondents from the United States and China in terms of composite variables (value for price, value for quality, and relational value). No significant differences were found for price, quality, or relational values and safety perceptions. On the other hand, a significant mean difference was found for previous experience with mobile applications (t = 3.17, p < 0.01), with US millennials higher (mean=5.86, SD=1.10) than their Chinese counterparts (mean=5.45, SD=1.07).

IMPLICATIONS AND DISCUSSIONS

The findings indicated that price and relational values determine loyalty intention to use ride-sharing services among US and Chinese millennials. The importance of quality was found to be relatively low to predict loyalty intention in both samples. This finding supports that consumers negotiate the trade-off between quality and price (Sweeney & Soutar, 2001; Zeithaml, 1998). Millennials may perceive value when there is a low price or is a balance between quality and price. In addition, they may build relational value with service providers and provide ratings or feedback to ensure service expectations and performance.

This study has limitations that may provide opportunities for further research. More survey data for American college students needs to be collected to ensure the adequate number of the sample. In the present study, we employed exploratory factor analysis for each sample, but it might be worthwhile to further test the measurement invariance by conducting multiple-group confirmatory factor analysis.

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APPENDIX. Exploratory Factor Analysis Results

	United States (N_1=100)			**China** (N_2=250)		
	M (SD)	Factor Loading	Cronbach α	M (SD)	Factor Loading	Cronbach α
Value for Price (3 items adapted from PERVAL scale of Sweeney & Soutar, 2001)						
Ride-sharing brings me reasonably priced services.	5.12(1.46)	0.85	0.94	5.19(1.12)	0.94	0.90
Ride-sharing brings me value for money.	5.12(1.21)	0.89		5.20(1.13)	0.83	
Ride-sharing brings me a good service for the price.	5.35(1.22)	0.67		5.09(1.16)	0.80	
Value for Quality (3 items adapted from PERVAL scale Sweeney & Soutar, 2001)						
Ride-sharing provides consistent quality.	5.05(1.49)	0.82	0.91	5.03(1.18)	-0.60	0.86
Ride-sharing provides an acceptable standard of quality.	5.45(1.53)	0.81		5.11(1.01)	-0.57	
Relational Value (3 items adapted from Gwinner, Gremler, & Bitner, 1998; Kellog, Youngdahl, & Bowen, 1997)						
I like conversations with drivers.	5.51(1.33)	-0.62	0.68	4.96(1.22)	0.59	0.77
I provide ratings or feedback to ride-sharing services.	5.35(1.53)	-0.70		5.27(1.22)	0.91	
I share information about my needs with drivers.	4.14(1.50)	-0.89		4.78(1.51)	0.72	
Prior Experiences with Mobile Apps (3 items created for the context of interest)						
I commonly use a lot of mobile apps when dealing with other businesses.	5.32(1.46)	0.79	0.81	5.56(1.27)	0.88	0.81
I have a lot of experiences using mobile apps.	6.23(1.21)	0.85		5.64(1.17)	0.83	
I use a lot of technology based products and services.	6.04(1.22)	0.91		5.19(1.12)	0.80	
Safety of Ride-sharing Services (3 items created for the context of interest)						
I believe ride-sharing services follow passenger safety regulations.	5.26(1.25)	0.92	0.88	5.06(1.11)	-0.76	0.85
I expect drivers are trustworthy about delivering ride-sharing services.	5.40(1.30)	0.84		5.21(1.19)	-0.88	
I believe ride-sharing services perform as safely as other transportation modes.	5.33(1.35)	0.91		5.08(1.15)	-0.89	
Loyalty Intentions (4 items adapted from Parasuraman, Zeithaml, & Malhotra, 2005)						
I would like to say positive things about ride-sharing to other people.	5.69(1.13)	0.54	0.93	5.26(0.98)	-0.55	0.85
I would recommend friends and others to use ride-sharing services.	5.89(1.13)	0.65		5.44(0.99)	-0.58	
I would consider ride-sharing to be my first choice for future rides.	5.71(1.32)	0.82		4.96(1.25)	-0.83	
I would use more ride-sharing services in the coming months.	5.71(1.49)	0.96		5.29(1.20)	-0.84	p

EFFECTS OF SOCIAL MEDIA ON TOURISM RECOVERY IN A TSUNAMI HIT RURAL AREA IN NORTHERN JAPAN

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INTRODUCTION

Social media has become increasingly popular. However, there has been little investigation on how to effectively mobilize this newly emerging tool to promote tourism, especially in rural areas. The aims of this paper are twofold. First, among social media we explore the role of Twitter for tourism promotion, especially by focusing on the recovery process of tourism in a rural area affected by the huge earthquake and tsunami, magnitude 9.1, which hit eastern Japan in March 2011. Second, to approach the first purpose we compare two types of tourism: conventional ordinary tourism and "volunteer tourism". This means that this paper takes a comparative perspective between tourism in an emergency and tourism in an ordinary setting. It was the Kobe-Awaji great earthquake in 1995 when the significance of volunteer tourism in disaster-hit areas was widely recognized for the first time in Japan (Nakao, 2002). Just after the 2011 earthquake and tsunami, a massive number of volunteers came to these areas to help in the recovery work from the devastation such as removing debris and helping evacuees rehabilitate their lives in Iwate prefecture. To approach these aims, by focusing on Iwate prefecture, we employed the text-mining method and econometric time series regression models to explore factors related to these two types of tourism. Finally, policy recommendations were suggested.

LITERATURE REVIEW

The topic of this paper covers areas overlapping three domains, i.e., disaster in tourism, volunteer tourism, and social media. Although these three areas have attracted growing interest in tourism research and there has been a large increase in such studies, the topic encompassing an overlap of areas has been little studied. Firstly, with respect to literature on disaster and tourism, Ritchie (2009) conducted a system-based approach to the crisis and disaster management for tourism and mentioned that tourism organizations should work with media to ensure provision of consistent and accurate information to the public and stakeholders. Scott and Prideaux (2010) dealt with safety and security in tourism and recovery marketing after crises and included interesting chapters related to the topic of this paper. Specifically, Volo (2010) focused on the role of destination marketing organizations' websites in communicating tourism crises caused by the avian flu in 2006 and evaluated these websites as an effective tool to better share information. Albattat and Som (2014) focused on the impact of natural and man-made disasters on tourism business in Thailand and pointed out the role of media in disseminating correct information.

As an econometric evaluation of the impact of earthquakes on tourism inflow, Mazzocchi and Montini (2001) applied event study methodology to tourist arrivals in Central Italy. It is natural that this paper did not focus on the roles of social media, which at that time was newly emerging. In short, although in crisis and disaster management of tourism many authors stressed the role of media to disseminate correct information to the public, the roles of social media in tourism recovery in disaster-hit destinations have not been studied.

Secondly, studies on social media in tourism have been published recently at an explosive pace. Leung et al. (2013) conducted a literature review on social media in tourism and hospitality and stressed the importance of social media for tourism competitiveness. Minazzi (2015) conducted full-fledged research on social media marketing in tourism and characterized WOM (word of mouth) and eWOM (electronic word of mouth). Nevertheless, eWOM was not fully referred to as

a disaster or crisis communication tool. The main research attention was focused on tourism marketing, e.g., national tourism organizations (Hays et al., 2013), airline companies (Hvass and Munar, 2012; Dijkmans et al., 2015), hotel industry in Hong Kong (Chan and Guillet, 2011) and in the U.S. (Leung et al., 2015), nature-based tourism (Wood, et al., 2013), and recreation and educational institutions (Zehrer and Grabmüller, 2012; Hajli and Lin, 2014). Schroeder et al. (2013) investigated the roles of social media in crisis communications among international tourists and mentioned that social media is increasingly used to communicate with and by tourists in times of crisis while stressing further study of social media as a means of crisis communications. This study fills the gap in this respect.

Thirdly, research on volunteer tourism has been extensively conducted since the 2000s. Wearing and McGehee (2013a) conducted a large number of literature reviews. International volunteer tourism often has been studied from pro-poor perspectives (Wearing and McGehee, 2013b); Borland and Adams (2013) for cases in Central America, Conran (2011) and Mostafanezhad (2014) for cases in Thailand, Coren and Gray (2012) in Vietnam and Thailand, Chen and Chen (2011) in China, and Crossley (2012) in Kenya. As far as the authors' knowledge, no studies have focused on disaster and volunteer tourism.

METHOD

We employed a text-mining method to find keywords used in the official Twitter account issued by the Iwate Prefectural government, which is one of the top popular official Twitter accounts in this country, and time series regression models to identify factors that promote the two types of tourism and to statistically test whether the tendency of repeat visits exists by considering the time lag of each tourism demand. Data were collected using official statistics of monthly incoming numbers of ordinary tourists and volunteer tourists from January 2010, before the earthquake, to March 2013, two years after the earthquake. Tweeted information was provided by Iwate Prefecture.

We estimated demand determinant time-series models for conventional ordinary tourism and volunteer tourism, respectively. The explained variables were the numbers of incoming tourists to Iwate in terms of conventional ordinary and volunteer tourism that were obtained from different public data sources. As explanatory variables, we considered monthly dummy variables to control seasonal fluctuations, the counted frequency of tweeted keywords related to local tourism resources such as "cultural heritage", "festival", and "shellfish", which reminds people of a local delicacy, and to volunteer-related words such as "recovery/reconstruction" and "volunteer". We also tested the repeat-visit effect for these two types of tourism by using the number of tourists one month before the present data.

FINDINGS

Before the estimation, we conducted unit root tests, i.e., Augmented Dickey-Fuller tests and Phillips-Perron tests, to confirm the stationarity among variables for the models and found there was non-stationarity, so that we took the first-order-difference models. The results revealed that, first, the number of volunteer tourists compensated for the decrease in the number of ordinary tourists in the disaster-hit coastal area (Table 1). Second, tweeted information on cultural resources and local specialties had a positive relationship with the number of incoming tourists while information on rehabilitation/reconstruction had negative effects. In contrast, third, tweeted information on tourism resources worked negatively toward the number of volunteer tourists while that on rehabilitation/reconstruction and on volunteers worked positively. Fourth, it was revealed that there was a repeat-visit effect for volunteer tourists, which verified the effectiveness of tweeted information for the promotion of repeat visits.

Table 1. Results of time series estimation model on no. volunteer tourists

Explained vaiable	No. Volunteer tourists				
Model	I	II	III-1	III-2	III-3
ΔT_{t-1} (1st stage lag)			0.52***	0.57***	0.58***
May dummy vaiable		6983**			
July dummy vaiable					4005*
August dummy variable					3557*
Septmber dummy variable	-8540***		-8378***	-8109***	-9914***
December dummy variable	-6089**		-4630*	-7354***	-4806**
Δ“tourism resources”	-140***				-143***
Δ“Hiraizumi”		-460***	-574***		
Δ“heritage”				-954***	
Δ“volunteer”	329**	472***	278**	447***	321***
Temporary Dummy variables of earthquake		9982*			
Hiraizumi world cultural heritage temporary dummy					-8452**
Hiraizumi world cultural heritage dummy	-3693**				
Constant	3483***	-678	1158	1338**	954
DW static	1.55	1.51	-	-	-
adjusted R square	0.4683	0.3511	0.5885	0.7256	0.7216

Note: ***, **, * indicate 1%, 5%, 10% significance, respectively. Other not significannt parmeters were not shown.

CONCLUSION

This paper quantitatively clarified by the text-mining method and time series regression models that conventional ordinary tourism was substituted by volunteer tourism in the tsunami-hit coastal areas. Although tweeted information was effective for both types of tourism, necessary information should properly be provided for those tourists with different orientations.

The results of this paper also indicated that volunteer tourism for recovery work in disaster hit areas has various impacts not only on the disaster-hit areas in physical terms, but also for people outside of the disaster-hit areas because this type of volunteer tourism causes people to realize the weakened solidarity among people in every modern society and help them take action to reverse this trend even if temporarily. This paper clarified that modern information technology can help people take action to connect with each other in the time of emergency. At the same time, we should also recognize that interest in volunteer tourism for disaster-hit areas is diminishing as time goes by.

Consequently, it is important to design support measures that enable the local tourism sector to attract incoming tourists after a drop-in volunteer tourism as reconstruction of the disaster area progresses. In this context, our results suggest how to effectively utilize Twitter for this purpose.

ACKNOWLEDGEMENTS

This study was funded by Grants-in Aid for Scientific Research No. 16K14996, Japan Society for the Promotion of Science (JSPS).

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FROM TOURIST OPINION LEADER TO TOURISM OPERATOR: CASE STUDY OF BACKPACKER XIAOPENG IN THE PERSPECTIVE OF 'FANS ECONOMY'

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INTRODUCTION

Although studies on fans economy and leadership research have grown impressively recently, most of the existing literature on fans economy appears to focus on marketing field, while leadership research focused on the service industry. Tourism research from the perspective of fans economy, especially the exploration between the relationship of social media, tourist opinion leader and tourism operator, is still a novel area.

This research makes use of the famous backpacker Xiaopeng as a case study, in order to elucidate how Xiaopeng, as a backpacker, has evolved from the opinion leader in backpacking travel, gradually he is becoming a tourism operator, within a short period of time.

METHOD

This paper is based on content analysis of Xiaopent's books, opinions published on internet and new media, and statistics analysis. The paper attempts to explore elements that influenced the transition of Xiaopeng across different roles, based on comprehensive analysis of Xiaopeng's transition over years, as well as content analysis.

FINDINGS AND IMPLICATIONS

Xiaopeng, whose real name is Jinpeng Zhang, graduated from Nankai University, one of the best universities in China, with a major in International Trade. After the completion of his Bachelor's degree, he continued his study in (Germany or Netherland?) Deutschland for MBA. He has visited more than 80 countries from 2001 while advocating the backpack attitude.

Chinese are familiar with this name "Xiaopeng" because he created a number of popular blogs for travellers by using this name. He also published his books on a series of "Backpack Ten Year "as BACKPACK TEN YEAR, WHY DO WE TRAVEL, DON'T FORGET THE WAY BACK HOME. Sales of his books exceeded one million copies.

He opened his own backpacker hostel 'Ten Years Youth Park Hostel' in Lijiang, Yunnan in 2014. This hostel has been so popular among his fans and received very high rating on accommodation booking websites. By the end of March 2016, Shangri-La Branch of Backpack Ten Years Youth Hostel were under construction. Xiaopeng, who used to be poor travel-enthusiasts, has become the owner of a reputable brand of hostels, and a shining star of tourism industry, in the context of fans economy in the era of internet and new media.

The research indicates that: 1) the first stage of the role transition mainly relied on the star economy mode, where tourist opinion leader was the core; 2) IP operation mode became a core based on a series of books Ten Years as a Backpacker, whereas the core business model was rooted in the so called 'Inn community'. Xiaopeng's transition reflected the speedy development of Chinese tourism in the past three decades, while providing inspiring directions for further diversification of tourism in the future.

When travel enthusiasts publish their travelogue, pictures and video on internet and new media, they seem to look for recognition and identity of a group of people on social media platforms. Based on similar values, travel experience or their preference to similar destinations, this group of people may pay attention to the published information related to their interest. If a travel enthusiast like Xiaopeng manages to become a key opinion leader and

receives emotional recognition from a large number of people, he may transfer these followers to his fans, leading to significant influence and discourse in tourism industry. What the leader tells may impact on the attitude of their fans and swing the consumption of tourism product or service. When the leader publishes his personal image and products he likes, he usually strikes the values of fans and stirs their emotion, and stimulates fans to follow his suit. His fans will buy the related products recommended by the opinion leader and create huge impact. This is the essence of the so called 'fans economy'. It is about the opinion leader influencing his fans in their emotions and decision, leading to the expansion and dooms of certain industry and brands. This leader becomes the star and is sought after by producers for marketing.

Backpacker Xiaopeng has undergone different stages of his own life and career due to different development modes in the context of fans economy. Not only did he grow to be a tourism opinion leader from a travel enthusiast, but also he has gone beyond the limitation of economic benefits a tourism opinion leader can bring to him. He has evolved into a tourism practitioner with legal representative and the capacity to create capital in economic, social and cultural perspectives.

This paper identifies a Star economic model, which involves tourist opinion leader as the core. With the Star-making campaign in the mass media era, actors, singers, outstanding sports athletes, business celebrities and web celebrity now can be packaged as shining idols adored by millions of fans. The kind of idol may work magic on fans and lead to unique consuming behavior. They interact with emotions, spirit, and unique obsessions related to complex psychological effects.

Similarly, many senior travel enthusiasts emerged in the field of tourism, they reach more destinations, try more different routes and experience more local customs. Through the dissemination power of mass media and new media, they influenced more tourists and became tourism opinion leader, and it's possible to package them as star or celebrity. Xiaopeng was an example of this star making process.

CONCLUSION,

Chinese are familiar with this name "Xiaopeng" because he created a number of popular blogs for travellers by using this name. The research is significant in reviewing the role transition of a backpacker, and makes contribution in identifying the possible models and strategies for a backpacker/traveler to grow into a successful business operator through innovation and social media.

Keywords:

fans economy, tourist opinion leader, tourism operator, social media

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RELATIONSHIP BETWEEN THE TOURISTS' PLACE ATTACHMENT, SATISFACTION AND LOYALTY: DIVERSITY PREFERENCE AS A MEDIA

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ABSTRACT

The relationship between tourists' place attachment, satisfaction and loyalty has been studied thoroughly but the heterogeneity of market was seldom considered. This paper aimed to examine the relationship between the above three variables in a heterogeneous market by introducing Diversity Preferences (DP) as an intermediary variable. Based on a survey of 781 questionnaires in a famous coast city, Weihai in China, this paper finds that tourists are divided into three clusters according to different level of DP: high DP, medium DP and low DP by cluster analysis. Structural equation modelling analysis shows that the relationships between each two of place attachment, satisfaction, repeat visiting and recommendation are significant in low DP cluster; while neither of the relationships in high DP cluster are significant in high DP; the relationships are all but between place attachment and repeat visiting is significant in medium.

Keywords :Place attachment, Satisfaction, Loyalty, Diversity Preference

INTRODUCTION

In the past decade, scholars have found the linear relationship between tourists' place attachment, satisfaction and loyalty (Yuksel A, Yuksel F. and Bilim Y., 2010). Tourist market is heterogeneous and preferences of tourists are different. Is the linear relationship between tourists' place attachment, satisfaction and loyalty affected by the Diversity Preferences (DP)? The paper is aimed to examine this.

LITERATURE REVIEW AND CONCEPTUAL MODEL

Tourists with high DP are more demanding for the abundance of services and products provided by tourist destinations and this will reduce their evaluation on destinations (Scoot D., Vitartas P., 2008). So the Hypothesis is proposed as the following.

H1: The positive effect of place attachment on satisfaction is more significant in the tourists group with lower DP than those with higher DP.

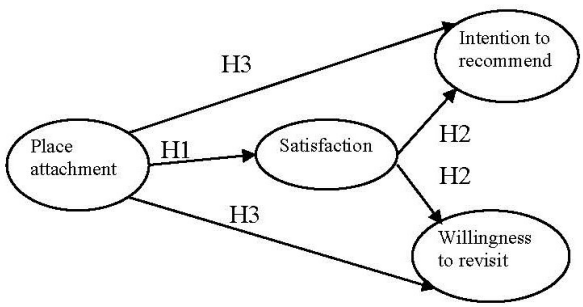
Studies have found that higher satisfactions of certain destination do not accordingly lead to a certain amount of repeat visiting (Bello D. C., Etzel M. J., 1985). This is due to repeat visiting can't meet tourists' demand of DP on destinations. The higher DP of tourists, the lower intention of repeat visit (Guy A., Vincenzo V., Peter O.,2011; Assaker G., Vinzi V. E., Connor P.,2011).

H2: The positive effect of satisfaction on loyalty (intention to recommend and willingness to revisit) is more significant in the tourists group with lower DP than those with higher DP.

Tourists with higher DP tend to chase for more fascinations and excitement, so they will choose different destinations and the rates of repeat visit on the same destinations are low.

H3: The positive effect of place attachment on loyalty (intention to recommend and willingness to revisit) is more significant in the tourists group with lower DP than those with higher DP.

Fig.1. Theoretical Model of the Research



METHODOLOGY

Scope of the Study

Data were collected by means of questionnaire performed by trained postgraduates majoring in tourism management. As 3S (Sea, Sand and Sun) tour is a leading and popular tour product, a coastal city of Weihai was selected as the place of questionnaire. A random sampling of 1000 questionnaires was made during the peak season, August 20-27 and October 1-6. A total of 781 valid questionnaires are obtained.

Measure Tools

According to the Hypothesis, Place attachment, Satisfaction, Loyalty and DP were the latent variables. After a careful examination and comparison with these tools, the present study is based on scales proposed respectively by Williams, Oliver and so on, with the above five variables correspondingly (see in Table 1).

Table 1. Variables and the Origin of the Scales

Variables	factors	Number of Questions	Origin of scales
Place Attachment(PA)	Place attachment(PA)	PD（1-10）	Williams, D.R. (1989)
Satisfaction (S)	Overall Satisfaction(OS)	OS（1-3）	Oliver（1980）
Loyalty(L)	Intention to recommend (IR)	IR（1-2）	Jang S C（2007）
	willingness to revisit (WR)	WR（1-4）	Oppermann(2000)
Diversity Preference(DP)	Diversity Preference(DP)	DP（1-5）	Steenkamp (1995)

Exploratory factor analysis was used for the test of reliability of questionnaire and confirmative factor analysis was used for the test of validity of the questionnaire. The total reliability α of place attachment, satisfaction and loyalty is 0.948, 0.913 and 0.908 respectively. The total reliability α of DP is 0.859. The structure validity of the scales is good and each of the test results was showed in Table 2.

Table 2. The Result of Confirmative Factor Analysis

Model	Factors	x2	df	x2/df	CFI	GFI	RMSEA	AVE
	Standard	The less the better		<3	> 0.9	> 0.9	< 0. 08	> 0. 50
Model 1	PA	80.608	29	2.779	0.978	0.959	0.072	0.563
Model 2	OS	1.759	1	1.759	0.999	0.997	0.044	0.7601
Model 3	IR；WR	32.947	11	2.995	0.981	0.973	0.08	0.889
								0.8613
Model 4	DP	4.134	5	0.827	0.999	0.996	0.001	0.7112

Data Analysis

Structure model analysis was used to test the positive effect of place attachment on satisfaction and loyalty, the positive effect of satisfaction on loyalty. Cluster analysis was used to test the alteration of the above effect according to different levels of DP.

RESULTS

The Results of Structure Equation Model (SEM) Test

The fit indexes of the structure equation model analysis results are rather well (Fig 2). The results show that: the standardized path coefficient of place attachment to satisfaction is 0.83, satisfaction to intention to recommend is 0.68, satisfaction to willingness to revisiting is 0.24, place attachment to willingness to recommend is 0.228, place attachment to willingness to revisiting is 0.227. The results of the study indicate that place attachment have significant positive effects on satisfaction and at the same time place attachment have significant positive effects on loyalty. The above coefficients were all established in the significant level of 0.01.

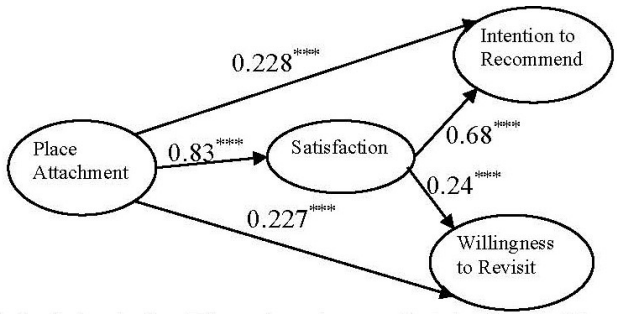


Fig.2. Path Analysis of Place Attachment, Satisfaction and Loyalty

Note: 1.x2=292.985, df=145, x2/ df=2.02, CFI=0.957, GFI=0.907, RMSEA=0.070.2.* said P < 0.10, * *said P < 0.05, * * * said P < 0.01.

The Result of Cluster Analysis

K-means cluster analysis and discriminant analysis were used to analyze tourists. The survey samples can be divided into three cluster groups according to different level of DPs: low DP group, High DP group and the medium group. There was significant positive relationship between place attachment and satisfaction, satisfaction and loyalty, as well as place attachment and loyalty in low DP group (Fig. 3a). And in the medium group, the relationship between place attachment and willingness to revisit gradually weakened, and the relationship between other variables did not change much (Fig 3b). In the high DP group, significant level of effect of place attachment on willingness to revisit was still less than 0.1, the positive effect on recommendation intention was also weakened (path coefficient decreased to 0.1); path coefficient of the positive influence of satisfaction on willingness to revisit was reduced to 0.08, significant level lower than 0.1 (Fig. 3c).

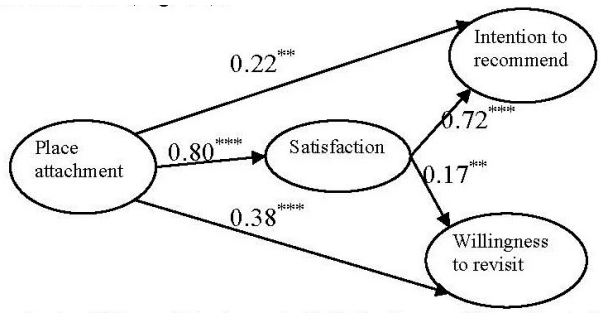


Fig.3b. Path Analysis of Place Attachment, Satisfaction and Loyalty in High DP

Note:1.x2=378.59,df=145,x2/ df=2.60 CFI=0.944,GFI=0.881,RMSEA=0.072. 2. * said p<0.10,** said p <0.05,*** said p<0.01.

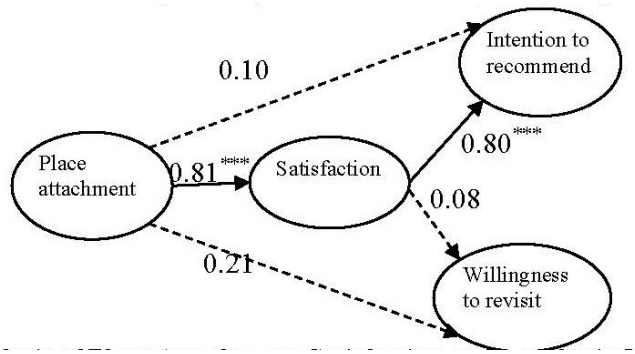


Fig.3c. Path Analysis of Place Attachment, Satisfaction and Loyalty in Medium DP.

Note:1.x2=357.48,df=145,x2/df=2.46,CFI=0.913,GFI=0.891,RMSEA=0.08.2. * said p<0.10, ** said p<0.05,*** said p<0.01.

CONCLUSION

First, there is no difference of the path coefficient between place attachment and satisfaction in different DP groups. The research hypothesis H1 is not confirmed.

Second, there is no difference of the path coefficient between satisfaction and intention to recommend in different DP group, there are significant differences of the path coefficient between satisfaction and willingness to revisit, the research hypothesis H2 is partially confirmed.

Third, there are significant differences of the path coefficient between the place attachment and recommendation intention and revisit intention in the different DP groups, the research hypothesis H3 is confirmed.

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CHANGING ATTITUDES TOWARD ETHNIC MINORITIES: THE CASE OF A KOREAN NEIGHBORHOOD IN OSAKA, JAPAN

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INTRODUCTION

Ethnic attitudes have been described as attitudes held toward a group by non-members of the group (Kalin & Berry, 1982). As Dustman and Preston (2001) claim, such attitudes potentially affect the social and economic integration of immigrant minorities. While ethnic attitudes can be explained by various factors, intercultural contact is considered to be one of the most influential (Techakesari et al, 2015). The idea is derived from the intergroup contact theory (Allport, 1954; Amir, 1969) which postulates that under appropriate conditions (i.e., equal status, intergroup cooperation, common goals, and support of authorities), direct contact with members of the out-group may reduce intergroup prejudice and negative attitudes, ultimately leading to greater mutual understanding. Following previous studies demonstrating the evidence to support this hypothesis (e.g., Brown & Hewstone, 2005; Petchen, 1999), recent research has highlighted the importance of mediators of contacts' effect (Techakesari et al, 2015). Such identified mediators include, but are not limited to, knowledge, anxiety, empathy, and perspective taking (Pettigrew & Tropp, 2008; Vescio et al., 2003).

Tourism, which provides face-to-face interaction between tourists and hosts, has the potential of being a vital force to fulfill the psychological gaps between people of different cultures and change ones' ethnic attitudes (Nyaupane et al., 2008). Indeed, previous studies (Nyaupane et al., 2008; Pizam et al., 2002) indicated positive changes of ethnic attitudes following overseas travel, while other studies (Anastasopoulos et al., 1994; Pizam et al., 1991) demonstrated negative changes.

While these previous studies have explored attitudinal change through international tourism, ethnic neighborhood tourism (ENT), may offer opportunities for intercultural contacts without going abroad. In ENT, tourists who visit an ethnic neighborhood can enjoy unique foods and customs of the minority culture within their country, which may provide travelers with a unique opportunity to improve their attitude toward a specific ethnic group. To date, few, if any, studies have explored attitudinal change through ENT. With this gap in mind, the purpose of the current work is to examine the attitudinal change among Japanese tourists who visited Korean neighborhoods in Osaka, Japan.

The relationship between Japanese and Korean residents of Japan has been sensitive and complex (Hester, 2008). Because of the history of forced migration and severe prejudices, Korean residential areas in Japan were typically segregated from the rest of the urban population, and the interplay between the two groups was limited. The major turning point was the "Korean wave," the global popularity of South Korean pop culture that took place during the early 2000s in Japan. Interest in Koreans and their culture grew dramatically, especially among the fans of Korean music and soap operas. Soon, the Korean neighborhood of Osaka, which had previously served the needs of the co-ethnics, became a popular tourism destination.

METHODS

Data for this study was collected from October, 2014, to February, 2017, from two groups of Japanese citizens. The first group consists of tourists to the Korean neighborhood (n = 93), recruited from a one-day walking tour. This sample was comprised of 88 women and five men. Such an imbalance is explained by the fact that data were collected during weekdays. Arguably, this sample, however, may represent visitors to the Korean neighborhood given fans of Korean pop culture are predominantly female (Osaka, 2008). Fifty-three percent (n = 49) of the participants reported that this was their visit.

A second sample (serving as a control group) was drawn from Japanese citizens who live away from the Korean neighborhood and have not visited the area before (n = 100). Female participants were purposefully chosen.

The tourist group was surveyed twice: before the tour began and after the entire tour was completed. The control group was surveyed only once. Questionnaires for pre-trip, post-trip, and control group included exactly the same questions regarding attitudes towards Korean residents. To examine the tourists' ethnic attitudes, 24 items from the Ethnic Attitude Scale (EAS) developed by Osgood, Suci, and Tannenbaum (1957) were adopted. Respondents were asked to rate their attitudes towards Korean residents by using a 7-point scale for each continuum.

FINDINGS

To compare the pre- and post-visit responses, and the control group's attitudes, a series of one-way analysis of variance (ANOVA) tests was carried out. A Scheffe post-hoc test was further conducted to examine differences among the three groups. The results showed that scores of all 24 items of the pre-visit group are significantly higher than the control group ($p < 0.01$) (Table 1). In addition, 14 out of 24 items were significantly higher after the visit ($p < 0.01$). This means that those who visited the Korean town held positive attitudes towards Korean residents even before the visit, and such positive attitudes were enhanced through the visit.

DISCUSSION

This study examined whether the ethnic attitudes of Japanese tourists towards Korean residents change after visiting the Korean neighborhood in Osaka, Japan. The study is the first of its kind to examine the attitudinal change of a dominant ethnic group through domestic tourism (i.e., ENT). Results indicate that even before the visit, tourists had very positive attitude toward Korean residents. Previous studies (Lee, 2009; Hsu et al., 2010) indicate that people's attitude is an effective predictor of participation in tourism. Arguably, the positive ethnic attitudes of visitors affected their very decision to participate in the tour to the Korean neighborhood in the first place.

The positive changes of the ethnic attitudes after the participants completed the one-day tour were to some extent surprising, especially when considering that past studies indicate visitors in group tours do not normally change their ethnic attitude in a positive direction due to the superficial level of interaction between the host and the guest (Pizam et al., 2000; Pizam et al., 2002). Indeed, tourists who had positive changes of ethnic attitude are usually long-term visitors who experience intense interaction with local community members (Nyaupane et al., 2008). The contrast with previous studies can be explained by the nature of the walking tour wherein several mediators facilitated possibilities for attitudinal change. For example, having an experienced guide who explain the history, experience, and culture of Korean residents in the area may have contributed to an increase in participants' knowledge concerning Korean culture and aided in reducing prejudice (Pettigrew & Tropp, 2008). These talks also helped reduce anxiety about the new culture, enhance empathy for Korean residents, and encourage participants to adopt a new perspective (Pettigrew et al., 2011). In addition, as part of the tour, participants were encouraged to join cultural activities with Korean shop owners playing the role of instructor. These activities also served as an opportunity for cooperating with Korean residents (Amir, 1969).

Overall, this study indicates that ENT provides a great opportunity for those interested in Korean culture to heighten their positive ethnic attitudes. However, it may not be the correct vehicle to improve the attitudes of those who do not initially have positive attitudes because such individuals are unlikely to visit the ethnic neighborhood in the first place (Hsu et al., 2010). ENT can contribute most to positive changes of ethnic attitudes when it is used as part of a broader process of enhancing ethnic diversity in Japan and other parts of the globe.

Table 1. Attitudes towards Koreans

Attitude Items	Pre-Trip Mean	Post Trip Mean	Control Mean	F Value	Sig.
Cold-hearted-warm-hearted	4.39ab	5.12a	3.18b	58.589	.000
Awful-nice	4.26ab	4.99a	3.38b	49.100	.000
Old-fashioned-modern	4.30ab	4.72a	3.27b	41.993	.000
Cruel-kind	4.47ab	5.02a	2.96b	76.366	.000
Bad-good	4.39ab	5.09a	2.74b	100.331	.000
Boastful-modest	4.03ab	4.58a	3.50b	20.496	.000
Tense-relaxed	4.41ab	4.96a	3.09b	72.527	.000
Dishonest-honest	4.38ab	5.00a	3.27b	50.783	.000
Unfriendly-friendly	4.71ab	5.22a	4.06b	19.830	.000
Weak-powerful	5.13a	5.34	2.86a	135.026	.000
Aggressive-submissive	4.30a	4.54	2.88a	52.074	.000
Unreliable-reliable	4.32ab	4.83a	2.95b	71.502	.000
Rigid-flexible	4.44a	4.81	3.29a	47.377	.000
Stupid-intelligent	4.42a	4.85	3.60a	28.436	.000
Lazy-hardworking	4.58a	4.94	2.56a	107.603	.000
Not at all like myself-like myself	3.91a	4.14	3.41a	9.209	.000
Illiterate-educated	4.52a	4.86	3.33a	54.709	.000
Dirty-clean	4.31a	4.58	3.78a	14.261	.000
Slow-fast	4.82a	5.06	3.18a	78.567	.000
Discriminate against women-egalitarian	4.23ab	4.77a	3.52b	27.214	.000
Very negative-very positive	4.40ab	4.94a	2.70b	103.895	.000
Active-passive	4.03ab	4.12	3.00a	21.255	.000
Abrupt-polite	4.09ab	4.72a	2.96b	53.749	.000
Immoral-moral	4.29ab	4.78a	2.96b	65.774	.000

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FRANCHISING AND DYNAMICS OF THE INDUSTRY COMPETITION

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INTRODUCTION

Franchising holds a central place among the strategic characteristics of the service industry and it has proven to be a successful contractual mechanism for business expansion (Norton, 1995; Winter, Szulanski, Ringov, & Jensen, 2012). While studies from the diverse disciplines have documented how franchising system benefits individual companies for their business outcomes (e.g., Brickely & Dark, 1987; Combs & Ketchen, 2003; Koh, Lee, & Boo, 2009), limited attention has been paid to the association between franchising and the business environment at large, such as the business environment of an entire industry. Grounded in the resource/knowledge-based point of view (Barney, 1991; Kogut & Zander, 1992), this study posits that franchising helps firms (franchisors) achieve competitive advantages in the market by providing them with opportunities to acquire resources and knowledge from their franchisees. With these resources and knowledge, franchisors become able to outperform their rivals, and bring the dynamics of competition into the market. In this sense, the competitive condition within a market is an important environmental outcome shaped by an individual firm's engagement in franchising.

The argument of this study lies in the inquiry of how the franchising strategy influences three dimensions of the competition: competition structure, changed in the competition structure, and dynamic competition (Child, 1972; Dess & Beard, 1984; Mintzberg, 1979). First, the resources and knowledge acquired from franchisees improves firms' (franchisors') capabilities and enables them to enter a new market at lowered entry costs (Michael, 2003; Pilling, Henson, & Yoo, 1995). The lowered entry barriers will invite a growing number of new firms into the market which will become crowded with large population of competitors and thus less concentrated. Second, franchisors, equipped with the external knowledge from their franchisees, become more able to innovate themselves (Winter et al., 2012). Such innovative actions encourage the entire industry to be more innovative, and consequently produce more changes in the market structure. Last, these innovative efforts create new strategic assets that bring in new streams of cash flow (Irvine & Pontiff, 2009; Schumpeter, 1942; Thomas, 1996). As a result, they encourage firms to introduce diverse strategic assets into markets, which result in dynamic competition among the firms (Bengtsson & Marell, 2006; Irvine & Pontiff, 2009; Thomas & D'Aveni, 2009).

H1: An industry's involvement in franchising decreases industry concentration.

H2: An industry's involvement in franchising increases industry instability.

H3: An industry's involvement in franchising increases dynamic competition within markets.

Since each industry has its unique characteristics, it is possible to assume that the influence of franchising on the industry competition is not uniform across all industries of the service sector. The proposed relationships between franchising and the three dimensions of competitive condition could be more or less important to a certain industry or even the relationships could have different directions in specific industries depending on how franchising is exercised within each industry. This study further hypothesizes that the influence of the franchising strategy on the competitive condition will be stronger for the hospitality industry than other service industries because of the hospitality industry's unique characteristic of capital-intensity (Lee, Koh, & Kang, 2011; Sheel, 1994; Tang & Jang, 2007). An expansion of hotels and restaurants requires significant amount of capital due to need for construction of buildings and food-production facilities. Understanding this condition of the hospitality industry, it would be

more difficult and expensive for hospitality firms to expand their business with their own capital investment than firms in other service industries. Accordingly, the franchising strategy will have a greater influence on hospitality firms' business expansion and thereby their market share increase than firms in other service industries. Therefore, this study hypothesizes that the proposed influence of the franchising strategy on the three dimensions of investigating competitive condition will be stronger in the hospitality industry than other service industries.

H4a: The relationship between the industry franchising involvement and the industry concentration is negatively moderated by the hospitality industry.

H4b: The relationship between the industry franchising involvement and the industry instability is positively moderated by the hospitality industry.

H4c: The relationship between the industry franchising involvement and the dynamic competitions within the industry is positively moderated by the hospitality industry.

METHOD

The examination collects data from: (1) the firm annual reports (10K) from the U.S. Securities and Exchange Commission, (2) the COMPUSTAT database, (3) the U.S. Bureau of Labor Statistics for consumer price index's (CPI) data, and (4) the U.S. Census Bureau for industry-wide economic data. The sampling period is from 1991 to 2015. To operationalize the degree of franchising involvement of each industry (independent variable), the study uses the proportion of the number of firms, which were engaging in franchising, over the total number of firms within an industry. To measure the industry-wide competition structure for H1, industry concentration is operationalized by using the Herfindahl index, which is defined as the sum of the squared market shares of all firms within a market. To measure the change in the competition structure (i.e., market instability) for H2, the study adopts an instability index, devised by Hymer and Pashigian (1962). The market instability index facilitates the tracking of changes in market share over time. For testing H3, according to Thomas (1996), the nature of dynamic competition is recognized as having a high variance in performance across all firms in the industry. Firm performance is measured by firm value, Tobin's q (Chung & Pruitt, 1994), and then the study calculates the variance of Tobin's q within each industry for measuring the dynamics of competition. The moderating variable, the hospitality industry, is employed by an indicator variable, assigned 1 for the hospitality industry and 0 otherwise. Additionally, industry revenue, the number of firms within each industry, industry GDP, and the two other dependent variables of the three are included in the model as control variables. Since the association between firms' actions and their competitive environment is intertwined, the nature of the propositions in this research presents empirical tests vulnerable to endogeneity issues. To circumvent the problem, the current study employed two-stage least-squares (2SLS) estimations (Greene, 2011). Two instrumental variables of the economic recession period and industry categorization are used to predict the degree of franchising involvement of an industry. Furthermore, to mitigate the unobserved effects among entities and to correct deflated standard errors possibly generating problems in the panel data sets, the study uses the robust standard errors clustered by industry (Peterson, 2009).

FINDINGS

Table 1 includes the findings for hypotheses testing. Results suggest that a negative impact of franchising involvement on the industry concentration (β = -0.426) is significant at the level of 0.01, and therefore, Hypothesis 1 (H1) is supported. While the coefficients for the relationship between franchising involvement and industry instability (β = -0.793), and variance of q (β = -2.073) are statistically significant at the level of 0.01, the directions are opposite to the hypothesized. Thus, Hypothesis 2 and 3 (H2 and H3) are not supported. On the other hand, the tests on the moderating effects of the hospitality industry provide statistically significant coefficients for the relationships between franchising involvement and industry instability (β = 0.876) and between franchising involvement and

variance of q (β = 2.877) at the level of 0.05 and 0.01, which support Hypotheses 4b and 4c (H4b and H4c). The moderating effect of the hospitality industry on the relationship between franchising involvement and industry concentration is not statistically significant at the level of 0.05, which does not support Hypothesis 4a (H4a).

Table 1. Main Results for Hypotheses Testing

	DV	Fr.inv	HOS	Fr.inv × HOS	I.Rev	I.GDP	Num. firm	CON	INST	VAR(q)
H1	CON	-0.426** (0.084)			-0.000** (0.000)	-0.000** (0.000)	-0.006** (0.001)		-0.177** (0.006)	-0.002 (0.003)
H2	INST	-0.793** (0.170)			-0.000** (0.000)	-0.000 (0.000)	-0.001** (0.000)	-0.769** (0.030)		0.013* (0.006)
H3	VAR(q)	-2.073** (0.412)			0.000** (0.000)	0.000** (0.000)	0.025** (0.003)	0.000 (0.0869)	0.082⑤ (0.044)	
H4a	CON	-0.118 (0.086)	-0.379** (0.099)	0.040 (0.184)	-0.000** (0.000)	-0.000** (0.000)	-0.006** (0.001)		-0.176** (0.006)	-0.001 (0.003)
H4b	INST	-0.556** (0.197)	-0.629** (0.181)	0.876* (0.346)	-0.000** (0.000)	-0.000 (0.000)	-0.001** (0.000)	-0.769** (0.031)		0.011⑤ (0.006)
H4c	VAR(q)	-2.752** (0.503)	-0.394 (0.295)	2.877** (0.647)	0.000** (0.000)	0.000** (0.000)	0.025** (0.003)	0.034 (0.0878)	-0.081⑤ (0.044)	

Fr.inv: franchising involvement; HOS: hospitality industry; I.Rev: industry total revenue; I.GDP: industry GDP; Num.firm: the number of firms within each industry; CON: industry concentration; INST: industry instability; VAR(q): variance of Tobin's q, () contains robust standard errors clustered by industry p>0.1, *p>0.05, **p>0.01

CONCLUSION & IMPLICATIONS

The empirical results provided evidence that franchising system significantly alters the industry-wide competitive condition with regard to competition structure, market instability, and dynamic competition of an industry. It also found that franchising provides different impact on the market instability and the dynamic competition for the hospitality industry where capital investment can be heavily loaded for business growth.

The conclusions of the study provide theoretical implications to academia. The study supports the resource/knowledge-based point of view (Barney, 1991; Kogut & Zander, 1992), especially by showing that franchising can help firms (franchisors) to become better equipped with resources and/or knowledge from their partners (franchisees) and thereby lowers entry barriers for the firms and produces less concentration for the entire industry. In particular, it may be implied that the role of the franchising system to provide resources/knowledge for creating competitive advantages is more critical for the hospitality industry with respect to the industry instability and dynamic competition, in which small firms (that likely experience a lack of resources) are more likely to survive. The franchising system can encourage small hospitality firms to overcome the high capital requirements needed for market entry.

Practical implications can also be provided to industry executives and/or to policy discussions. According to the findings, the use of the franchising strategy results in a less concentrated market structure, fewer changes in the structure, and fewer new strategic assets within the overall service industries. The results indicate how franchising influences the business environment and specifically what is taking place between the franchise system and competition within service industries, which practitioners find useful for their decision-making process. Also, competition structure is closely related to antitrust policies. Findings can inform policy makers that as firms become more involved in franchising, the service industry has a less concentrated structure. Therefore, policy makers could find the result useful for evaluating each industry's market condition so that they can pursue their goals to create the perfect competition market.

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THE EFFECTS OF AFFECTIVE AND COGNITIVE ELABORATION IN FORMATION OF CUSTOMER-BRAND RELATIONSHIP

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INTRODUCTION

Many countries and cities have introduced integrated resorts, which include multi-dimensional facilities that offer integrated travel services to global travelers. Integrated resort is a term commonly used to refer properties that include various leisure businesses such as casinos, hotels, food and beverage services, shopping malls, and showrooms (Gao & Lai, 2015). Increasingly, customers are opting to use one-stop casino resorts with various non-gaming facilities, and integrated resort-based destinations such as Las Vegas and Macau have become more popular and important in terms of creating memorable and unique travel experiences. Numerous brands compete over similar or even the same functional characteristics; therefore, marketers and integrated resort service providers need to build a strong customer-brand relationship and take a competitive advantageous position.

The concept of customer-brand relationship refers to the degree to which a brand contributes to an individual's identity, values, and goals (Fournier, 1998). The relationship between customers and brands is particularly strong in the service sector because of the numerous possibilities of managing customer-brand interaction. In the tourism industry, customer-brand relationship is influenced by multifaceted customer travel experiences, including accommodation, leisure activities, sightseeing, attending events, as well as other emotional influences. Once customers are satisfied with a travel brand (e.g., destination brand, national brand, airline brand, or travel agency brand), they will form the tendency to maintain a relationship with the brand because of the time already invested as well as economic and cognitive resources in the relationship (Fornell, 1992). The quality of brand relationship strengthens the long-term relationship between customers and brands by calibrating general beliefs on the relationship (Fletcher & Kininmonth, 1992). In studies on the multi-process approach of decision-making, some researchers have argued that cognitive elaboration plays a primary role in the process of attitude formation (Petty & Cacioppo, 1986), while others have suggested that affective elaboration primarily influences attitudes (Kim & Morris, 2007). Therefore, efforts to improve understanding of cognitive and affective elaborations on the formation of an attitude toward the travel brand are necessary.

Although topics related to brand management marketing in the tourism sector have been widely studied, customer mechanisms of processing brand experience and its effects on other customer-brand relational constructs remain understudied particularly in the integrated resort industry. The alternative approach of specifying two major dimensions (affect and cognition) is necessary because of importance and complexity of the integrated resort. The purpose of this study is two-fold. First, it seeks to identify the roles of affective and cognitive elaborations in customers' relational attitude formation process induced by integrated resort brand experience. Second, this study aims to examine the effects of customer-brand relationship on behavioral outcomes toward an integrated resort brand.

METHOD

Data were collected from an online survey. Participants were recruited from the Amazon

Mechanical Turk, which provides demographically diverse samples. To increase the generalizability of results, data were collected via a self-administered questionnaire distributed to online survey panel members who had traveled to an integrated resort. A total of 443 participants were recruited for the main study. The sample characteristics indicated that 53.6 percent were male. The majority of participants (49.1%) were in the 25–34 years age group, followed by the 35–50 years (28.2%) and above 50 years (13.5%) age groups.

Sensory and affective brand experiences were measured using three items each developed by Brakus, Schmitt, and Zarantonello (2009). Behavioral and intellectual brand experiences were also measured using three items each adopted by Brakus, Schmitt, and Zarantonello (2009). Brand relationship quality toward the integrated resort brand was measured to examine the strength of the relationship between customers and brands (Fletcher & Kininmonth, 1992; Fournier, 1998). Items were adapted from Ajzen and Fishbein (1975) research to measure the customers' behavioral intention toward the integrated resort brand. Cronbach's alpha for each measure was over 0.80.

Confirmatory factor analysis was conducted and confirmed the proposed model consists of six factors including four dimensions of brand experience (e.g., sensory, affective, behavioral, intellectual), brand relationship quality, and behavioral intention. Confirmatory Factor Analysis shows that the fit of the measurement model is acceptable based on the four indices with $\chi2/df$ =684.564/192=3.565, root mean square error of approximation (RMSEA) = 0.079, comparative fit index (CFI) = 0.930, and goodness of fit (GFI) = 0.850. All of the indicator loadings for constructs were significant ($p < 0.01$). Factor loading appears higher than 0.5 which indicates the extent to which the ratings of items depends on the latent variable.

FINDINGS

Hypotheses were tested using structural equation modeling (SEM) with AMOS 6.0 statistical packages. Results show showed goodness-of-fit indices ($\chi2/df = 679.64/196=3.468$, GFI=0.856, CFI = 0.932, and RMSEA = 0.078). Specifically, the results (Figure 1) pointed out that when evaluating brand experience. Positive effects of affective ($\beta = 0.46$, $p<0.01$) and intellectual ($\beta = 0.13$, $p<0.05$) experiences existed on brand relationship quality. These analyses indicated that, 48% of the variance in brand relationship quality was explained. The positive coefficient estimates for the paths from brand relationship quality to revisit intention ($\beta = 0.67$, $p<0.01$) were significant. The variance was explained 44% of the variance of the behavioral intention.

CONCLUSION

The present research provides a thorough view that contributes to the understanding of customers' evaluation process of their travel experience. The findings suggest that customers' affective and cognitive elaborations are elicited concurrently after exposure to integrated resort brand experience. Affective brand experience was a significant predictor of customers' behavioral decision-making process. For instance, positive and welcoming feelings in the resorts or sentimental and emotional elements of guestrooms are clearly important triggers. This affective brand experience is a key factor that determines a strong customer-brand relationship. Thus, a strong brand relationship quality can be achieved through affective elaboration of emotional brand experiences. Intellectual brand experience was also significant. Among various travel services gaming activities may yield a highly intellectual experience. Slot machines with pay arrangements and casino table games with a dealer or more players stimulate customers' analytical reasoning and/or divergent thinking. Customers' relational attitude is in the final stages of mental brand responses and is formed by customer experience. In this study, the effect of brand relationship is also significant in the purchase decision-making process of integrated resort brands. Customers who perceive a high quality of brand relationship are likely to make future behavior intention.

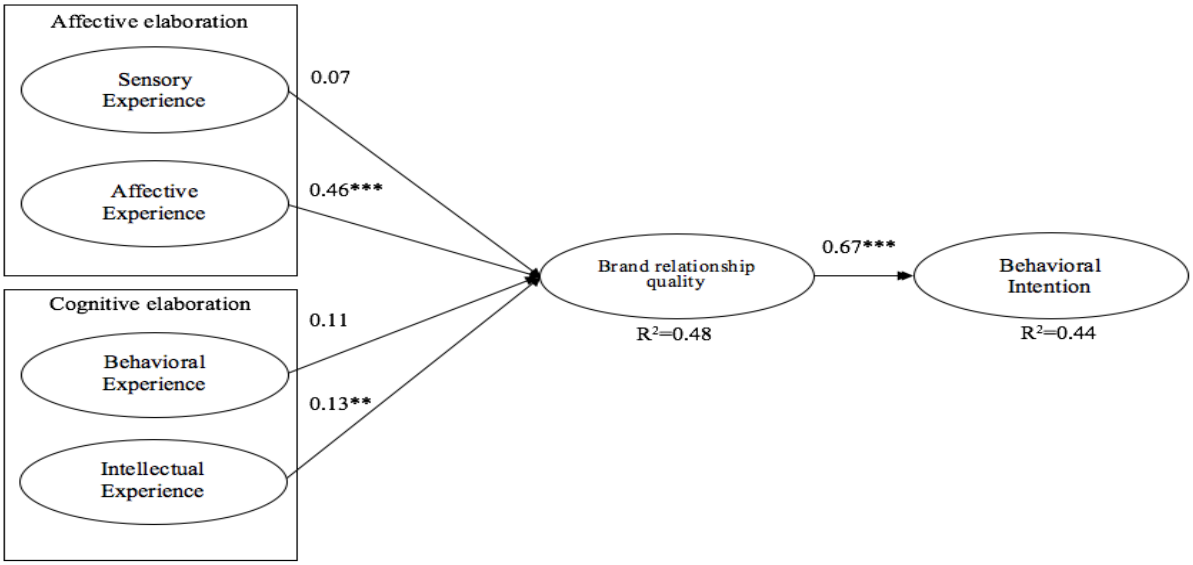

Figure 1. The effects of affective and cognitive elaborations

In managerial terms, the findings yield new insights into applying the brand relationship concept in the practice of integrated resorts. Recently, most service marketers have developed strategies to promote behavioral (e.g., long golf course, big swimming pool) and sensory (e.g., innovative interior design, spacious layout) elements of the integrated resorts. However, less focus has been given to affective (e.g., friendly employees and welcome gifts) and intellectual (e.g., video slot machine, bonus table game) brand experiences. The findings of this study indicate that focusing on behavioral and sensory brand experiences alone may not strengthen customer-brand relationship. Instead, enhancing affective and intellectual brand experiences could increase quality of customer-brand relationship, which in turn would lead to higher visit intention.

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EVALUTION OF URMIA ART TOURISM WITH EMPHASIZE ON CREATIVE TOURISM

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ABSTRACT

In recent studies of urban economies, art tourism is often listed as one of the creative industries, and 'creative art tourism' has been taken up by many destinations around the globe. The identity of art could determine the ability to attract visitors to a country through infusing the sense of place and imprint the memories on the visitors. The purpose of the paper is to explore the current development of art tourism in Urmia, The literature review indicated that art tourism is part and parcel of cultural tourism and mainly centered in urban area. These art tourists visit art exhibitions and art galleries, folk life and craft centers, theatres and museums, art festivals and fairs. The paper is the result of an empirical research, an exploratory study that includes literature review, meaning of seeking the good practices reported, and finally a SWOT analysis. In a result, it is normal to move towards a kind of tourism that we can differentiate and attract the interest of those who want to travel and have new, unique and authentic experiences and strongly believe that in Urmia this possible direction can be art tourism. The research suggested that the pursuit of art tourism would not only yield economic spin-off but also set the path in discovering its cultural identity through the expression of the local and modern arts. Further research direction could focus on the structure of the local and modern art sector in order to maximize the economic benefits.

Keywords: Art tourism, Creative tourism, urban economies, SWOT, Urmia

Introduction

Not surprisingly, art tourism has also been caught up in this creative maelstrom. In recent studies of urban economies, art tourism is often listed as one of the creative industries, and 'creative art tourism' has been taken up by many destinations around the globe. Creative art tourism has been posed as an extension of cultural art tourism—at once an adjunct and an antidote to mass forms of cultural art tourism and the serial reproduction of culture (Richards & Wilson, 2006). This review article attempts to analyze and explain the developing relationship between Urmia art tourism and creativity, specifically considering the implications of the 'creative tourisrn' in art tourism and examining the ways in which relationship has been approached in art tourism studies and more general economic science literature. It deals with the drivers of creativity in art tourism both in terms of production and consumption, evolving intervention strategies, the development of creative practices in art tourism and the rise of creative art tourism as a distinct field of art tourism development. The gathering critique of creativity is also reviewed, and the potentials of art tourism are outlined.

According to the World Art tourism Organization, Iran is among the world's top five countries that is bestowed with geographical diversity and is among the top ten tourist-attracting countries which benefits from various historical and cultural attractions (BBC Persian, 2008). This situation can be of great potential in increasing art tourism activities in the two major categories of the art tourism industry, that is - inbound and domestic art tourism. However, an examination of art tourism trends shows that Iran has experienced a serious decline in inbound art tourism in the past decades. In contrast, domestic art tourism in urban areas has increased significantly in numbers. The significance of domestic art tourism from the economic and social perspective is undisputable, and it has remarkable potential to develop local areas, increase gross domestic product and regenerate cities. Therefore, consideration of the urban art tourism market in Urmia is an effective way to achieve the economic and social goals,

create the appropriate urban infrastructure, increase art tourism products and services in virtually all sectors of economic activities, and finally expedite the economic regeneration of the city. The importance of city destinations in Iran is self-generated as urban art tourism became increasingly popular among Iranians. Urmia metropolitan is one of the most important urban destinations in Iran attracting a variety of visitors throughout Iran. However, this process should be organized and managed with an understanding of urban art visitor's characteristics, demands and desires.

Artistic Craft-based enterprises have a long history and tradition in Urmia and constitute considerable employment opportunities for the work force of the country. In many sectors employment is particularly suited for women and youth and the enterprises exist in rural areas where economic development is generally lacking and increased employment opportunities are particularly crucial.

There is some craft-based sectors: 1. Art works 2. Kilims and carpets 3. Leather, skins, furs 4. Ornaments made of stone (incl. semi-precious stones and gemstones) 5. Rattan furniture, woven mats and similar items 6. Metal items (copper, brass, silver, gold) 7. Wooden items (carved ornaments and furniture) 8. Other products (ceramics and pottery; textiles and embroidery incl. embroidered traditional dresses etc.) (figure 1,2,3,4,5,6 and 7).

Out of the sectors analyzed, art works weaving appears to have the largest potential for contributing to economic recovery and structural changes that provide opportunities to disadvantaged groups within society. Other sectors may have some chance of revival as niche[4)] industries or when conditions for art tourism improve to such an extent that it becomes feasible to concentrate on this market.

- Niche tourism is a form of specialty tourism and has emerged as an antagonist to detrimental developments of mass tourism referring to environmental degradation and socio-cultural disturbance.

Figure 1. Wooden art workshop in Urmia

Figure 2. Kilims and carpets art workshop in Urmia

Figure 3. Ceramics and pottery art workshop in Urmia

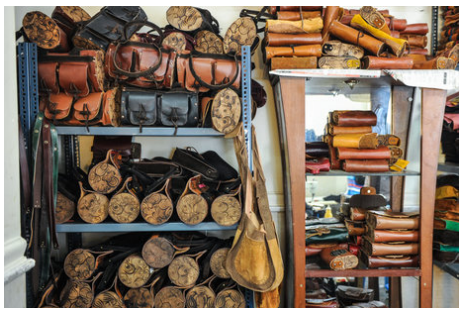

Figure 4. Leather, skins, furs art workshop in Urmia

Figure 5. Metal art workshop in Urmia

Figure 6. Brass, silver, gold art workshop in Urmia

Figure 7. Traditional dresses art workshop in Urmia

Cultural and arts organizations are often wary of marketing to tourists. They believe that when tourists attend the arts they are simply looking for entertainment. Therefore cultural organizations believe tourists have little or no interest in a true cultural experience. Unfortunately cultural organizations sometimes misunderstand marketing as only selling; with the organization trying to convince the tourist to experience culture in which they have no interest without regard to the effect such unappreciative attendance will have on the arts organization. However the definition of marketing is that it is an exchange that satisfies both the organization (in this case the arts organization) and the individual (the tourist). Successful marketing will result in an exchange that will benefit both the cultural organization and the tourist. Fortunately there is a model that can be used by arts organizations to market to tourists while retaining their mission and integrity. This can be accomplished by repositioning the product and branding it as a complete experience that combines the experience of culture with the experience of visiting the city. After all, a product can be a physical good, a service, or an experience. Marketing the arts as a tourist product is unique because it is a product composed of a physical good (the city) tourist services (hotels, dining, etc.) and the experience of the cultural events. Cultural organizations must work collaboratively with the entire community to attract visitors. Of course the packaged art event is an important element in attracting visitors to the city. However, tourists are much less likely to visit a city, even if it has great art, if the physical aspects of the city, such as its buildings, parks and streets, are unattractive. The image of the arts and the image of the city are both important components of the visiting experience.

One of the fastest growing sectors of the travel industry world-wide with annual average growth rate of 15%, which is three times of the average growth of the general tourism, is cultural tourism where arts and heritage are the key components (Sarah Lebski Associates, 2010). Iran, a federation of 31 states, is Middle East's major art tourist destination and constantly developing new art tourism products and the industry is the second biggest contributor to foreign revenue. Urmia, one of states in Iran, is located in the North West part of it and is a melting pot of many different cultures and traditions, being home to more than 1 million people with more than 5 ethnic groups. It is renowned as one of the important mega-diversity sites in Iran with strong sense of culture and heritage. The art sector in Urmia enjoys steady growth with a strong support from the local and foreign art collectors. In recent years, Iran aspires to elevate the status of Iran art as an iconic product, which is desired, pursued and collected worldwide. Rather than focusing on the art sector itself, Iran decided that it should tied in with the art tourism industry where the art community, such as the artists, art galleries owners or managers, art promoters, art critics, art lovers and collectors flocked to and around Iran buying collectible art, which is normally made by Iran artist. In the last three years, Iran promotes art tourism through Art tourism event all over the country including Urmia. Art Festivals is specializing in showcasing the art works and sculpture in the contemporary genre and supplemented by the 'Art tourism Art Trail'. Tourists can visit the contemporary and traditional art galleries and attending art seminars and talks focusing on the current contemporary art scene. The objective of this paper is to explore and

understand the art tourism in Urmia.

Urmia is the second largest city in Azerbaijan and the capital of West Azerbaijan Province (figure 8). Urmia is situated at an altitude of 1,330 m above sea level, and is located along the Shahar Chay River (City River) on the Urmia Plain. Lake Urmia, one of the world's largest salt lakes, lies to the east of the city and the mountainous Turkish border area lies to the west. Urmia is the 10th most populated city in Iran. At the 2012 census, its population was 667,499 with 197,749 households. The city's inhabitants are predominantly Urmiaian Azerbaijanis who speak the Azerbaijani language. There are also minorities of Kurds, Assyrians, and Armenians. Urmia has many parks and touristic coastal villages in the Shore of Urmia Lake. Also Art events kicked off in the city of Urmia in every time of year and so many art and cultural tourists come to visit artistic places, galleries and exhibitions.

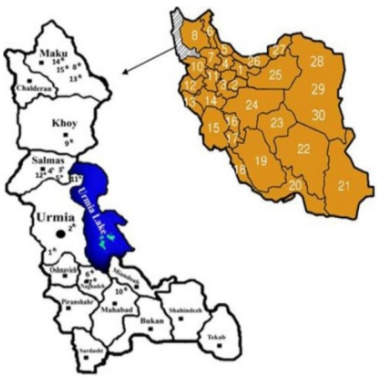

Figure 8. Urmia location in West Azarbyjan of Iran

LITERATURE REVIEW

Stylianou-Lambert (2011) suggested a comprehensive exploration on art tourist definitions where she reconstructed and expanded well-established cultural tourist typologies through explanation of the differences on cultural tourists in art museum from the general cultural tourists. Using exploratory research, her study has drawn the experiences, memories and perceptions of art museum local visitors and developed Museum Perceptual Filters (MPFs) with eight (8) different ways in approaching art museums. The eight MPFs identified are professional, art-loving, self exploration, cultural art tourism, social visitation, romantic, rejection and indifference. The study also suggested that the participants that visited art museum in their home will probably do so when they are travelling and those who do not, will also not visiting art museum while travelling. Art tourism is also thought to be able to attract new businesses and residents through enhancing the positive image of the host city (Kolb, 2005). The distinctive difference to the arts as a tourist product is the departure point of the marketing process where it starts with product analysis. This enables the art product to be able to reposition as a tourist activity. This is certainly different with the traditional marketing process that starts with identifying the factors for external environment and decided if those factors such as social, political, legal and technological changes have indicated a potential art tourist market. The literature reviews suggested that art tourism is part and parcel of cultural art tourism and mainly centered on urban area. It is mainly integrated as part of economic development where the incoming flow of tourists hoped to bring more positive impacts while enhancing the local community's quality of life at the same time. There is a lack of literatures that discussed the issues and the evaluation of art tourism as many studies focused on the current existing art scene and researching them as part of urban development program.

Cultural tourism is not new. The cultural activities and institutions of cities and towns have always been of interest to people. Postcards of city scenes produced in the late 19th century were designed to show Main Street bustling with markets, parades and festivals. In fact when Main Street developed, one of the most important criteria in planning the layout of a building's site was to maximize each building's exposure to the traveling publics (Francaviglia, 1996).

The marketing of cities in the US can be traced back to the selling of the Western frontier to American citizens. Once the railroads had connected the populated East with the sparsely populated West, efforts were initiated to motivate people to travel. The 'See America First' movement, an early example of such an effort, was started to encourage US citizens to use the new cross-continental railroads to visit the West. While enjoying the natural splendors was the first inducement to tourism, it was only a short time later that experiencing the excitement of the new

cities, including their cultural attractions, also became a reason to travel west. Early promotional messages contrasted the adventure of exploring the culture of US cities with visiting the old civilizations of Europe (Shaffer, 2001).

The idea of using tourism to encourage economic development is now new. The City Beautiful movement, which was influential at the beginning of the twentieth century, believed physical improvements to a city's infrastructure would in turn help to improve the social relations of its citizens. They specifically focused on cultural and civic improvement projects, such as civic centers, performance halls, parks and town squares. Of course these improvements cost money that taxpayers were not always willing to spend. Therefore those involved with the movement reminded local citizens, particularly those with businesses, that not only would the improvements make the city a more pleasant place in which to live, they would also attract tourists. The movement's supporters argued that these visitors would spend money which would increase business revenue and therefore indirectly benefit all citizens (Cocks, 2001).

The same argument is still being made today, while cities welcome the money spent by visitors, cultural tourism is not the total answer to improving the economic health of economically troubled cities and towns. However it can be one part of the solution to increase business revenue, provide employment opportunities and even attract both new residents and new businesses. Developing a tourism industry can also change the image of the city, and this new more positive image can be the catalyst for other positive economic changes such as attracting new residents and new businesses (Kotler, 1993). Cities can be described as being in one of three stages of economic health: economically strong, in decline, or in transition. An economically healthy city will have expanding business and industry sectors that result in new residents moving to the city because of employment opportunities. Such a city probably will already have strong cultural institutions that attract tourists. In fact local attendees might even complain about the negative effects caused by the many tourists visiting the institution.

Growth in travel opportunities and improved communication systems has contributed to an increased awareness of global culture. Consumers are now familiar with the art and music of many other countries besides their own. It is natural that they would want to visit cultural organizations to experience these art forms when they travel. Heritage sites and museums, along with theatres and other performing arts venues, are a significant reason why tourists visit the major urban areas (Hughes, 1997). As government funding provided to cultural organizations for operational expenses has decreased, cultural organizations have become increasingly interested in attracting cultural tourists to their venues. Targeting cultural tourists is a means for cultural organizations to earn additional revenue, while still being true to their mission.

The cultural organization faces a unique challenge of providing a worthwhile experience for the cultural tourist. The tourist is traveling to gain both an understanding of culture and is also traveling for enjoyment. Cultural tourists want an experience that is both exciting and memorable, so that they can share the experience with friends and family when they return home. Even so cultural tourists are also interested in education programs − as long as they are enjoyable − that will help them understand what they are experiencing.

The tourist market can also be further segmented by the benefits sought by the tourists (Boniface, 1995). Some cultural tourists seek escapism. They want an experience that is different from what they experience in daily life. Other tourists want their visit to a cultural organization to provide them with a feeling of status. They want a unique experience unobtainable elsewhere, of which they can boast when they have returned home. Some of the benefits desired by tourists visiting a cultural organization may be similar to the benefits desired by other visitors, but cultural tourists do have some additional needs for which the cultural organization must provide. Because cultural tourists are unfamiliar with the country's culture, and not just the cultural product, they need to be provided with even more information about the history and meaning of the art form. Cultural tourists will not bring the same assumptions and knowledge as the local residents and need additional information so that they can understand and enjoy what they experience.

The wider community increasingly sees

cultural organizations that serve tourists as a source of revenue and employment (Broadway, 1997). Government agencies have become aware of the positive effect cultural tourism has on economic growth and are starting to collaborate with cultural and tourism groups to promote such tourism. In fact, besides promotion of the art itself, one of the main rationales for having music festivals or major exhibitions is to attract tourists to visit an area.

The marketing process for the arts as a tourist product starts differently. The first step in the process of marketing is a product analysis. This is so that the art product can be repositioned as a tourist activity. The city and the arts are then developed and packaged together and branded as an experience that will appeal to specific target market segments. The product audit is a thorough and honest analysis of what both the city and the arts have to offer. First the physical infrastructure of the city must be analyzed to determine what is unique and attractive and also what needs to be improved. Secondly a survey of both the local businesses and nonprofit arts organizations must be conducted to determine which offer services or events that might be of interest to tourists, even if they currently not marketing to visitors. The complete package of city, services and the arts is then branded and promoted to potential tourists (Kolb, 2005).

While some cities do not have a large number of established arts organizations or institutions, that does not mean they do not have art and culture that can be used to attract tourists. In fact the city may have more art and culture than local citizen realize. One method to discover what might be available to offer tourist is to analyze the city to find the hidden art and culture. Conducting a thorough place audit of all the products and services a city has to offer tourists is a large undertaking that will require the commitment of considerable time and resources. For this reason it is not recommended that it be conducted by a single person or even two or three. It may well be that the person put in charge of developing the cultural tourism marketing plan is working alone or with a small staff. In their desire to start work and have a finished plan as soon as possible, they may attempt to conduct an audit on their own.

Urmiaian art forms have a long tradition and distinctive style, as exemplified in architecture, art works, ceramics, metal ware, painting, folklore music, dance and wood works (figure 6 and 7). The government patronage of artists dates from more than 2,000 years ago. Since ancient times, repeated patterns have been used in decoration, ornament and design. Motif in a work of art is a distinctive recurring pattern, design and shape or form.

Figure 9. Urmia Azari dance

Figure 10. Urmia Ashighlar traditional music

However culture is a complex product consisting of organizations, for-profit businesses, performances, visual arts and artists. Even if they feel they have the necessary time and resources they should resist the temptation to work alone. This is because people's opinions on what culture the city has to offer will vary. Everyone experiences the city's culture differently depending on their demographic and psychographic characteristics. Therefore their personal beliefs as to the benefits the city provides will vary. People's opinions will also vary because of differences in gender, age, occupation, religion, ethnicity, social class, values and lifestyle. Older people will perhaps not notice the nightlife music scene while younger people may pass by sites of historical significance without a glance. In addition it is very important that members of any local religious and ethnic communities be involved. Members of a

religious community may know of choral groups that could perform concerts of religious music for visitors. In addition members of ethnic community may point out that they city has historical sites related how members of their group have impacted local history. All of these differing views and opinions on the city's culture including both its benefits and deficiencies are needed for a complete analysis.

It also required that other tourist services such as hotels, restaurants and stores commit to offering packages of services when the arts organizations had events. How the packaging of products is also an important marketing issue because the package is also used to communicate information. This information on the package will include the name of the product. It might also include information on ingredients, where the product was produced and the product price. In addition the design of the package is used to communicate promotional information regarding the benefits the consumer will receive by consuming the product. An attractive package that uses words and images to convey the benefits of the product helps the consumer to make the purchase decision. Once this positioning strategy was chosen, a brand image was created. It is this image of enjoying the arts in a beautiful historic city that was actually communicated.

Contemporary art denotes the art of the present day and relatively recent past where they are usually avant-garde in nature. The operational definition is extended to the commercial side of art where the art tourist views, hears and acquires a form of art works and sculpture or artistic expression in exchange of payment. This is to fit in to the view of art tourism where the promotion of art is tied in with the pursuit of economic benefits.

Art business are still very much at its infancy with the art auction house in Urmia, Hraji Urmia started very recently (Figure 11,12 and 13).

Hraji Urmia (Iran) is a company that rather well known for property management and have not achieved what the established international art auction houses such as Sotheby's (established in 1744) and Christie's (established in 1766) in promoting art business through their art auction.

Figure 11. Urmia Hraji (painting exhibition)

Figure 12. Urmia art marketing workshop (Lecturer: Mehdi Asadi)

Figure 13. Urmia Hraji (sculpture exhibition)

An alternative that the art sector could explore in today's Internet age that there are also online art auctions available such as Online Auctions, Auctions Result and eBay Art. These online art auctions are not just for buying and selling but they also served as databases for the auction items and connecting auction houses and bidders worldwide. Today, most of the conventional auction houses have a web-enabled method for the bidders to bid online. There are also other types of art that could be promoted as contemporary art in Urmia such as photography and artistic books. A local contemporary artist that specialized in contemporary art expressed his opinion on the art sector's focus in Urmia where '…art is everything but the authority only favored fine art, but we have more types of art that can define us as a society…' He also noted the

commercial value of contemporary art where '…a senior artist once told me that you could not sell any pop art to the tourists because it does not represent the tourism images…it depends on the market because different tourists have different taste…" (C. R. Francis, personal communications, November 5, 2011). The increasing competition between cities that tied in with the promotion of their own art and tourism sector around this region such as Singapore, Hong Kong, Tokyo and Taipei only emphasized on the importance of effective marketing strategies.

The investment in art for Urmia has been outlined in the Urmia Development Corridor Blueprint where the vision of Urmia's Tourism is to make the state the be among the most live able places in world by 2025. This is planned to be achieved by setting up world-class infrastructure that could nurture a vibrant arts and cultural scene. Art and Culture Development set up to support budding creative talents and emerging arts organizations in the fields of indigenous art preservation, community cultural development, dance, music, theatre and visual art and craft. The Head of Tourism for Urmia City Council expressed similar opinion where "we (Urmia) have so much performing art as an attraction at this moment and it is good that we can diversify that especially with something new like art tourism". Urmia art identity has been questioned in a cultural sense as suggested that Urmia have been emphasizing on its cultural vibrancy with the successful tourism campaign "Urmia: Truly world". The vibrancy is due to the various ethnic groups. All of the races made up the population of Urmia now and each usually keep their own ethnic identity while being Urmia through the integration process rather than assimilation process. The multiculturalism in Urmia has become the foundation Urmia 's tourism and he raised an important question on whose culture should be promoted to represent Urmia. This raised a simple but important question, which is 'what is Iran art?' An art collector based in Urmia expressed his view on what is Urmia Art, where we note"…if you ask me about Urmia art, it must have primary and secondary ingredients…the primary one is the artist must be Urmia and the secondary ones are the motifs and objects must have strong cultural significance to the Urmia culture…" Since Urmia population have strong identity that linked back to their culture, this raised an issue of the object and expression of the art that made in Urmia or any other art made in the city of origin of the artist's forefathers, hence the authenticity of the art itself as Uremia's art. The study on art identity linked to the marketability of the art and it would be useful in having a greater understanding of the art sector and promoting it more effectively.

METHODOLOGY

In order to explore the issue of art tourism in Urmia, it is appropriate to conduct qualitative-based research with exploratory as the methodology. This enables the researcher to build a strong and reliable foundation that could uncover motivations, reasons, impressions, perceptions and ideas of individuals. This includes extensive information from each respondent and a search for meaning, ideas and relevant issues.

According to Wood (2006), the validity of interactionists qualitative research commonly rests upon three main features, which are 1) unobtrusive, sustained methods; 2) respondents validation; and 3) triangulation. The data are gathered from primary and secondary sources. The primary data gathered through interviews with a local art tourism authority, a local contemporary artists and a local art collector while the secondary data gathered through literature search. The data were triangulated through respondent's validation method. Results were derived from the interviews analysis where data from the interviews clustered into groups based on the themes that emerged from the data.

SWOT framework has enjoyed consistent popularity among both researchers and practitioners during the last several decades. Originally introduced in 1969 by Harvard researchers, the SWOT framework became popular during the 1970s because of its inherent assumption that managers can plan the alignment of a firm's resources with its environment. Subsequently, during the decade of 1980s, Porter's introduction of the industrial organization paradigm with his diamond models which gave primacy to a firm's external environment and added the popularity of SWOT. At the start of the

twenty-first century, SWOT is alive and well as the recommended framework for case analysis in many of the leading strategic management and marketing texts (Milorad, etal, 2009).

In this method with analyzing the strengths and weaknesses as internal factors and opportunities with threats as the external factors, suggest strategies, for organizations. SWOT is alive and well as the recommended framework for case analysis in many of the leading strategic management and marketing texts. In this research, we analyze the opportunities, Threats, Strengths and Weaknesses in Uremia's art and event tourism by using available exploratory, empirical and library studies. (See Table .1)

Table 1. SWOT Analysis of Urmia art and event tourism

1 **STRENGTHS** 2	3 **WEAKNESSES**
4 S1: Ancient history and worldwide popularity. 5 S2: Variability in art works production. 6 S3: Skilled human resource 7 S4: Desirable raw material. 8 S5: High quality of products 9 S6: Technical experiences in designing. 10 S7: Ethnographic values 11 S8: Mythological and Ethnographic values, 12 S9: Cultural events (carnivals, festivals, etc.) 13 S10: Authentic art places (structural and cultural) 14 S11: Cultural events (Concerts, theatres, folk Azari dances, artistic exhibitions etc.). 15 S12: Archeological and Cultural attractions a lot 16 S13- Long standing emotional ties to the art events. 17 S14- It is community-driven. 18 S15- Aims to showcase the diversity of the Urmia in terms of art and heritage festivals. 19 S16- It appeals to local, intrastate and interstate visitors. 20 S17-Touristic Infrastructure 21 S18-Security and communication service 22 S19-Hospitality and F&B Organizations. 23 S20-Institutional Infrastructure 24 S21-Non-governmental organizations like art compamies 25 S22-Local Authorities collaboration 26 S23-Urmia Art University and other art tourism Universities. 27 S24-Rich traditional heritage that can be promoted (folklore, songs, music, popular customs, local and modern Art works); 28 S25-Popular crafts (pottery, wood carving, weaving, furrier's, leather, cooking etc.); 29 S26-Diversity of potential art products from rural and urban area; 30 S27- Offers that pull consumers to specific destination and has large potential to grow; 31 S28-Prevalent offers of art works and art events. 32 S29- Mass-media support and well Advertising 33 S30-online art auctions available 34 S31-Hraji Urmia	35 W1: Unfamiliarity with modern marketing methods. 36 W2: the products are not conforming to the tastes and needs of art tourists. 37 W3: web-enabled method for the bidders to bid online 38 W4: high prices of art works. W5: scattering wearing workshops. 39 W6: Small and non commercial art workshops. 40 W7: dying workshops. 41 W8: Lacking clear vision and direction and strategy for this kind of art tourism. 42 W9- In some years art workshops makes a financial loss and scattered workshops. 43 W10-Overall coordination of the program of art events and advertising. 44 W11-The schedule of art events experiences a mid-week slump. 45 W12-There is a decline in number of volunteers and community engagement. 46 W13-Long standing emotional ties hinder hard business decisions. 47 W14-Deficiency of consistent and well equipped art workshops and art fairs. 48 W15-Deficiency of an effective theme of art tourism 49 W16-Deficiency of utilizing internationalization sources of art tourism 50 W17- Deficiency of professional art organization, Amateurism. 51 W18-Deficiency of effective sponsorship and stakeholders participation in art works exhibitions 52 W19 -Deficiency of enough entertainment and art shopping points and centers. 53 W20-Poor cooperation between stakeholders; Gallary and workshops owners 54 W21-Poor/lack of education in art tourism. 55 W22-Lack of inventory of artisan products or locally made products. 56 W23-Lack of specific activities of art tourism and festivals (thematic museums, art workshops, thematic artistic tours); 57 W24-Current economic crisis. 58 W25- Lack of art tours maps
59 **OPPORTUNITIES**	60 **THREATS** 61
62 O 1: Existence of potential art markets. 63 O 2: The interest of private sector in investment.on art sector 64 O 3: Government determination to develop non- oil industries like cultural and art tourism 65 O 4: Governments political and commercial relations with other country about cultural tourism. 66 O 5: Develop of electronic commerce over the world. 67 O 6: Government's support from foreign investment on art industry. 68 O 7: Have a hallmark art events to compete on the world stage. 69 O8-New art leadership and committee members representing all stakeholders with fresh ideas, energy and access to more volunteers. 70 O9-Increase the diversity of the art events to include handy crafts, heritage, arts	85 T1: decrease the price of art works in domestic market 86 T2: Art touristing inferior art works with the name of other cities art works 87 T3: Increase the producing of machine made art works 88 T4: Recession/ Bureaucracy 89 T5: Copying the design and patterns of Urmia art works. 90 T6: High customs tariffs. 91 T7-The decline in art sponsorship money. 92 T8-Community and volunteer disengagement. 93 T9-Changes in licensing, legislation and council regulations, i.e., and traffic control laws. 94 T10-Decisions are made on emotions as opposed to facts and figures which could lead to the

	and culture.		complete demise of the art management.
71	O10-Employment opportunities for local people during art events and Festivals.	95	T11-Disruption of social and cultural structure
72	O11-Rise of cultural conscience	96	T12-Big accommodation enterprises which adaptable with cultural and environmental structure of area are being established
73	O12-Contributing maintenance and moral revival of artistic, cultural, and historical values of the region	97	T13-Unique historical values of art events are being lost.
74	O13-Providing integration of cultural art tourism with other touristic attractions.	98	T14-Potential effects of political changes on art organizations.
75	O14-Providing accommodation opportunities convenient for art events visitors' choices.	99	T15-Inadequate governance on facilities.
76	O15-Advances related to creativity of city and urbanisim.	100	T16-Abandonment of some art traditions;
77	O16-An increase of collaboration between local authorities and art tourism sector.	101	T17-Lack of transfer of know-how in various traditional crafts;
78	O17-Increase of contribution of art universities.	102	T18-Legislation which does not stimulate development of art economic sector;
79	O18-Efforts for professional support on art events.	103	T19-Competition from other destinations similar art products from neighboring countries.
80	O19-Old background of art activities.	104	T20 -Easy access to other similar competing artistic destinations (countries like: Armania,Turkey,Gorgia) .
81	O20-funded projects that may create additional art tourism infrastructure that can help the cultural development of city;	105	T21-Insufficient awareness of stakeholders to develop the need of capitalize art tourism (especially local authorities, state authorities link to art tourism activity).
82	O21-Projects finance the promotion of traditional crafts forgotten.	106	T22-. Non-availability of art quality strategies.
83	O22- Sufficient human resources that are educated.		
84	O23-Material of cultural and historical heritage of city areas. O24-Thematic art gallaries.		

FINDINGS

Handmade art works as an artistic and industrial product is rooted in Urmia's history and civilization. Art works are usually incorporated among people of the world with Urmia's name. Urmia's popularity is because of its high quality and varied design. Access to expert and skilled worker and use desirable material and natural colors lead the ability in producing beautiful and desirable art works. Use of these strengths to utilizing opportunities and reducing the impact of threats can provide the conditions for improving and developing Urmiaian handmade art works and Competitors copying and record.

Technology progress in machine made art works end other flooring production has increased producing of these products in last few years , addition to this suitable marketing and low prices of these products also out up their selling and as a result have reduced the demand of handmade art works . Also worldwide recession and decrease the ability of art tourist in buying products have reduced the demand of handmade art works and art tourists are interested to buy inexpensive art works. Unsound competition of some competitors has had a negative impact on Urmia handmade art works. Copying the designs and patterns and using the name of regions that produce handmade art works are very famous has had a negative impact on Urmia handmade art works name and its reputation in global market. Tailored use of opportunities in environment can provide conditions for art works production with low cost. In addition, it can help improving the level of art works in global markets.

Paying attention to tastes and needs of handmade art works of art tourists in international market has been one of the most important challenges of Urmia art works in last half century. Traditional production process and not using the modern marketing methods has made producers and tour operators to forget about market needs and tastes. In addition, because of that there is no coordination between their art works' design and art tourist tastes and needs, too. Another weakness of Urmia art works is the price, which is high. Use of traditional methods in material and production workshops has been the cause of increasing the production costs and art works' price. Small and scattered workshops are other weaknesses. Considering that art works display in large exhibition and markets is one of the common methods of selling in last few years, scattered workshops will not have the ability of providing a determined amount of a type, and if a design is different workshop, the art works would have different in size, color and quality, And tourists who are wholesalers are not interested ordering from small and scattered workshop. So these factors cause the decrease of art works in last few years. By comparing internal and external factors try to give some strategies for development of handmade art works for art tourists. Comparing

Urmia's environmental opportunities and strengths can give new strategies in using environmental opportunities through strengths. According to Urmia's popularity and ability in producing desirable art works and because of suitable markets, communication between internal and foreign companies in art works industries and producing desirable and varied art works, can increase Urmiaian art tourists.

In addition, external companies' participation in export industry has entered modern technology and methods into Urmia, and help decreasing production costs. Use of political and commercial relation of Urmia in export art works, and government cooperation in introducing producers and Urmia art works business person to other countries can help increasing Urmia art works and art tourists too.

Also, tailored political relations between Urmia and other countries has raised the security of investment in Iran and provided condition for foreign companies' participation and attracting foreign investment. Comparing strength and threat points in Urmia art work sing shows that Urmiaian officials should advertize and inform people about its name, features, quality and excellence in art tourism markets in order to preventing competitors copying and their art with the name of Urmia. They can protest against competitors copying and record Urmia art works designs and patterns by registering in copyright organization.

Producers should use experiences and knowledge of designer and art tourists in designing low-price art works and using appropriate and chip methods so they can decrease art works price and negative impacts of recession. Another beneficial way in decreasing art works price is increasing efficiency in raw material production workshops. Efficiency can reduce most of production costs and it cause to produce art works with lower price. Comparing opportunity and weaknesses of Urmia is art works industry shows that tailored use of opportunity can help removing its weaknesses. Producer should try to use technology and mother method in recognize tastes and needs of target markets and produce their products with considering art tourists tastes and needs. An adaptation product with art tourists tastes and needs increase products sells and develop art tourism. External and internal cooperation in art works marketing and art tourists, use of electronics methods in marketing, selling and art tourism companies' familiarity with modern marketing methods can help developing art tourism. Producing should try to use modern technologies in producing raw material and modern methods in order to decrease production costs and products' price. Government support of external and internal investment cooperation in art works make art tourists increased. Cooperation of external and internal investment investors in establishing large production units and centralizing production workshops not only can reduce production costs but also can producing amounts of common art works. To establish what good practice is, we consider various events organized in Urmia. For instance we remark a higher interest for education in art tourism area (started with mass-media support). Socio-cultural, socio-economic, and structural problems resulting from art events organization in Urmia were exposed according to the results of the field research. The advantages and disadvantages, opportunities and threats to the Urmia art tourism and were determined with a SWOT analysis.

RESULTS AND DISCUSSION

The exploration of art tourism issues in Urmia suggested that there is potential for economic yield and there is a need to discover its cultural identity through the expression of the local and modern art works. The identity of the art could also develop a strong sense of place that could imprint the memories on the visitors while instilling pride to the local community. Art or art-based tourism experiences that are being promoted in Urmia is currently through the art only includes contemporary art works but other types of contemporary art that can also be promoted such as theatre, dance, music, literature, cinema, visual arts and crafts, design and architecture, public art, photography and digital media to ensure the art sector can be constantly dynamic and sustainable.

The results of analyzing the data given by questionnaire have determined the most important opportunities, threats, and weaknesses of Iran's art art tourism. In this section, these internal and external factors have been compared and analysis.

Then given develop strategies for the art tourist of art art tourism.

At present, in Urmia there are too few concerns regarding this niche, that is art tourism and it has not yet the role that it really can have, according to the identified potential (see SWOT analysis). The solutions may come as approach from a strategic point of view, involving stakeholders - such as service providers, and the local authorities like galleries and workshop owners if they understand and they become aware of the role it can play this art tourism niche for the creative development, but simultaneously also for a better local development.

A successful and creative art tourism strategy identifies how to; welcome and involve visitors satisfaction, achieve a profitable and prosperous industry, engage and benefit host communities, and protect and enhance the local arts. These factors will become more and more important to heightened competition. Field research determined deficient publicity and advertisement campaign oriented. Effective publicity and advertisement campaign should be performed to promote tangible and intangible values. For this purpose, publicity and advertisement programs about art events should be performed at international events. In addition, effective sponsorship support and service should be performed with spreading on broader environment during the organizing and programming process of art tourism organizations.

All this can be exploited, but we cannot compete with other countries that are more popular among tourists for the same kind of art tourism. Judging all these we think it is normal to move towards a kind of art tourism that we can differentiate and attract the interest of those who want to travel and have new experience, unique and authentic. We strongly believe that in Urmia this possible direction can be art tourism. In our knowledge, at the present moment to deal niche tourism, as art tourism could be in Urmia, is a still a neglected objective, however this approach and this suggestion are novelty, as we demonstrated.

This branding is necessary to reassure potential visitors of what the arts and culture the city has to offer so they will commit the time and money to travel. Of course there is no purpose in developing a brand unless it is promoted. The same model of packaging culture with tourist services has been adopted by local galleries, art workshops and museums. Visits to them will be packaged with art tours of the historic district. This is a model that many small arts organizations may find useful. This package will be positioned to be of interest to families. In cultural tourism marketing the word packaging takes on a new meaning. Tourism packaging doesn't involve a physical package surrounding a product. Instead packaging is the process of putting together, or bundling, the core cultural product with additional services. This packaging is then promoted so that travelers can easily purchase the desired cultural experience. This bundling of goods and services helps attract cultural and art tourists by reducing the amount of time they will need to spend researching what culture and art the city has to offer.

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FESTIVALGOERS' MOTIVATION AND LOYALTY FACTORS: A CASE STUDY OF PUTRAJAYA HOT AIR BALOON FIESTA IN MALAYSIA

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ABSTRACT

Over a decade, the world has witness the marvelous growth of festivals celebration collateral with tense competitions amongst host communities and from other entertainment options available to the consumer. It is indispensible that festival organizers understand tourist motivations for attending festival in order to achieve a more high-yielding festival marketing position and marketing strategy. The purpose of this study aims to investigate whether festivalscape factors influence attendees' motivation and patron behavior through the most sought-after international event in Putrajaya, Malaysia. Academic contributions of this study have relevance to the theoretical foundation by validating the impact of festivalscape factors in tourism marketing.

Keywords: festivalscape, motivation & loyalty, Putrajaya

INTRODUCTION

The development of festival industry has come a long journey and continues in rapid evolution since 1980s,with consumers around the world devoting huge amount of money and time commitment to attend these events (Gelder & Robinson, 2009; Lee, Lee, Lee, & Babin, 2008). In order to sustain the business and maintain healthier long-term growth, it is vitally important that the festival organizers have the comprehensive and thorough understanding of the right target market with right marketing strategies to promote and manage events in proper manner that offers significance values to its patrons. According to Shanka & Taylor (2004), this is particularly noticeable in the highly competitive festival sector in the events industry.

Globally, in the academic literature, many discussions pertaining to festival tourism have been primarily focused on the examination of motivation for festivalgoers (Kruger, Saayman, & Ellis, 2010; Lee & Hsu, 2013; Lee, Lee, & Yoon, 2009; Mosley, Lehto, & Day, 2011; Son & Lee, 2011). However, limited research has been conducted to investigate repeat visitation specifically in relevance to the rising popular facet of family-based festival despite hundreds of festivals held annually in Malaysia; without this knowledge, the facilitation of effective planning is impeded. Hence, a greater understanding of this topic will benefit the festival organizers and committee managements to achieve both short-term momentum and long-term sustainability (Shanka & Taylor, 2004). This case study tends to explore the differences or comparison between the local and international attendees, as many festivals rely on both patrons group. Finally, an in-depth understanding of motivation of festivalgoers may help to adapt current tourism literature to include the potential peculiarity of the repeat festival consumers. According to Lau & McKercher & Wong (2004), there are two categories of festivalgoers: first time visitors and repeat visitors. First-time visitors are those new to the festival/event and exposure it for the first time. In contrast, repeat visitors have already acquired familiarity and satisfaction with the experience to that particular festival/event. Both first-time and repeat visitors are importance in determine the success and sustainability of a festival. These two groups differ from socio-demographics, behavioral characteristics, destination perception, perceived value, and travel motivations. Meanwhile, first-time visitors are found to spend an amount of money during the festival, whereas repeat visitors are found to stay longer and spend more money during their visits. There is therefore, the key objectives of this study are formed as: i) to investigate whether festivalscape factors influence attendees' motivation and loyalty behavior; ii) examine whether festivalscape factors are influenced by different types of festival attendees. In context, the term festivalscape refers to "the general atmosphere experienced by festival patrons" (Lee, Lee, Lee, & Babin, 2008, pg 57)

LITERATURE REVIEW

Festival as Catalyst to Nation's Economy and Sense of Pride

According to Allen, O'Toole, Harris, & McDonnell (2011, p. 14), festival events have become "a pervasive feature of our cultural landscape that constitute a vital and growing component of the event industry". In general consensus, festivals are an important expression of human activity that contribute massively to our society and cultural life. Wamwara-Mbugua & Cornwell (2009) further asserted that festivals also provide authenticity and community cohesion; it creates an appropriate atmosphere for people to coalesce and have joyful moment, thus improving the quality of life of local residents and enhance the local image of their host community (Getz, 1997). Indirectly, festival stimulates a sense of pride to the local community over the long run.

Nevertheless, festival events also act as one of the key catalysts in boosting ones economic. Every year, thousands of festivals held globally and festivalgoers dedicate large amount of money to attend these events. Meanwhile, festivals have huge potential to increase tourism revenue and it may generate business activity and income either directly or indirectly to the host destination (Allen, O'Toole, Harris, & McDonnell, 2011; Loots, I., Ellis, S., & Slabbert, 2011; Wamwara-Mbugua & Cornwell, 2009). This is specifically true when Saayman (2004) proposed that festival with entertainment elements could be served as an attraction for host destination to attract tourists, thereby provide "financial injection" to domestic businesses and obliquely to the nation's economic.

Putrajaya International Hot Air Balloon Fiesta

According to the hotairballoon website, the Putrajaya International Hot Air Balloon Fiesta is a home grown event initiated by AKA Balloon Sdn Bhd, supported by Putrajaya Corporation (www.hotairballoon.com/putrajaya-international-hot-air-balloon-fiesta). Annually, the festival features colorful hot air balloon floats with over 20 balloonists from all over the world. Kuala Lumpur, or more specifically, the Putrajaya Lake becomes the prime location that hosts the balloonists and the visitors. The event also provides a great platform for established companies to introduce their new products.

Besides the balloons, there are also other activities to make this an interesting event to attend such as wall climbing, car simulators, an archery range and paintball to Zorbing, Segway and helicopter rides. The uniqueness of the event draws everyone from all around Malaysia and from 70 other countries. It encourages family togetherness by having fun with a variety of activities for all ages. Held during school holidays, it is the perfect time for a quick family getaway. For the past 7 years, the organizers have exhibited hot air balloon shows and other aviation sports to the public. It creates significant impacts not only society level but also stimulate business revenues to organizers and managements as well as encourage the collaboration from the public sectors.

Motivation To Attend Festival

Community economic development can be achieved through satisfied and repeats festival visitors. Chancellor and Cole (2008) recapitulate that satisfied festivalgoers more likely to spread the positive word-of-mouth to friends and families, which literally they will become new visitors to the events. As results, this phenomenon will stimulate overall increase in tourism revenue, contributing to better employment rate and building modern infrastructure to cater the market needs. Despite the fact the festivals provide enjoyable experience to most visitors, however, every festivalgoers have different motivation from one to another when visiting an event.

According to Miranda & Yoo (2014), festival organizers should have good level of cognizance regarding attendees' motivation in order to design offerings for attendees, identify attendees' decision-making process, and ultimately increase satisfaction levels. Plus, different visitors have various needs and wants when attend an event/festival. For example, festivals with strong cultural elements are more likely to attract high number of attendees (Lee, et.al., 2004). Meanwhile, prioritize on identification of festival attendees' needs become the pre-requisite for effective developing elements of festivals. Previous research showed that, people attend festivals may due to reasons such as need for excitement, event novelty, unique experience, socialization, entertainment, and involvement (Miranda & Yoo, 2014). However,

there are differences in motivations across factors such as age, income, local residency, repeat visitation (Crompton & McKay, 1997; Formica & Uysal, 1996).

Loyalty To Festival

According to various studies, tourists' loyalty has become a useful indicator to evaluate overall tourism experience on host destination as tourism loyalty is representative of future tourist pattern which may help destination managers to develop suitable marketing strategies (Lee & Hsu, 2013; Lee, Yoon, & Lee, 2007). Increasing a visitor's interest and involvement can lead to a perception of value and satisfaction; ultimately contributes to visitor loyalty (Chen and Chen, 2010). Three festival quality factors: comfort amenities, general features, and socialization were identified and revealed by Son and Lee (2011). These three festival quality factors were found to have a direct and positive affect on future intentions of recommendation and revisit (Miranda & Yoo, 2014). This finding is similar to a previous study by Cole and Illum (2006) i.e. they proposed a direct relationship between festival quality and revisit intention.

According to Chen & Bowen, (2001), loyalty can be perceived as a three dimensional concept including behavioral, attitudinal, and composite. Composite loyalty implies that loyalty should be considered from a behavioral and an attitudinal perspective. Petrick (2004) stated that, a loyal customer must both purchase the brand and have a positive attitude towards the brand simultaneously. Hence, this study measured loyalty by including both the behavioral and the attitudinal aspects.

Summary & Research Questions

Many studies have concluded with a call to conduct research of festival-attendees' behavior uses a methodical and theoretical approach (Miranda & Yoo, 2014; Chen & Chen, 2010; Kruger, Saayman, & Ellis, 2010; Lee & Hsu, 2013; Lee, Lee, & Yoon, 2009). Thus, this furnished the development of the following research questions for the case study in Putrajaya: 1. Do festivalscape factors influence attendees' motivation and loyalty to attend festivals? 2. Do repeat visitors of festival have significance impacts on festivalscape factors?

METHOD

A review of the tourism motivation literature identified a list of statements about festival attendance motivation from which statements that were relevant to the current context were selected (Wamwara-Mbugua & Cornwell, 2009; Yoon & Uysal, 2005). The Putrajaya International Hot Air Balloon Fiesta was held from 11-13 March 2016. Data was conveniently collected at the main entrance of the event at precinct 11 & 13 over 2 consecutive days. The self-administered survey contains of several sections. Section A sought information from attendees about the event/festival they attended. Section B included information about their level of agreement on why they attended the festival (motivation) and their level of agreement on their loyalty behavior. Then, attendees were asked to indicate how likely of their return intention based on the festival environment cues. Section C sought demographic information from attendees of the festival. Overall, a total number of 1060 usable questionnaires were used in this study with returned rate of 72%.

Festival loyalty was measured in two dimensions: attitudinal and behavioral loyalty. Attitudinal loyalty included measurement items such as commitment and preference. Behavioral loyalty included measurement items such as willingness to pay more, spread word-of-mouth to friends and families, and return intention. In addition, event's festivalscape was judged based on staff manner, content of the program, quality of the facilities, food & beverage quality, availability of quality door-gift, accessibility, and information availability (Lee, & Babin, 2008). A five point likert scale: 1 as "strongly disagree" or "not at all likely" to 5 as "strongly agree" or "extremely likely" was used to measure motivation, loyalty, and festivalscape factors in this study.

Data was manually entered and analyzed using SPSS version 20.0. Three steps of data analysis were performed: factor analysis, regression analysis and MANOVA. All assumptions were checked and missing data were removed. Results of reliability testing demonstrated a Chronbach's alpha value over 0.7, indicating sufficient reliabilty (Hair, Black, Babin, Anderson, & Tatham, 2006).

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AESTHETIC ATTRIBUTES IN CLOTHING: THE CASE OF NOSTALGIC FESTIVAL IN THE CONTEXT OF TAIWAN UNDER JAPANESE COLONIAL RULE

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INTRODUCTION

In the postmodern period, the cultural products- cultural heritage festivals have become one of the main purposes of tourism and heritage activity is strongly associated with nostalgia (Urry & Larsen, 2011). People missed the golden period in the past when they are in a dynamic environment; thus, the nostalgia emerges. Holbrook (1993) defined nostalgia as to" a longing for the past, a yearning for yesterday, or a fondness for possessions and activities associated with days of yore" (p.245) and raised four emphases, including preference, objects, more common…when one was younger and temporal orientation of the product-related attitudes. Therefore, the nostalgic products or services should make consumer enjoy the moment that they want to go back and that includes the physical objects and invisible feeling.

Based on Brida, Disegna, and Osti (2012) as well as Wang (1999), the component of culture refers to among others festivals, rituals, dress, food as well as other supporting artifacts related to the local people of past and present times. Therefore, the authenticity of the cultural tourism products depends upon whether they are made or enacted by local people according to tradition (MacCannell, 1976). The same condition is as in the experience economy. A great experience includes original, sincere, and authentic services or products (Pine II & Gilmore, 1998); moreover, Crompton and McKay (1997) indicated that one of the motivations that visitors attend a festival is cultural exploration. Pine II and Gilmore (1998) indicated that five elements of designing a good experiential activity includes theme the experience, harmonize impression with positive cues, eliminate negative cues, mix in memorabilia, engage all five senses. Therefore, all the elements in a nostalgia festival should have a strong connection with the topic or period, one of the aesthetic attributes in a festival- clothing on the workers, participants or other stakeholders are no exception.

Tourists attend culture-related event and tourism to pursued the aesthetic difference and are in the search for the sincere or the authentic (MacCannell, 1973; Urry & Larsen, 2011). These years there are many routine nostalgic festivals such as Renaissance festival around the world and also held a lot in Taiwan recently, and most of them combined costume party that means the participants have to wear some specific clothing according to the topic. One of the most popular topics of the nostalgic festival focus on the Japanese colonial period (1895-1945). One of the nostalgic festival called 2016 Tua-Tiu-Tiann International Festival of Arts − 1920 custom party that held at the Tua-Tiu-Tian in Taipei where gathered many artists and writers in the past (Shaih, 1992),, was the base for the Taiwan Cultural Movement and commercial center (Chang, 2013). The 1920 custom party asked the participant to wear the clothing relating to the period in the Japanese colonization and walk on the area- Tua-Tiu-Tiann where remains the same look as the scene in the period of Japanese colonization.

In the past, previous studies in nostalgia field rarely discussed the aesthetic content and context of the detailed elements. Therefore, the purpose of the study is to discover the aesthetic attributes, especially one of the most important element of cultural tourism- clothing through the case that focuses on the Japanese colonial period and demonstrated a sample way to find out the aesthetic attributes in clothing for an activity host.

METHOD

Researchers adopted the qualitative approach to conducting the study and used the document analysis and observational method to discover the aesthetic attributes in the clothing of the nostalgic festival. The study focused on the adult male and female clothing. The research materials in the

study include diaries such as *The Dairy of Wang-Cheng Huang*, research articles, paintings, photos, video and so on. These materials provide a more detailed information of the daily clothing of the people with the more realistic portrayal. Researchers participated a nostalgic festival called 2016 Tua-Tiu-Tiann International Festival of Arts – 1920 custom party to observe the clothing wearing on the staffs and participants. The data from documents and observation that observed on site and each thirty minutes as a unit that recorded the clothing participants by photograph were separated into three sections of body including upper torso, lower torso, total torso (other sections) (Laing, Holland, Wilson, & Niven, 1999) as unit to extract the clothing attributes. Data was produced a content analysis by the coders who have tourism-, art-, and clothing-relevant experience separately at first and compared the result according to the 3 periods that includes accommodation in 1895-1915 and peacetime in 1915-1936, and ended with the 1937-1945 wartime period (Gardella & Rubinstein, 1999; Lin & Liu, 2014; Ru, 2010) and different body sections. After the data coding, the cross-validation was checked and required the consistent result. Then, researchers integrated the consequences and interpreted the findings together (Elo & Kyngäs, 2008).

FINDINGS

The period of Taiwan under Japanese colonial rule began in 1895, the western-style clothing, Japanese-style clothing, and uniform flooded into Taiwan. Adding the traditional "Taiwanfu"- Taiwanese clothing, the people's clothing styles were in multiple conditions. In the early Japnese period, most people still wore the Taiwanfu. Since the middle of the period, the western-style clothing and Japanese kimono began to be accepted by the public gradually and embedded into people's daily life. The last period, it's the obvious stage of political intervention in clothing that the official started to push Taiwanese people to western clothing and Japanese clothing.

Early Japanese colonial period (1895-1915), much foreign clothing imported to Taiwan; however, the cost of the clothing and the habit of the people, most people still wore Taiwanfu. Male's garment has an open front with buttons and female's top is right lapel. Not only men but also women wore wide pants and white socks and black cloth shoes (Wu, 2015). This period, the Taiwanese people just contacted with the foreign clothing at first, they were not used to those, and they had the ideology of defense of the Japanese colonialization.

In the middle of the Japanese colonial period (1916-1936), the effects from foreign-style clothing had begun emerged. Since the 1910s, the western-style clothing had become popular gradually for male, but it just began popular lately for female around 1930s. But clothing is a habit for people, thus, the public began from some accessories such as hat, shoes, umbrella, case or purse, and so on. Mayell (1930) shot a film (the screenshot as the figure 1) in the Taiwanese market in 1930 that shows most of the people wear Taiwanfu with western-style hats such as bowler hats, fedora, newsboy hat. At this period, the Japanese kimono had accepted by the public gradually. As the diary of Wang-Cheng Huang on July 23, 1912, he wrote "6 o'clock, I walked by Geta (Japanese transitional footwear that combines the characteristics between clogs and flip-flops) from the store. After experiencing many hardships, I arrived home at 7 o'clock" (Hsu, 2015). But he was used to the geta and even always wore it to many occasions. And the Kimono (Japanese tradition clothing) had become one of the options for participating some outdoor activity, i.e. seeing a doctor, social activity, wearing in school (Wu, 2012). Another proof from the painting- Festival on South Street of the famous Taiwanese artists Kuo (1930). There are two rickshaw men wearing Japanese –style clothing, and most of the people still wore Taiwanfu, but the western elements such as hairstyles, hats, purses, and so on existed in it. The mixing and matching of Taiwanfu and western-style or Japanese-style clothing were the most popular trend at that moment. In addition to using foreign-style accessories, alteration, for instance, the cuff and the hem of the Taiwanfu were sewed on the western-style element- laces as figure 2 was a way to display the trendy mixing and matching. In the 1930s, the condition of mixing and matching had already been instead of the entire western-style clothing (Huang Liao, 1931). At the same period, the Qipao from Shanghai, China had been popular for Taiwanese women and even became one of the Taiwanfu (Wu, 2015). Even in the video that shot for promoting the government performance in Taiwan to the Japanese can see the shadow of Qipao frequently and the Qipao was regarded as a

symbol of Taiwan (as the figure 3). Nowadays, the Qipao is still popular for Taiwanese woman. According to the figure 4 shot at the 1920 custom party, many female participants from young to elder wore the Qipao that has a representative of tender Taiwanese women.

The last stage of the Japanese colonial period (1937-1945), the Japanese government implemented mandatory tactic to enhance the people to wear Japanese-style clothing and western clothing. More and more Taiwanese people were used to these foreign style clothing, but there were still many keep the Taiwanfu and Qipao.

Figure 1. The screenshot of the film in the Taiwanese market in 1930
Source: Mayell (1930)

Figure 2. The mixing and matching style of Taiwanfu and western style
Source: Jian (2010)

Figure 3. The screenshot of the promotion video of Japan
Source: National Museum of Taiwan History

Figure 4. The scene of the 1920 custom party
Source: researchers

CONCLUSION

"The history of economic progress consists of charging a fee for what once was free" (Pine & Gilmore, 1999, p. 67). The authors conducted a study that extracted the clothing attributes as the aesthetic elements of a nostalgic festival in the context of Taiwan under Japanese colonial rule. The study explored different clothing attributes in different stages. Each type of the clothing in each stage of the Japanese colonial period has its specific clothing style that plays different meaning and insight and consequently is a very important role that can enhance the feeling of authenticity of tourist in a nostalgic festival. Therefore, the participants can wear the different type of clothing not only according to the aesthetic reasons but also bringing out the different perspectives to create a wonderful experience for every participant. Another contribution of the study is to demonstrate a method that extracts the clothing attributes that helps the practitioners of the festival to recognize and to enhance the authenticity of a nostalgic festival through the clothing.

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THE COLLABORATION AMONG AGRICULTURAL FESTIVALS FOR CROSS-RETENTION POTENTIAL OF THEIR FESTIVAL VISITORS

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This study examines how a group of relevant agricultural festivals can collaborate to promote cross-visits among them. The collaboration in festivals has mainly been examined within the organizations and among festival stakeholders (Long, 2000), but this can be also applied between/among discrete festivals as in general businesses. Festivals having similar themes and/or located nearby in the rural areas have the potential to develop a degree of collaboration where the product, program, brand image, or customers of the collaborating partners are marketed together for mutual benefits. These collaborating festivals can benefit from moving beyond the stand-alone marketing towards collaborative marketing activities, including cross-retention of each current visitors. The cross-retention will provide a potential to increase the number of visitors and jointly retain part or many of those, capturing repeat visits derived from visitors of partnering festivals who have a variety of motives, such as variety-seeking, frequent recreational options, and exploration of new festivals

The framework is derived from satisfaction which has been proved to be one main antecedent of traditional repurchase intentions of the same brand because accepting current service provider's suggestion on another service is unlikely to occur if current customers are not satisfied with the service that service provider provides (Helmig, Huber, & Leeflang, 2007). In addition, this study adopts concepts important for purchase of the product category that the specific product brand belongs to, i.e., the involvement and variety-seeking. By discussing involvement and variety-seeking at the level of the product category, this study examines current visitors' intentions to visit a different agricultural festival located nearby.

The context of this study is an agricultural food festival where the primary goal lies in promoting and celebrating the benefit of local agricultural food, farming, and culture not only among local residents but also increasingly more with tourists. In September and October, 2014, onsite survey was conducted at two agricultural festivals held in Chungnam, Korea and a total of 431 responses were collected as usable sample. Of the respondents, half of the respondents were repeaters and the average number of visits among the repeaters was 4.4 times.

Statistical analysis was conducted using SPSS AMOS 20 for Structural Equation Modeling and hypothesis testing. Results of analysis reveal that path coefficient between satisfaction and intentions to visit other agricultural festivals was found to be positive and statistically significant ($\beta_{satisfaction} = .24$, $p < .05$). In addition, the path coefficients from involvement and variety-seeking to behavioral intentions were positive and statistically significant ($\beta_{involvement} = .13$, $p < .01$; $\beta_{variety\text{-}seeking} = .26$, $p < .00$).

Results found that all relationships appeared to be positive and significant as conceptualized. Furthermore, visitors to one agricultural festival expressed intentions to visit other agricultural festivals as highly (3.64 /5.00 ratings) as they did so to revisit the same festival (3.80 /5.00 ratings), implying the potential opportunity for developing a collaborated marketing among relevant agricultural festivals. In the tourism industry, the co-branding in the forms of joint marketing, composite branding and brand alliance, has commonly been realized as a strategic option mainly due to the complementing functional nature of services offered between industries, e.g., hotel and restaurant. Agricultural festivals do not typically complement its functions, but loyalty jointly developed among those can grant flexibility in their manipulation of visitor numbers and its retention. As Clarke (1999) pointed out for the marketing structure of rural farm tourism, equating current marketing solely with individual festivals might implicitly assume the competition framework among them and under-estimate the potential number of visitors.

The prediction of visitors' intentions to attend other agricultural festivals derived from the established link between satisfaction of the current festival visit and behavioral intentions was

supported. Consistent with the findings of previous co-branding studies (Helmig et al., 2007, Mazodier & Merunka, 2014), both variety-seeking (Tuu and Olsen, 2013) and involvement (Olsen, 2007) were found to be significant antecedents of behavioral intentions to try other agricultural festivals. That is, more involved and variety-seeking visitors who are satisfied with the current festival will more likely visit other agricultural festivals that the current festival pairs with. It is important to note that both involvement and variety-seeking were conceptualized at the level of same product/service category as adopted from the co-branding and category marketing literature (Tuu and Olsen, 2013; p. 599). Different from the brand level involvement important for the repurchase of the same brand, the result of this study has provided evidence that the product category involvement, i.e., involvement with general festivals in this study is relevant and significant to intentions to purchase co-branded products/services. This evidence implies that high level of involvement with the general festival is favorable to try sister festivals of a kind, and the decision-making hierarchy for festival attendance might exist at the level of product category rather than always for the specific festival. As consumers do not always provide their evaluation and decisions on the brand level, understanding the formation of loyalty/behavioral intentions at the product category level should be of importance both for researchers and practitioners.

As this study proposed, the role of variety-seeking tendency was found to be critical in the proposed model. Collaborated marketing promoting cross-visits among agricultural festivals can accordingly allow variety-seekers to remain loyal to a rural area to satisfy their need for variety through visiting other agricultural festivals. On the other hand, examining festival visitors' variety-seeking tendency can help explain the gap between satisfaction and loyalty which has been consistently reported in the previous studies (Jung & Yoon, 2012). In addition, variety-seeking can be also effective in understanding why satisfied visitors involve behavioral choices of unknown or different brands and products (Skogland & Siguaw, 2004). However, variety-seeking is not just a psychological trait: at the aggregate level, it may become a relevant market characteristic affecting the performance of service organizations. It should then be viewed both as an initial market limitation affecting the potential levels of customer retention rates achievable and as a signal indicating that some specific initiatives should be undertaken to lessen the negative impact on customer retention in many destinations and festivals. The initial implication for the rural tourism and festival management is that the visitor retention efforts should pay more attention to understanding the level of variety-seeking and making use of that tendency, not just focusing on increasing visitor satisfaction.

There are practical lessons from this study for festival and tourism communities in the rural areas. They can consider collaborative marketing activities among relevant festivals aiming at cross-visit/retention of their visitors. It is also believed that mutually promoting festivals through other festivals available through the collaborative marketing can help effectively operate limited marketing budget and resources. In this way, marketing can move from a framework of stand-alone program and/or competition toward collaboration among agricultural festivals and attractions in the rural area where retention strategy is not necessarily subject to their competitive pressure. While the collaboration marketing framework largely relies on satisfaction of current visitors to each participating festival, festival organizers need to have their visitors get involved with and satisfy variety-seeking need through a group of participating agricultural festivals. This study also generates a deeper insight into how the collaborative marketing for cross-visit/retention fulfills a festival visitor's high variety-seeking tendency. In doing so, collaboration with other agricultural festivals can occupy advantages compared with typical going alone marketing of most festivals in the rural areas.

INVESTIGATING THE PRACTICE OF BUDDHISM AND FENG SHUI IN ASIAN HOSPITALITY

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INTRODUCTION

The Asia Pacific region has become the fastest growing region and one of the most popular tourist destinations of the world and presents the largest growth opportunities in the global hospitality industry. Asian hospitality operators have been doing remarkably well in terms of global expansion and superior services (Wan & Chon, 2010). From historical perspective, a paradigm shift of hospitality has emerged initially from Europe to North America, and now from North America to Asia − making the current phenomenon known as the "Asian paradigm" or "Asian-ness" in hospitality (Chon, 2013).

"Asian values" including long-term thinking approaches in the "Asian way" has been seen as a renaissance, which is leading an important role of tourism as a driving force to build a "Silk Road Doctrine" influencing cross-cultural values and cosmopolitan hospitality(World Tourism Organization [UNWTO], 2011). China and India are two of the most populous countries in the world. Asia can act as the engine of boosting travel and tourism demand, developing intra regional travel. In the past few years, there is an increasing shift in travel business towards Asian region, such as China, Thailand, and Vietnam while Asian cultural, social, and ethnic diversity is seen as its best tourism asset (Semone, 2003).

As the tourism industry is booming in Asian region, many Western hotel companies are eager to enter these new and rapidly expanding markets, for example, China, India, Thailand and other Southeast Asian countries. The hotel industry is growing rapidly worldwide so companies and managers need to recognize and understand the cultural environment in which they are operating under the influence of Asian cultural issues including religious and ancient philosophies (Hobson, 1994).

The objective of this paper is to investigate the practice of Buddhism and feng shui in Asian hospitality in order to enhance the understanding of its uniqueness.

LITERATURE REVIEW

Buddhism

Religion is one of the most outstanding elements to define 'culture' (UNWTO, 2011). Among religions, Buddhism is the oldest religion in the world (Fernando & Cohen, 2013), and was founded between the 6th and 4th centuries B.C.E. in Northeastern India and subsequently expanse in other areas, particularly Asia (Agrawal, Choudhary, & Tripathi, 2010; Ball, 2008; Hackett et al., 2012). Eventually, it has been a part of culture for more than thousand years since the eighth century (UNWTO, 2011). Being one of the most important culture, Buddhism has been influencing the culture and way of life in China, India (Agrawal et al., 2010), and Thailand (Wisetphai, Lamduan, & Champadaeng, 2014). Deeply rooted in the way of life of most of Asian peoples, for example, Chinese, Indian, and Thai, Buddhist way is part of cultural identity integrated into the strategic planning of some tourism organizations (Wisetphai et al., 2014). Buddhism can greatly influence different aspects of the life and environment in Asian countries; therefore, the Buddhist style, no doubt, can be easily found in hospitality industry in Asian countries.

Feng Shui

Fēng (wind風) and *Shuǐ* (water水) originated from China about 3000 years ago, was derived from ancient Chinese culture and belief. Feng shui is also a well-known Chinese philosophy in the Asia Pacific region in countries such as Japan, Korea, Singapore, the Philippines, Vietnam, Thailand, and Malaysia (Chang, 2009; Chang & Lii, 2010). The strong followers of feng shui mostly live in Singapore and Hong Kong

(Poulston & Benneth, 2012). It still exists and popular in the modern society and culture, especially for Chinese as feng shui is believed to bring luck, wealth and prosperity.

Bruun (1995) defines feng shui as "an art of placement, of selecting the best possible ground and to carefully orientate human constructions according to the flow of natural forces at that particular site" (p.176). People are influenced by their surroundings, when their surrounding is healthy, human may wealthy and prosper; when their surrounding degrades, people suffer. In other words, feng shui is about mutual interaction between nature and human, how to respect the environment and surrounding in order to improve human fortune.

Feng shui has been evolving from a rural superstition into vigorous urban need (Poulston & Benneth, 2012), from individuals to business setting, from private persons into large companies (Bruun, 1995). Feng shui is a popular beliefs and practices of Chinese people today as they believe that feng shui can increase not only their personal fate but also improve their corporate company destiny (Schmitt & Pan, 1994). Furthermore, Bruun (1995) states the goal of feng shui is to replace and harmonize the surrounding to increase prosperity.

The concept of ancient Chinese philosophies and traditional culture is "unity of man with nature" or "harmony between man and nature" (Chen & Wu, 2009, p.1017) meaning that nature and man can live in harmony when human actions including architectural designs are harmonized with natural elements. Lip (1979) stated that men can have a good life when they live in harmony with the flux of *yin* (being dark, feminine and totally absorbent) and *yang* (being bright, masculine and powerful) which is symbolized by five elements (wood, fire, earth, gold, and water). The philosophy of eastern highlighted heavily on both the sense of harmony and the balance of yin and yang (Chen & Wu, 2009).

Feng shui is also associated with *Chi*, as the traditional Chinese believes that humans are directed by heavenly and earthly *Chi* throughout their life and death (Chang, 2009). When the interaction between *yin* and *yang* is disappeared, the harmony of *Chi* becomes imbalanced and creates the destruction of the environment. Therefore, achieving strong and positive *Chi* is very critical for Chinese people to bring fortune and health which eventually attracts more people to adopt and apply feng shui into their daily life as well as their business practices.

METHOD

This exploratory study attempts to investigate how ancient Asian culture, which includes Buddhism and feng shui, has been adopted and blended in Asian hospitality paradigm. Qualitative research was adopted in an attempt to study related issues from consumers' perspectives (Hennink, 2011). The four hotels in Hong Kong and Bangkok were purposefully selected and observed from 19th to 23rd August, 2015. They were Hotel ICON and Shangri-la hotel in Hong Kong while the observations were adopted in Banyan Tree Hotel and Mandarin Oriental Hotel in Bangkok. Data collection was undertaken through ethnographic approach, which is useful to explain observed patterns of human activity by using socially acquired and shared knowledge (Gill, 2010). The recording observations were used to acknowledge the researcher's presence, and were regarded as the appropriate approach when it is necessary to explore insights on social interactions within a hospitality setting (Crang, 1994; Lynch, 2005).

FINDINGS

The Practice of Buddhism in the Context of Asian Hospitality

In the public context, the Buddhist considers religion is a deterrent of hospitality (Kirillova, Gilmetdinova, & Lehto, 2014). Buddhism alone does not encompass the full range of concepts and attitudes of Buddhists towards Asian hospitality but some parts of the Buddhist beliefs affect an aesthetic way of an exterior and interior design in the hotel itself, and the ways in which the hotel staffs deliver their customer service shaping the new wave of a unique hospitality known as the Asian Paradigm, which is leading to become a global centre of excellence in hotel and tourism industry (Hotel Online, 2014). The indigenous knowledge on traditions, rituals and beliefs in Buddhist way has been integrated into tourism

development by exhibiting the Buddha image and history in Asian communities (Wisetphai et al., 2014).

Among all Asian countries, Thailand as a country of ancient traditions and tranquil temples, is one of good representation to demonstrate Asian hospitality blended with Buddhism. With approximate 95 percent of the Thai population being the Buddhist, Buddhism integrates indigenous spirit and Brahmanic beliefs and practices into Thailand (Selin & Kalland, 2003). A variety of the Thai artistic and cultural heritage can be recognized in the architecture and decoration of the temples, with murals, woodcarvings, and Buddha images ("Thailand Culture, Art & Lifestyle | Tourism Authority of Thailand," 2015), which have been strongly and deeply influencing art and design in some of hotels in Thailand. A variety of evidences, for instance, the pagoda décor in The Sukhothai Bangkok, can be easily discovered to exhibit how Buddhist philosophy is blended with interior and exterior architecture design of the hotel, and customer service in hospitality industry in Thailand.

Ancient Buddha images, highly praised by Buddhists, are considered sacred and a symbolic culture of the Buddha with their historical value so these statues built by his believer represent a symbol of the Buddha's virtue and perpetuate Buddhism forever and ever, becoming a particular cultural resource in the tourism development (Wisetphai et al., 2014). The representation of Buddha face with perpetual smile decorated in the main entrance and reception of Banyan Tree Bangkok in Thailand clearly delivered Buddhist art and design in Asian-style hotels. Another significant symbol in Buddhism is sacred lotus, which symbolize enlightenment, supreme truth, and purity emerging from muddy water representing impurity (Tarnai & Miyazaki, 2003). The appearance of sacred lotus flowers planted in the pool with different colors of lotuses in The Sukhothai Bangkok, and the pot with lotuses in Banyan Tree Hotel and Mandarin Oriental Hotel in Bangkok are examples of connection between Buddhist art and design, and Asian hotel design blended into not only aesthetic value but also religious value.

The components of the hospitality product include not only the physical product, but the service delivery, service environment, and the service product (Rust & Oliver, 1994). The relationship between Buddhism and hospitality can be understood with the term, atithisatkara, which is often used in Indian Buddhist Sanskrit texts. Atithisatkara means "doing" (kara) something "good" or "virtuous" (sat) for a "guest" (atithi). Indian Buddhism believers shared a common saying, atithidevobhavah, meaning "the atithi − the guest − is god"; therefore, worshipping the god or goddess is considered a form of hospitality (Kearney & Taylor, 2011). Under the influence of Buddhism, from the moment of arrival in most of the hotels in Thailand, the hotel guests are greeted with gracious "wai" gesture as the same gesture of worshipping, which demonstrates the guest is treated as god.

The Practice of Fēngshuǐ in the Context of Asian Hospitality

Only few studies have been conducted to examine the practice and implementation of feng shui into hospitality practices. In Asia Pacific region, feng shui becomes one of the ancient cultural issues and significant beliefs which have been influencing hotel business (Hobson, 1994) and Chinese corporate attitudes (Xu, 1998; Tsang, 2004) as feng shui is believed to develop harmony and bring good fortune and luck into business. Tsang (2004) in his study found that 70 percent of Chinese business people take feng shui into consideration when coming to decision-making process to minimize tension and discouragement.

According to Poulston and Benneth (2012), the outcome of feng shui practices is difficult to be measured and examined as it cannot be proved scientifically. However, many hospitality providers adopt the practice of feng shui in order to satisfy their guests and to increase their profit. Poulston & Benneth (2012) in their studies interviewed some hotel managers and concluded that the practice of good feng shui may generate feelings of success for its followers even though the followers did not reckon on applying feng shui, which will bring success. It was usually associated with the design aspects with wealth and luck. This relationship becomes very important for designers and managers in hotel industry to develop their visual attributes in hotels in order to create feelings of luck and success in their business.

Some properties owners apply feng shui practices just because they want to please their guests from Asian countries which still have a strong belief in feng shui to bring luck and fortune (Poulston & Benneth, 2012). This is not surprising as ethnic Chinese contributes to a large percentage of Asia's business travelers since it is very beneficial for hotel business to tap into this market (Hobson, 1994). Furthermore, Chang (2009) stated that for Chinese business people, applying feng shui can increase personal, family or company fate by intensely direct auspiciousness.

Asian hospitality business has applied a similar practice in their operation. According to Hobson (1994), there are five aspects which feng shui can influence the hotel and its operation as well as the management, namely: (1) location of the hotel, or making physical modifications to the site; (2) exterior physical design of the hotel; (3) interior physical design of the hotel; (4) marketing of the hotel to those that believe in feng shui; and (5) employees of the hotel who believe in the principles of feng shui. Lee (1986) stated that Chinese people believe that proper application of feng shui which brings auspicious for followers can be achieved by good architectural planning, that reflects to Chinese cultural context. Moreover, Schmitt and Pan (1994) encourage managers to incorporate Asian cultural beliefs into their business in order to give benefit to their companies as they believe that when the companies thoroughly adopt feng shui in their operation and management, it would increase a company image and reputation as well as the development of its brand.

Nowadays, feng shui has been adopting in Asian hospitality industry in their operation and management aspect to captivate feng shui followers which mostly come from China. According to Eastern beliefs, feng shui practices can be implemented to various aspect of human life including the physical interior design to bring luck and success to their followers eventhough it is still debatable as no real evidences can be given to examine academically and scientifically (Poulston & Bennet, 2012). The placement of objects or decoration is also influenced by *Chi* which should be balanced in its *yin* and *yang* as *Chi* rolls around the building and the furniture need to reflect strong flow of *Chi* to develop luck and prosperity.

During a four-day study trip in June 2015 to Hong Kong and Bangkok, some evidences relating to the practice of feng shui were discovered in Hotel ICON and Shangri-la hotel, Hong Kong and Banyan Tree Hotel, Bangkok. All hotels observed were Asian-owned hotels to examine and analyze how Asian hotels are applying feng shui attributes, particularly in their physical design and setting. In Banyan Tree Hotel in Bangkok, the wall decorations, and the design of floor and carpet with Yin-yang symbols have been strongly applied in the public area such as restaurant, lobby, corridor and private area such as guest rooms. The symbol of yin and yang are expected to balance the energy or "*Chi*" to assure wealth and good fortune for people inhabiting the space in the hotel.

The harmony of yin and yang is symbolized by five elements which are wood, fire, earth, gold, and water. Water is believed as a symbol of abundance and wealth which is very crucial for the hotel operators and owners to generate profit and wealth. Water element can be seen in The Shangri-la Hotel Hong Kong with its water fountain located on the lobby and flowing water pillars as the design of Bai Yun restaurant in Banyan Tree Hotel, Bangkok. A fire pot was placed in the middle of the drop-off area in front of the hotel entrance of Banyan Tree Hotel to symbolize romantic, enthusiastic, and emotional feeling. In the interview with the managerial executive of Banyan Tree Hotel, Bangkok, the fire is purposely designed to bring the energy and light for the hotel as Banyan Tree Hotel, Bangkok also positions its hotel as "romantic and intimate" for guests.

From the observation in Hotel ICON and Mandarin Oriental Bangkok, there are no large mirrors in the bedroom. Large mirrors in the bedroom bring more *Chi*/energy of yang which keep guests awake as mirror reflects light or active energy/yang which is considered as the undesirable and devil spirit in a guestroom (Hobson, 1994). This is very crucial for hotel operators to make their guests feel comfortable and satisfied while they are staying in a hotel.

The physical interior design in the hotel is very important in considering feng shui, for example, in Banyan Tree Hotel, Bangkok, its hotel

room doors along a corridor are not designed exactly opposite to each other but it is slightly offset which is considered very unlucky as it is believed that a straight line will attract bad luck to come to the hotel (Emmons, 1992). Another example is the front desk of Hotel ICON, Hong Kong, which was designed not parallel to doors and road because it will pull wealth flowing out of the hotel (Hobson, 1994).

CONCLUSION

As China increasingly plays an important role in global business activities, particularly in tourism industry sector, various aspects of Chinese culture and beliefs have also become globally crucial. In order to remain and transfer the unique characteristics of Asian hospitality to non-Asian countries, hotel operators of Asian hotels chains have to understand the underlying reasons to create the unique "Asian-ness". Traditional Asian philosophies which mostly derived from Chinese discipline such as Buddhism and feng shui have been increasingly applied in hospitality business. Being used by some of the hotels such as Banyan Tree Hotel, The Sukhothai Bangkok, Mandarin Oriental in Bangkok, Hotel ICON and Kowloon Shangri-la in Hong Kong, the physical exterior and interior design, decoration, ornament, and symbols have reflected how feng shui influences Asian hospitality.

The survey done by Emmons (1992) showed that Buddhism was significantly related to belief in feng shui but not positively associated with Protestantism and Catholicism. It is, therefore, not surprising that most Asian hotels in Bangkok adopt Buddhist ornament or decoration in their physical design, such as pagoda, Buddha's head, and statues. This is not only applied in Asian hotels but also non-Asian hotel to consider selecting the architecture design that is believed to bring good health, luck, wealthy, prosperity for the hotel companies in their expansion plan in Asia.

Hotel operators need to have better understanding on the influences of feng shui in the context of Asian hospitality in terms of the hotel architectural design and guest response towards hotel ambience particularly when most of the hotel guests tend to pursue stay with peace of mind. Particularly when a majority of leisure and business travelers come from Asian countries, non-Asian hotel operators also have to understand the significance of Asian beliefs and philosophies in order to tap into Asian market for hotel development. As the hotel professionals, it is essential to explore the unique characteristics of Asian people, and adopt the unique "Asian-ness" to build corporate service culture and strategy blended with ancient Chinese philosophy in an attempt to gain competitiveness in the hospitality service industry.

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FROM INTERNS' CDMSE TO THEIR INTENTIONS TO STAY IN THE HOSPITALITY INDUSTRY-AN INVESTIGATION THROUGH SOCIAL COGNITIVE THEORY

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INTRODUCTION

Internships are gateways from the classroom to the real world, and provide inexperienced students with chances to examine their abilities, interests and career decisions in a workplace context (Walsh, Chang, & Tse, 2015). With regard to students in hospitality management departments, internships are not only essential for their university studies, but also a reliable way to gain their first jobs. A successful internship can encourage students to focus their careers plans on the hospitality industry (Chen & Shen, 2012). In addition, self-efficacy refers to an individual's belief in their capabilities to mobilize the cognitive resources and motivation needed to achieve a certain action or carry out specific tasks (Bandura, 1977). On the basis of Bandura's (1978) social cognitive theory, higher self-efficacy enhances motivation, cognition, and emotion in relation to the learning process. Although self-efficacy has been widely applied to different domains of career assessment, one of the key applications is in the concept of career decision-making self-efficacy (Betz, Klein, & Taylor, 1996). Career decision-making self-efficacy means a person's degree of confidence about their capabilities to make career decisions successfully (Betz & Luzzo, 1996). Furthermore, Betz et al. (1996) proposed that career decision-making self-efficacy is composed of five competencies: accurate self-appraisal, goal selection, gathering occupational information, problem-solving, and making plans for the future. In other words, students in internships who have high career decision-making self-efficacy will make more effort regarding the decision process, persist in finding solutions for the problems they face, and engage more actively in career development efforts (Miller, Roy, Brown, Thomas, & McDaniel, 2009). Most important of all, these qualities can help to increase their intention to remain in the hospitality industry after their internship has been completed. In addition, when students feel satisfied with internships due to factors such as promotion, payment, leadership, co-workers, and the job itself, they have a great propensity to pursue the same career and make more effort in doing so (Porter, Steers, Mowday, & Boulian, 1974). Similarly, career commitment refers to the commitment a person feels with regard to their work (Blau, 1988), and can also influences their intention to remain in the same industry. In this vein, internship satisfaction and career commitment are proposed to mediate the relationship between students' career decision-making self-efficacy and their intention to stay in the hospitality industry.

METHOD

The research design used a quantitative method and the existing literature were the main source used to develop the constructs in the questionnaire. The measurement items in the preliminary questionnaire were prepared based on the literature, and included the constructs of career decision-making self-efficacy, internship satisfaction, career commitment, and intention to stay in the hospitality industry. In addition, as our sampling target was hospitality students in Taiwan, the items in the questionnaire were translated into Chinese by two bilingual professors and then back-translated into English by another two independent translators using Brislin's (1970) forward and backward translation method.

The samples used in this research were draw from hospitality management departments in Taiwan, as students in this are required to complete internships as part of their degrees. In addition, selective sampling methods were applied in twelve hospitality management departments, focusing on students who had finished their internship within the previous two months. The questionnaires were distributed by the researchers and internship

coordinators. Before handing out the surveys, we briefly introduced the purpose of our study and told the students how to complete questionnaire. Completed questionnaires were returned with in sealed envelopes to keep the responses confidential. A total of 1,000 questionnaires were distributed and 782 were returned, giving a 78.2% response rate.

FINDINGS

The results of the SEM analysis revealed that our proposed structural model has adequate model fit ($\chi2$ = 1568.12, df = 400, $\chi2$ /df = 3.92, GFI = .91, AGFI = .90, CFI = .91, and SRMR = .05). Moreover, the direct positive effect of career decision-making self-efficacy on intention to stay in the hospitality industry was significant (β = .40, $p < .01$), as were the direct positive effects of career decision-making self-efficacy on internship satisfaction (β = .78, $p < .01$), and career decision-making self-efficacy on career commitment (β = .78, $p < .01$). We thus conclude that H1 was supported.

As for H2 and H3, the direct positive effects of internship satisfaction on intention to stay in the hospitality industry (β = .22, $p < .05$), as well as that of career commitment (β = .32, $p < .01$), were both significant. Following the recommendation of Preacher and Hayes (2008), we calculated the confidence interval between the lower and upper bounds, and used this to examine the indirect effects. As a result, bootstrapping analyses provide evidence for the significant mediating roles of internship satisfaction (β= .17, $p < .05$) and career commitment (β= .24, $p < .01$) in the relationship between career decision-making self-efficacy and intention to stay in the hospitality industry. H2 and H3 were thus both supported.

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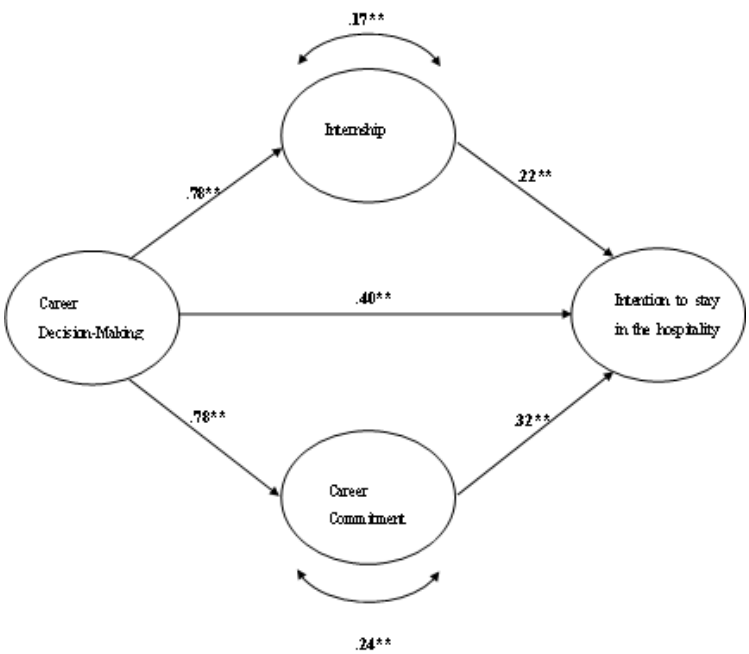
model



Note: (1) * $p < .05$; ** $p < .01$ (two-tailed); N = 782
(2) χ^2 = 1568.12, df = 400, χ^2 /df = 3.92, GFI = .91, AGFI = .90, CFI = .91, and SRMR = .05

Figure 1. Structural equation mode ling for the hypothesized model

IMPLICATIONS AND CONCLUSION

The results of this study contribute to hospitality research in several aspects. First, on the basis of Bandura's(1978) social cognitive theory andBetzetal.'s(1996) theory of career decision-making self-efficacy, our study is the first work to consider the application of both theories in the field of hospitality internship research. The results support that career decision-making self-efficacy can influence students' intention to stay in the hospitality industry. In other words, students taking part in internships who have high career decision-making self-efficacy tend to make more efforts regarding the decision process, persist in finding solutions for any problems they face, and make more effort to engage in their career development, and thus are more likely to be successful in this regard .

Second, this study proposed an integrated theoretical model to explore the relationships among the constructs. In line with social cognitive theory (Bandura, 1978), the results show that both internship satisfaction and career commitment mediate the relationships between career decision-making self-efficacy and intention to stay in the hospitality industry. That is, if students have high career decision-making self-efficacy, then this will lead to more satisfaction with regard to their internship and greater commitment with regard to their career, and both these help to predict their intention to remain in the hospitality industry.

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THE IMPACT OF HUMAN RESOURCE PRACTICE ON HOTEL PERFORMANCE IN THE INTERNATIONAL TOURIST HOTELS IN TAIWAN

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INTRODUCTION

The global tourism and hospitality industries have been flourishing in recent years. Tourism Highlights (2014) pointed out 9% of global GDP was generated from the tourism industry, and in 2014, the revenue from the tourism industry was as high as US$1.4 trillion dollars. According to the statistics from the Taiwanese Tourism Bureau, inbound tourists to Taiwan was totally about 10.04 million in 2015, and the number of sightseeing visitor was about 7.5 million, compared to 2008 grow up 422.19% (Taiwanese Tourism Bureau, 2016). Therefore, Taiwanese international tourist hotels have grown 20% between 2008 and 2016. Employees also grew 20.4% between 2008 and 2015. Thus, human resource (HR) practices have become more important. Hence, the aim of the study is to investigate the impact of HR practices on the hotel performance.

METHOD

This study yielded the questionnaire based on previous literature. Eleven experts confirmed the questionnaire's validity. Purposive sampling was used in this study. The survey was distributed to managers of international hotels in Taiwan in order to explore the impact of the human resource practices on a particular hotel's performance. 51 pretest survey were used to confirm the reliability and validity. This study distributed 224 questionnaires in total and utilized the descriptive analysis, confirmatory factor analysis (CFA) and structural equation modeling (SEM) to investigate the impacts of different dimension of HR practice on the hotels' performance.

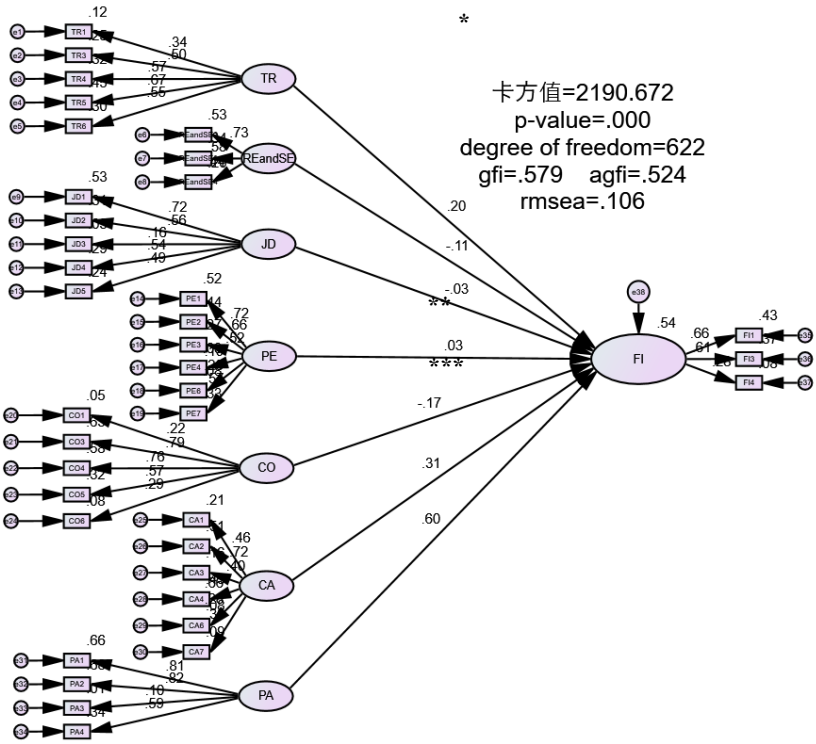
FINDINGS

Figure 1 shows the empirical results of SEM, there were three dimensions (training, career planning, and employee participation) positive and significant affect hotel's performance ($p < 0.1$).

The empirical results of training are similar to the work from Kwenin, Muathe, and Nzulwa (2013). They found that HR practice related to training can significantly improve employee retention rates and therefore improve business performance in the telecommunications company.

The empirical results of career planning are similar to the work from Qureshi, Ayisha, Mohammad, Rauf and Syed (2010). They found that HR practice related to career planning has a positive and significant influence on bank performance in Pakistan.

The empirical results of employee participation are similar to the work from Gardner, Moynihan and Wright (2007). They found that HR practice related to employee participation has a positive and significant influence on food factory performance in the United States.



*p < 0.1 **p < 0.05 ***p < 0.001

Note: TR: Training, RE and SE: Recruitment and Selection, JD: Job Description, PE: Performance appraisal, CO: Compensation, CA: Career planning, PA: Employee participation, FI: Hotel's financial performance.

Figure 1. SEM results

IMPLICATIONS

According to the results of this study, employee participation would have major positive impact on hotel's performance. So if the managers of international hotels in Taiwan want to improve the performance, they should increase employee's participation opportunities. Armstrong and Taylor (2014) pointed out that let the employees make decisions was the first step of employee's participation. Thus, international hotel's managers in Taiwan should empower their employees to increase the hotel's performance.

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GAMBLING FALLACY: A QUALITATIVE APPROACH OF INVESTIGATING THE ATTRIBUTES OF COGNTIVIE DISTORTIONS IN GAMBLING BEHAVIORS

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Hyesun Kim, Kyung Hee University

INTRODUCTION

Currently, many countries and regions have developed integrated resorts to enhance tourism and generate economic effects, such as income, jobs, and government revenues, in the local communities. Integrated resorts refer to properties that include various tourism businesses, such as casinos, hotels, food and beverage services, shopping malls, and conventions (Gao and Lai, 2015). Given the tremendously increasing business in the gambling industry, the negative social effects of gambling on the community in terms of problem gambling behaviors are being addressed. Many researchers have conducted studies on the prevalence rate of problem gambling (Volberg and Wray, 2007; Williams, Lee, and Back, 2013; Williams and Voberg, 2012), drivers of problem gambling (Back, Lee, and Stinchfield, 2011; Rousseau et al., 2002), and treatment and prevention program in various contexts and jurisdictions (Lauber and Rössler, 2007; Raylu and Oei, 2004) to understand the prevalence of problem gambling behaviors and minimize their social costs in the community.

One of the important issues on which researchers have focused is that gambling fallacies, erroneous beliefs, and cognitive distortions are considered to have an etiological role in the development of problem gambling (Goodie and Fortune, 2013; MacKay and Hodgins, 2012; Miller and Currie, 2008). As problem gambling is characterized by loss of control over gambling, it is definitely the specific type of cognitive distortion that leads gamblers to distort in reasoning, make an error in judgment and evaluation, and make irrational decisions (Corney and Cummings, 1985). Cognitive distortion begins from erroneous beliefs about gambling. Ladouceur et al. (2001) argued that the principal paradox of gambling exists among those who believe or expect to win even in the negative odds but still think that they have some control over winning the games. Such erroneous beliefs further motivate gamblers to become irrational toward playing games and create a certain illusion of control. Specifically, gambling fallacies occur "when events generated by a random process have deviated from the population average in a short run (e.g., when a roulette ball has fallen on a red slot four consecutive times), individuals may erroneously believe that the opposite deviation (e.g., a black winner) becomes more likely" (Fortune and Goodie, 2012, p.301)."

Although gambling fallacy is a significant concept for understanding the antecedent of problem gambling behaviors, a valid measurement that should cover all known fallacies, discriminate from other variables (e.g., gambling motivation and gambling passion), and be free from all potential biases and behaviors (e.g., choosing only one side of the gambling outcome) to provide robust association with problem gambling behaviors (Goodie and Fortune, 2013) is lacking. Moreover, there is a paucity of research focusing on the underlying structure of gambling fallacies for a diverse cultural background of gambling participants, specifically those from the Asian culture. A number of problem gambling researchers have concluded that Asian gamblers have severe problems in the illusion of control in gambling behaviors because of serious effects of superstitious or erroneous beliefs (Williams, Lee, and Back, 2013). Erroneous beliefs are the outcomes of either operant or classical conditioning, and the contexts and actions associated with a rewarding event become associated with the reward even if there is no

known systematic chance of occurring. The prevalent erroneous beliefs should be further investigated among Asian problem gamblers, especially as most of the current measurements were developed based on Western samples. Thus, this study aims to fully examine the type of gambling fallacies using multiple sets of qualitative studies on South Korean gamblers. Specifically, this study identifies gambling fallacies from multiple perspectives, namely, recreational gamblers, problem gamblers, and dealers, in the prevalent gambling fallacies in casino gambling.

METHOD

The interview questions were developed by semi-structured interview method. Based on the thorough literature review and a series of interviews with experts in the gambling research and the casino industry, potential interview questions were derived. The questions include acquisition, development, and maintenance of their gambling behaviors for gamblers whereas questions for operators focused on their observation for gamblers behavioral outcomes. In addition, frequency and types of game, the rule to make a decision in gambling, demographic questions, and other cognitive and affective biases questions were included. A multiple series of personal interviews was conducted from October to December 2016. Interview 1 consisted of six casino dealers from two major casino companies in Korea. These respondents were selected in this study due to their intense interaction with gamblers and the direct performance of the work of casinos. Encouraged by a guarantee of anonymity, all of the target participants completed interviews. They shared their observations on gambling fallacies among casino customers, with each dealer and supervisor being interviewed for over one hour. Interview 2 was conducted on seven problem gamblers and five recreational gamblers in one of the casino company properties. The problem gamblers were selected from the participants in the Gambling Addiction Center, and the recreational gamblers were contacted in the recreational area of the integrated resort. To minimize the selection bias, both groups of customers were screened and validated by using DSM-IV, which is the most widely used problem gambling diagnosis tool. The series of interviews was conducted by three researchers, who interviewed each participant for 30–40 minutes.

RESULTS

The results draw upon qualitative data collected from both casino operators and customers. This section uses detailed information from stakeholders to describe various perspectives on gambling fallacy and understanding of casino games. As Table 1 presents, diverse background of interview participants with a different level of engagement shared various and consistent thoughts about the prevalent gambling fallacy.

Although it is a challenge to summarize the qualitative data gathered and to identify themes making some generalizations, several consistent issues were identified and emerged. As consistent with previous studies, there is a general consensus about the misconception about the game itself, motivation, and participating behavior due to a specific form of gambling fallacy. The following results were derived according to the results of the extensive interviews from the perspectives of both operators and customers.

Table 1. Description of Personal Interview Participants

Type	Gender	Age	Length of the Career	Frequency/ Length of the Gambling Activities
Casino Dealer	Female	28	3 years	
Casino Dealer	Female	32	5 years	
Casino Dealer	Male	30	4 years	
Casino Dealer - Supervisor	Female	33	7 years	
Casino Dealer - Supervisor	Female	34	9 years	
Casino Dealer - Supervisor	Male	37	10 years	
Casino Customer	Male	27		Once a year/2 years
Casino Customer	Male	39		1~3 per year/ 5 years
Casino Customer	Male	44		First time
Casino Customer	Female	40		Once a year/7 years
Casino Customer	Female	Late 50s		3 times in last five years
Casino Customer – Problem Gambler	Male	Late 50s		2 days per week/11 years
Casino Customer – Problem Gambler	Male	64		Once a week/3 years
Casino Customer – Problem Gambler	Male	52		Once a month/6 years
Casino Customer – Problem Gambler	Male	Late 40s		Once a week/5 years
Casino Customer – Problem Gambler	Male	57		3 days per week/5 years
Casino Customer – Problem Gambler	Female	Late 50s		2 days per week/3 years
Casino Customer – Problem Gambler	Female	Mid 50s		2 days per week/1 year

Rules to Win

Both operators and customers shared interesting thoughts about the rules to win the game. As consistent with the previous literature, specifically, problem gamblers strongly believed that they had certain rules to follow to increase the odds of winning. Although they understand the odd is very low to win, problem gamblers have specific rules to make their own decision to make a final decision on their bets. Two most popular games among Korean casino customers are mini baccarat and black jack. For both games, gamblers have three unique gambling fallacies to follow.

Using probability is the most rational decision-making process in theory. It would make sense that the probability of having "player" and "banker" to win has an equal chance where the control for being "tie." However, all outcome is not guaranteed to happen at a certain hand, rather it should be based on the average of multiple repetitions. Gamblers heavily focused on the historical data or the pattern of past drawn cards that displayed on the baccarat table. After analyzing the pattern of the past outcomes, gamblers come up with a specific way to predict for next hand.

"I am pretty good at predicting what would be appeared in the next hand based on my specific mathematical skill. "After having experience in over ten years of baccarat gambling, I figured the probability of the game." "I can count the card so I know what would be the next card for the blackjack dealer" All of these feedbacks was consistent among problem gamblers and the observation by the dealers of the problem gamblers.

Interestingly enough, recreational gamblers shared somewhat similar comments on using the past data to predict the game. Due to their lack of interest and engagement of the game, recreational gamblers did not pay too much attention to using the rule to play the game.

Rituals and Superstitions

As Dixey (1987) argued that superstitious behavior designed to control luck has been observed among problem gamblers. For instance, "I have my own lucky charm to carry whenever I come to the casino," "By carrying the amulets will increase the winning chances," "I do not wear underwear when I gamble," problem gamblers said. It was even more interesting to note that casino operators have observed many players

demonstrated their own way to carry the luck or avoid bad luck for the game. For instance, they claimed that there were numerous customers who did not want to wash before they engage in gambling. Also, many dealers mentioned that "customers believe that giving tips to dealers will change the pattern of winning or the probability of the winning the game." In addition, some customers would like to stick to a specific dealer to carry the luck. Some would like to play with male dealer while some mentioned that the age range of the dealer will make a great deal for winning chances.

It is also apparent that most players have their own jinx. "If I cut the card, I have a better chance to control the game," "Dream is very important cursor for engaging in a casino game," "Touching woman's body while playing game always bring me good luck" mentioned by numerous problem gamblers. In sum, the result was consistent with the previous literature that these beliefs in the ability to control chance events and predict the future relate to belief in their winnings to psychic and supernatural influences.

Other's Gambling Behaviors

The unique aspect of Korean problem gamblers' gambling fallacies compared with those of Westerners from the literature was that they were heavily dependent on other people's behaviors. Both casino dealers and customers have mentioned that winning chances of the blackjack game is heavily dependent on whom to play the game with. "I do not like to play BJ with a person who does not quite understand the game," "I lost a big portion of my money due to a novice player," "He should have stayed" both problem gamblers said. In Korean gambling situation, it is so unique that gamblers have set some house rules to follow. For instance, when they play baccarat game they want it to make a decision as a group to bet. If someone bet against the majority, although it is totally the individual's choice, the majority of the group blame on the individual. Especially, when they lose the game against the dealer, they verbally abuse the individual player who did not agree to bet on the same side with others. Thus, there is another erroneous belief that "I need to make my decision on a bet with the majority" or "I always follow the leader in the group." Because of the severe dependency on other gamblers behavior in the Korean casino setting, customers and operators experience severe level of stress and frustration.

Gambling Fallacy as a Whole

Besides problem gamblers carry erroneous beliefs and gambling fallacy toward the casino games as described in the previous section, there are numerous unique cases that previous literature have never raised such phenomenon. Casino dealers have mentioned repeatedly "Many roulette players have their preferred color of chips," "Some gamblers would like to check into the hotel room where there was history of suicide in the place," "Some players tried to touch dealers' hands in order to steal the luck," "Many players would like to sit in the same spot in order to keep the winning chances."

By contrast, recreational gamblers did not rely on many gambling fallacies as confirmed by their gambling motivation and frequency. Most of the recreational gamblers mentioned that they do not have certain beliefs toward the game. Since their motivation to play is to have fun, they would not have much expectation to win in the first place. Also, recreational gamblers have mentioned that they would like to be rational because they understand the probability of winning is not 50-50.

In sum, interestingly, the results of this work were significantly different from those of previous gambling fallacy studies conducted in the Western region in two aspects: prevalence of gambling fallacies and blame factors. Back, Williams, and Lee (2015) argued that gambling fallacies seemed prevalent among the general population and that they were a relatively weak predictor of both concurrent and future gambling involvement relative to the previous level of gambling involvement and gambling category. Moreover, most of the current gambling fallacy measurements focus on the self-determination or erroneous beliefs between gamblers and the game. By contrast, the current finding focused on the heavy gambling fallacies considered by problem gamblers and their erroneous belief in others for being responsible for the unfavorable outcome of the games.

CONCLUSION

As consistent with the study of Ladouceur and Walker (1996), the cognitive theory of gambling fallacy purports that gambling-related erroneous beliefs are significantly related with problem gamblers. The present study helped to describe the several cognitive attributes of gambling fallacy and clarify its relationship with the problem gambling behaviors. A major strength of the present study was its examination of the gambling fallacy perceived by three different sample. Problem gamblers demonstrated greater levels of gambling fallacy than recreational gamblers. The result was also supported by the casino dealers and supervisors' observation and perspectives that problem gamblers lacked in self-determination with heavy dependence on irrational thoughts and other players' behaviors. The results also confirmed that gambling fallacy among Korean problem gamblers was significantly unique as compared to other previous studies using the Western sample.

While no gender differences were detected in the type of gambling fallacy, women were more sensitive or influenced by other players' gambling participation behaviors. Women preferred to play game to follow the leader of the game (e.g., a person in the winning mode), whereas men displayed exaggerated confidence in their gambling skills and carried more gambling fallacies.

The current study raised some practical implications. As gambling fallacies have significantly evidenced among Korean problem gamblers, developing specific measurements to further investigate the prevalence rate and to provide insightful educational programs to rectify such erroneous beliefs is worthwhile. This suggestion can be conducted as prevention by using a formal education system from early childhood and by developing a treatment program to correct distorted cognition.

The present study has several limitations (e.g., small sample size, single cultural basis) due to the nature of qualitative study with limited sample. However, the study has significant merits that gambling fallacy was assessed at various levels from three distinctive perspectives. For the suggestions for future studies, the current study can be used as a basis to develop gambling fallacy measurements for Korean in order to fully understand the prevalence rate of gambling fallacy and its direct and indirect causal impacts on problem gambling behaviors. Also, the study could be further extended as a cross-cultural and longitudinal study to understand the role of cognitive distortion and correcting erroneous gambling beliefs, to develop effective treatments for pathological gamblers, and to promote responsible gambling behaviors in various culture. Most importantly, problem gambling behaviors are becoming a serious threat to the society and prevalent especially in the Asian region. Therefore, developing a mixed method study of gambling fallacy in various countries to explore the prevalence rate of gambling fallacy and problem gambling behaviors then compare the results among those sample results. By pursuing such studies, researchers could develop educational program at the early stage to prevent from building erroneous beliefs through deceptive advertisement, misconceived notion of gambling motivation, and simple ignorance about the gambling.

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Acknowledgement

This work was supported by the National Research Foundation of Korea Grant funded by the Korean Government (NRF-2016S1A2A2911588).

A STUDY ON THE RELATIONSHIP BETWEEN EMPLOYEES' WORK PRESSURE AND CORPORATE SOCIAL RESPONSIBILITY AT GAMING WORKPLACES PRIOR AND AFTER THE CHINESE GOVERNMENT CRACKDOWNS ON CORRUPTION IN MACAU

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Since Macau returned to Mainland China in 1999 from being a former Portuguese's colony, the Chinese government permitted the casinos to be operated and attract tourists from Mainland China in 2003. Macau's gross domestic product (GDP) jumped from $7 billion in 2002 to $55 billion in 2014, but at the same time it had also become the center of money laundry for Mainland China's capital outflows. The Chinese government began to fight corruption in 2013. Serious impact on the performance of the Macau casinos and the local gaming revenue reduced more than 30% in comparison with its highest. The main reason was because the majority of Macau casino tourists are mostly from Mainland China. As a result it influenced casino hotels and related tourism industries had continuously lost a great deal of revenue. Statistics from last few months of December 2016 have shown a slow increase in gaming revenue, but the casinos have lost their VIP (VIP) gamblers. Income produced by VIP customers dropped more than half. Even though the number of total visitor arrivals still increase continuously; gross gaming receipts and total retail receipts, especially high-end merchandise, are not benefited.

Owing to the lost in gaming receipts and total retail receipts, it is possible for some of the casino hotels to cut down costs from various expenses in order to improve company's financial situations, for example, assigning multiple roles and responsibilities to their employees or force their employees to have unpaid leave. On the other hand, employees might feel less career opportunities, uncertainty, lack of job control and become emotional, hence work pressure is gradually threatening their life styles if they have little supporting from their companies or organizations.

The aim of this study, therefore, intends to explore the differences on employees' work pressure and corporate social responsibility at gaming and hospitality workplaces prior and after the Chinese government crackdowns corruption. Moreover, this research would also compare the relationship between employees' work pressure and corporate social responsibility before and after the Chinese government crackdowns corruption. In order to achieve the research goal, the psychological pressure classification of Karasek (1979) was applied into this study and his Job Content Questionnaire (JCQ) would be adopted in investigating employees' work pressure in terms of job control, psychological demands, and workplace support. In addition, the framework of Duygu (2009) was used in this study on discussing corporate social responsibility in terms of employees' rights and benefits for analyzing level of supporting employees at workplaces. It is finally hoped that the findings of this study could provide some suggestions to the managerial levels of gaming and hospitality industries to improve employees' work pressure. Moreover, it is also crucial to strengthen casino hotels' competitiveness and their sustainability.

Keywords: Work pressure, Corporate Social Responsibility, Gaming and Hospitality Workplaces, Employees, Macau

HOW TO MANAGE JOB SATISFACTION IN MACAU CASINO HOTELS: LINKED TO INTERPERSONAL CONNECTION AND INTERACTION BEWTEEN A LEADER AND A FOLLOWER

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INTRODUCTION

Macau has been best known as the 'Vegas of Asia' and about 60% of its economy depends on the gaming industry (Yan, 2016). After the cessation of domestic monopoly and acceptance of Chinese visitors in 2002, the gaming and hotel industry has expanded dramatically. However, due to the small demographics and the limited labor capacity with the very low unemployment rate, the labor shortage issue in Macau would be becoming worse as the demand for new employees has been increased exceedingly.

Meanwhile, since China and Western cultures have been coexisted in Macau for centuries, the labor force in Macau features diverse cultures from different ethic and national backgrounds. Especially considering the 'hierarchical structure' and the 'relationship (guanxi)' (Hollows and Lewis, 1995), understanding a leader-follower relationship in connection with an employee's job satisfaction would be useful to manage the labor issues in Macau.

Therefore, in order to respond massive job demand in Macau, the current paper is to examine interpersonal relationship elements (i.e., connection and interaction) between a leader and a follower related to job satisfaction. In addition, as Brownell (2008) suggested that effective communication and interpersonal competences are critical in the hospitality environment, the paper focuses on the communication context between a leader and a follower to investigate structural relationships among communication satisfaction, interpersonal connection, interpersonal interaction and job satisfaction. This study is significant, by using a sample from casino hotel employees in Macau, to contribute to the academia and the industry to produce meaningful insights on the labor shortage setting under China's and Western mixed culture organizations.

LITERATURE REVIEW

Communication satisfaction and interpersonal connection and interaction

Many studies were conducted actively regarding a relationship covering connection and interaction, which are critical terms to understand human oriented service industry. Gremler and Gwinner (2000) insisted that building a relationship with the customer is one aspect of customer-employee bonding, while interpersonal interactions are specifically critical in the service industry. In the culture of China, establishing friendship connection is such an important concept, including not only interpersonal interaction (Gremler and Gwinner, 2000), but also face- and favor- giving behaviors to utilize a long relationship.

The interpersonal connection dimension of relationship may encourage the development of connection as it can contribute to one's sense of self-definition (Sheaves and Barnes 1996). The relationship between a leader and a member in Chinese or Western context is also shaped and developed through a myriad of interactions that take place between the two groups involved. Therefore, the current study would consider both interpersonal interaction and connection between a leader and a follower.

Meanwhile, previous studies suggested that the advantage of an effective interpersonal communicator is the ability for leaders to build solid relationships and credibility with their members (Rudd, 2006). Moreover, it has been reported that leaders who develop and maintain higher-quality exchanges with as many followers

as possible can increase overall level of communication satisfaction (Mueller & Lee, 2002). The discussion above lead to the hypotheses as follows:

Hypothesis 1: Leader-follower's communication satisfaction influences positively on interpersonal connection.

Hypothesis 2: Leader-follower's communication satisfaction influences positively on interpersonal interaction.

Interpersonal connection and interaction and job satisfaction

Job satisfaction implies positive and favorable job-related attitudes; on the other hand, negative and unfavorable job-related attitudes suggest job dissatisfaction (Armstrong, 2006). In order to raise employees' job satisfaction, several factors are necessary such as levels of role ambiguity, quality of supervision, autonomy, quality of social relationships, and level of support in the workplace. By raising job satisfaction, it could reduce the negative aspects like absenteeism, intention to leave, termination of service and can enhance the mental and physical health of employees (Sattar et al., 2010).

Positive coworker relationships can help employees easily address work challenges and enable them to be dedicated to details which may affect the service quality, enhance service quality stability, and improve their own job satisfaction (Aryee & Zhen, 2006; Erdogan & Enders, 2007). Employees with high-quality leader-follower connection/interaction are more likely to get attention and support from their bosses as a reward for their hard work. This kind of social exchange may ultimately raise the job satisfaction (Podsakoff et al., 1996). With a good leader-member relationship, leaders satisfied both tangible and intangible needs of the member which may enhanced the members' job satisfaction (Gerstner & Day, 1997). Based on the discussion above, the following hypotheses were drawn:

Hypothesis 3: Interpersonal connection influences positively on the subordinate's job satisfaction

Hypothesis 4: Interpersonal interaction influences positively on to subordinate's job satisfaction

Therefore, the purpose of this study is to investigate the impact of communication satisfaction on interpersonal connection and interpersonal interaction between employees and their immediate bosses; as well as to examine the effect of interpersonal connection and interpersonal interaction on the employees' job satisfaction in Macau casino hotels. The research framework of the study is presented in Figure 1.

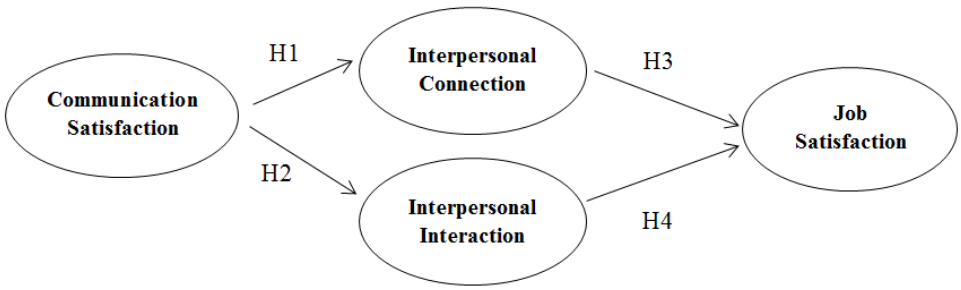

Figure 1. Research Model

METHOD AND FINDINGS

This study used a convenience sampling by quantitative research approach. The participants are full-time employees from five-star hotels with casino facility in Macau, including both supervisory and non-supervisory level. The survey consists demographic information of participants and the participants' communication satisfaction and interpersonal connection and interaction with their immediate bosses, and evaluating their job satisfaction. Each item of questionnaire were measured by a seven-point Likert scale, ranging from 1(strongly disagree) and 7 (strongly agree).

Communication satisfaction was measured by the 19 items of the Madlock's (2008) study; interpersonal interaction measured by the 6 items and interpersonal connection measured by the 5 items from the study of Gremler and Gwinner. (2000), and job satisfaction measured by the18 items of the Malangwasira's (2013) study.

Total 500 questionnaires were distributed. After eliminating unusable ones, a total of 446questionanires were valid with 89.20% of response rate. Gender, age, tenure, and education level were considered as control variables. The results showed that there is significant differences of interpersonal interaction by age (P=0.047, P<0.05), but for both tenure and education level don't influence significantly. The reliability statistics showed the Cronbach's alpha of the all four factors exceeded the threshold of 0.70: communication satisfaction = .954; interpersonal connection = .929; interpersonal interaction = .941; and job satisfaction = .954. The regression analysis results presented that leader-follower communication satisfaction positively influences on the interpersonal connection (H1: β= .721 at a significance level of .001) and interpersonal interaction (H2: β= .639 at a significance level of .001). Interpersonal connection and interpersonal interaction also have positive impacts on employee's job satisfaction (H3: β= .394 at a significance level of .001; and H4: β= .361 at a significance level of .001). Therefore, the results would imply that the higher level of communication satisfaction would improve leader-follower's interpersonal connection and interaction and also enhance the job satisfaction at the end. When employees are satisfied with their jobs, they motivate themselves to work and have increased commitment to the organization (Cheung and We, 2012).

IMPLICATIONS AND CONCLUSION

Macau is now experiencing a downturn in its gambling revenue. To cope with the intensified competition and under-expected revenue, the hotels in Macau have to deliver top standard service as to balance the overemphasized role of service employees for the vitality of casino operations. The gaming and hotel industry in Macau are encountering the significant tasks—to increase employees' job satisfaction to attract and retain those talented employees. Thus, this study examined the leader-follower communication satisfaction, interpersonal connection and interaction, and job satisfaction elements in the context of the Macau casino hotel industry, suggesting the positive impact of communication satisfaction on interpersonal connection and interaction and in turn job satisfaction. According to Feather and Rauter (2004), job satisfaction is positively associated with productivity within a service encounter.

The subordinate's job satisfaction would enhance by a good quality of leader-follower relationship. In hotel industry, frontline employees are interacting directly with customers so they are responsible to develop customer perception, satisfaction and loyalty. As such, job satisfaction of frontline employees is compulsory as a feature to deliver high quality service and to satisfy customers (Spinelli and Canavos, 2000) while it is substantially associated with work performance of casino hotel employees in Macau (Gu and Siu, 2009).

This study has several limitations which should be noted for the future study. Firstly, this study investigates the communication satisfaction and the relationship between a leader and a follower while the results suggest that despite different nationalities between leaders and followers, the language and cultural conflict is not inclusive in this study. Researchers may investigate the influence or outcome of different nationalities in term of supervisor-subordinate communication and relationship for the future study.

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ASYMMETRIC TOURIST RESPONSE TO EXCHANGE RATE UNCERTAINTY: NEW EVIDENCE FROM INBOUND TOURIST FLOWS IN SOUTH KOREA

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INTRODUCTION

All past studies that examined the effects of exchange rate uncertainty on tourism demand assumed that the effects are symmetric. This assumption implies that the effects of rising volatility are of the same magnitude as and move in the opposite direction of the impacts of declining volatility. That is, if increased volatility hurts the tourist flows by 1%, decreased volatility should boost them by the same 1%. In this paper, we argue that the effects of exchange rate volatility on tourist flows may not be symmetric. Indeed, tourists could have a different reaction when exchange rates are more volatile as compared to when they are less volatile. They then may decide to travel less when exchange rates become more volatile and travel much more when they are less volatile. It is also possible that the risk-averse tourists react strongly to a large increase or decrease in exchange rate volatility, while they may not response similarly to moderate exchange rate fluctuations. These nonlinear effects of exchange rate volatility are mostly due to the change in tourists' expectations and their perceptions of received information when a currency depreciates as compared to a case when that currency appreciates. For example, political and economic uncertainty and instability will be reflected in a currency devaluation and exchange rate volatility, which in turn affect tourists' behavior. They may cancel, delay or change their destination.

This study aims to assess the dynamic effects of real income, bilateral exchange rate, and exchange rate volatility on South Korea's inbound tourism demand from five major tourist-generating countries in the Asia-Pacific region (Japan, Taiwan, Philippines, Singapore, and Thailand). The main purpose of this study is to investigate the potential nonlinear effects of exchange rate volatility on Korea's inbound tourism demand. To measure exchange rate volatility, we employ the Generalised AutoRegressive Conditional Heteroscedasticity model (GARCH) proposed by Bollerslev (1986). The GARCH-based measure is widely used in the literature of international trade (e.g., Baum and Caglayan, 2010; Bredin et al., 2003; Byrne et al., 2008). The main advantage of this measure is that it includes the time-varying conditional variance from a time-series model (Chowdhury, 2005). This study then uses the partial sum processes of exchange rate volatility in a nonlinear autoregressive distributed lag (ARDL) framework developed by Shin et al. (2014). The nonlinear ARDL approach model is an asymmetric expansion of the linear ARDL model and allows testing for nonlinearities of exchange rate volatility both in long- and short-run. This cointegration approach can be applicable regardless of whether regressors are purely I(0), purely I(1) or a mixture of both, and thus pre-testing for unit root is not required. Using the nonlinear ARDL framework, the series of exchange rate volatility are split into three partial sums: a partial sum process of large increases (v_t^+), a partial sum process of large decreases (v_t^-), and a partial sum process of small increases or decreases ($v_t^\pm$). This study is the first that investigates the potential nonlinear effects of exchange rate volatility in the literature on tourism.

METHOD

The period of this study covers from January 2003 through December 2015 (2003:M1-2015:M12). Monthly international tourist arrivals are used to measure Korea's inbound tourism demand from Japan, Taiwan, Philippines, Singapore, and Thailand. The tourist arrival data are collected from the Tourism Statistics of the Korea Tourism Organization (2017). To incorporate the income effect, we use the real Gross Domestic Product (GDP) and the

data are obtained from the International Financial Statistics (IFS) database published by the International Monetary Fund (2017).[5] Since monthly GDP data are unavailable, we transform quarterly GDP data into monthly GDP by using monthly Industrial Production Index (IPI). The real exchange rate data are also obtained from the International Financial Statistics (IFS) database. This study uses the generalized autoregressive heteroskedasticity (GARCH) model to generate a measure of exchange rate volatility.

This study assumes that South Korea's inbound tourism demand from country i is a function of real GDP of country i, the real bilateral exchange rate, and exchange rate volatility. Thus, we start with the following tourism demand function:

$$visit_{it} = a_0 + a_1 y_{it} + a_2 er_{it} + a_3 v_{it} + u_t, \quad (1)$$

where $visit_{it}$ is the number of tourist arrivals from the country of origin i to South Korea time t; y_{it} is a measure of real income of country i; er_{it} is the real bilateral exchange rate; and v_{it} is the measure of exchange rate volatility. All the variables are in natural logarithms.

To investigate if tourists respond asymmetrically to changes in exchange rate volatility, we decompose the series of exchange rate volatility into three partial sums: a partial sum process of large increases (v_t^+), a partial sum process of large decreases (v_t^-), and a partial sum process of small increases or decreases ($v_t^\pm$). To distinguish large from small exchange rate volatility changes, we use the 60% (c_1 and 40% (c_2) quantile of exchange rate volatility changes as thresholds as follows:

$$v_t^+ = \sum_{j=1}^{t} \Delta v_j^+ = \sum_{j=1}^{t} \Delta v_j I\{c_1 < \Delta v_j\}, \quad (2)$$

$$v_t^- = \sum_{j=1}^{t} \Delta v_j^- = \sum_{j=1}^{t} \Delta v_j I\{\Delta v_j < c_2\}, \quad (3)$$

$$v_t^\pm = \sum_{j=1}^{t} \Delta v_j^\pm = \sum_{j=1}^{t} \Delta v_j I\{c_2 \le \Delta v_j \le c_1\}, \quad (4)$$

where I{Z} denotes an indicator function which takes one if the condition is satisfied and zero otherwise. Thus, v_t is replaced by v_t^+, v_t^-, and $v_t^\pm$ in Eq. (1) and the error-correction model is specified as follows:

(5)

$$\Delta visit_{it} = \beta_0 + \beta_1 visit_{it-1} + \beta_2 y_{it-1} + \beta_3 er_{it-1} + \beta_4 v_{it-1}^+ + \beta_5 v_{it-1}^- + \beta_6 v_{it-1}^\pm + \sum_{i=1}^{n1} \mu_i \Delta visit_{it-i} + \sum_{i=0}^{n2} \nu_i \Delta y_{it-1} + \sum_{i=0}^{n3} \kappa_i \Delta er_{it-1} + \sum_{i=0}^{n4} \varphi_i^+ \Delta v_{it-1}^+ + \sum_{i=0}^{n5} \varphi_i^- \Delta v_{it-1}^- + \sum_{i=0}^{n6} \varphi_i^\pm \Delta v_{it-1}^\pm + \varepsilon_t$$

The Wald test is used to test the null hypothesis of long- and short-run linearity. If the effects of exchange rate volatility on tourist flows are symmetric, the normalized coefficients for exchange rate volatility variables must be the same in sign and size.

FINDINGS

Since the nonlinear ARDL approach is a cointegration technique, all the variables must be cointegrated to provide unbiased results. This paper uses the F-statistic to test the null hypothesis of the non-existence of a cointegration relationship. The results show that the computed F-statistics are well above the upper critical bound value, concluding that all the variables are cointegrated. Regarding the sign of the coefficient, both real income and exchange rate variables appear to have their expected signs (+ for income and - for exchange rate). The exchange rate volatility is a statistically significant in most cases, indicating that exchange rate volatility plays an important role in influencing Korea's inbound tourism demand. However, the magnitude and the sign of exchange rate volatility are found to vary across countries. The results also reveal the short-run and long-run asymmetric effects of exchange rate volatility on the tourist flows. Tourists tend to react strongly to large increases or decreases in exchange rate volatility.

5) Because the IFS database does not include Taiwan data, we collect the Taiwan GDP and IPI data from the National Statistics Republic of China (Taiwan).

IMPLICATIONS or CONCLUSION

The main contribution of this study is to provide empirical evidence of asymmetric effects of exchange rate volatility on Korea's inbound tourism demand. This study found that exchange rate volatility has a significant negative effect on tourist flows in most cases, implying that tourists are highly responsive to an increase in exchange rate uncertainty, revealing the overall dominance of risk-averse tourists and tour operators in the selected countries. Moreover, this research may help policymakers understand the asymmetric tourists' responses to exchange rate uncertainty and the potential benefits of exchange rate stabilization in the tourism industry. Additional research is needed to reach the general conclusion on tourists' risk attitude regarding exchange rate uncertainty.

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SOCIAL NETWORK OF SMALL TOURISM ENTERPRISES AND SUSTAINABLE AWARENESS: A CASE STUDY IN LAO PDR

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ABSTRACT

This study made the first attempt to explore the contribution of small tourism enterprises (STEs) to sustainable tourism, especially in the context of a developing country, Lao PDR, where the relationships of STEs with major stakeholders are emphasized. Data collected in 2016 from 177 STEs were used to quantify the effects of the above relationships on future business intentions of STEs via sustainably tourism awareness. Analyses were done based on a generalized structural equation model (GSEM) for better capturing the features of data. Various findings useful to sustainable tourism policy making are derived.

INTRODUCTION

Being small and locally owned, small tourism enterprises (STEs) were automatically considered to contribute to sustainable tourism development (Roberts and Tribe, 2008). However, little is known about how they adapt themselves in the context of sustainable tourism and their role in helping the overall tourist destination. Considering the contribution of STEs to the processing of sustainable tourism, economic and management dimension of sustainability were the most concerned topics (Elliott, 2005; Moore and Manring, 2009). Currently, the role of STEs and environmental sustainability is also discussed (Revell and Blackbum, 2007). However, there is a noticeably lack between STEs and socio-cultural sustainability. Being the frontline of tourism, STEs are the representatives of local culture and are the receivers of the tourism polices. Like a bridge between the tourism policy makers and tourists, the social network of STEs should not be neglected in the process of destination sustainability. It may influence their awareness and future intentions in sustainable tourism

Social network analysis is one such diagnostic method for studying the mechanisms of communication and collaboration between members in different groups (Racherla and Hu, 2010). In this study, we explore the relationships between STEs with tourists, neighbors/other STEs and government. The communication and collaboration between the three stakeholders compose the majority of tourism operation. The owner-managers' core attitudes and aims are more likely to be shaped and influenced by social network (Tinley and Lynch, 2001). So, in this study, we assume that the social network of STEs influences their awareness and future intentions to deploy sustainable tourism, especially from the cultural and social perspectives. The purpose of this study is to examine the social network of STEs and its contribution to sustainable tourism.

This paper contributes to literature in two aspects. Firstly, it confirms sustainable value from social network with STEs. Secondly, it demonstrates the usefulness of generalized structure equation model in tourism research. The research offers an integrated approach to capture the characteristics of STEs for sustainable tourism development, which is crucial in terms of business support and sustainable tourism destination policy making.

METHOD

Questionnaire survey

We designed a questionnaire consisting of the following parts by targeting STE operators or their managers.

Part 1 contains the basic information about STEs, their motivations of tourism business and subjective evaluation about local destinations and their business operation. Part 2 measures the awareness and evaluation towards different statements, including the satisfaction of operation and life, the evaluation of local tourism and destination, the awareness of sustainable tourism, the relationship between tourists, government and other enterprises, problems met in policies/operation, and future intentions of

operation. Part 3 asks respondents to report their working mobility histories and the reasons for job changing. Part 4 includes attributes of respondents and their main household members, such as employment status, education level, relationships of household members, and co-living status (whether to live together or not).

We selected two areas of Lao PDR: i.e., Luang Prabang (in the northern part of Lao) and Pakse (in the southern part of Lao). In total, we collected valid data from 177 STEs, among which foreign STEs are 34 and 143 are Lao, in the summer of 2016.

Analysis approach

In this study, we assume the following cause-effect structure for systematically capturing the causalities associated with the deployment of sustainable tourism business: "I. Sustainable tourism awareness" (four variables, mainly in cultural and social aspect), "II. Future intentions in business operation" (three variables for the owners' decision for the future), "III. Relationship with tourists" (three variables), "IV. Relationship with neighbors/other STEs" (two variables), and "V. Relationship with local government" (three variables). We assumed that the social network of STEs influences both sustainable tourism awareness and their future intentions and different awareness results in different future business decisions.

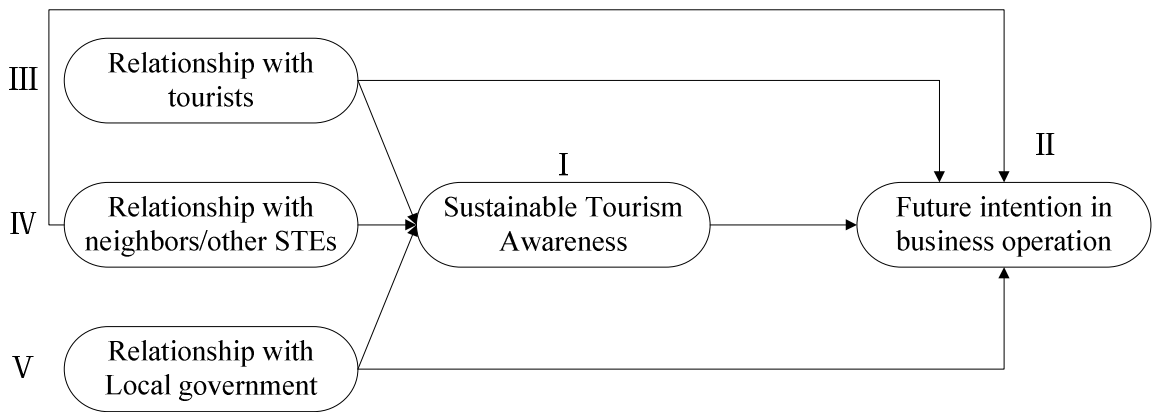

Figure 1. Cause-effect structure assumed in this study

All variables representing the above five groups of factors are measured based on a 5-point scaling method (1. Fully disagree, 2. Slightly disagree, 3. Neutral, 4. Slightly agree, 5. Fully agree). Traditionally, it is natural to apply a structural equation modeling (SEM) approach with latent variables, which has been widely applied in the tourism literature. However, SEM assumes linear structures, which cannot better reflect the ordinal features of the 5-point scaling value. To overcome the above shortcoming, here, we propose to apply a generalized SEM (i.e., GSEM), where an ordinal logit analysis is performed with respect to each variable in Figure 1. Concretely speaking, we estimated a simultaneous-equation ordinal logit model by using the software STATA 13.

FINDINGS

Because of the limited sample size, it is difficult to jointly estimate the whole model structure in Figure 1. Here, we estimated the cause-effect relationship represented by each arrow in Figure 1, separately. In total, seven sub-models were estimated with converged results. Statistically significant parameters are shown in Figures 2~4, where three main relationships of STEs in social network are summarized together (note: *: significant at 10% level; **: 5% level; ***: 1% level).

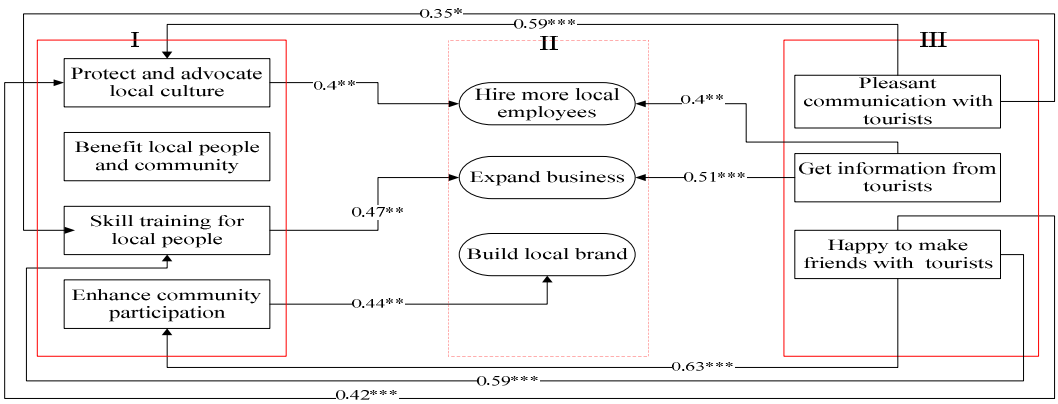

Figure 2 Relationship with tourists

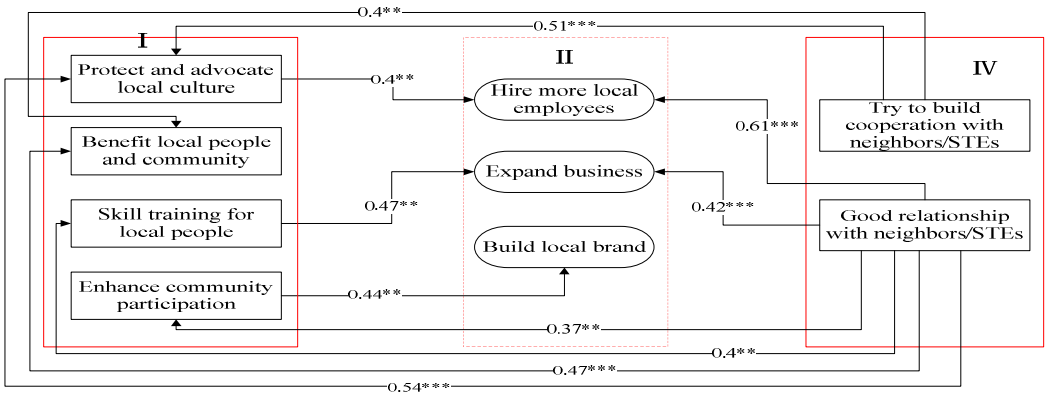

Figure 3 Relationship with neighbors/other STEs

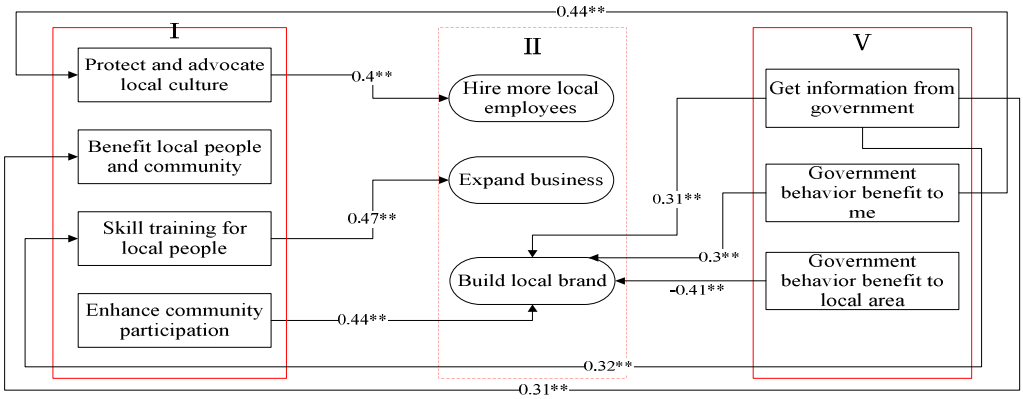

Figure 4. Relationship with government

Based on the estimation results, the findings can be summarized as follows:

(1) Sustainable tourism awareness and future intentions in business operation

STEs with higher awareness of training local people skills are more willing to expand their business scale, those with higher awareness of advocating local culture are more likely to hire local people, and those with the awareness to enhancing community participation are more likely to develop its own business brand. In general, the sustainable tourism awareness has positive effect on STEs' future business operation.

2. Effects of relationship of tourists on sustainable tourism awareness and future intentions

As STEs can get more information from tourists, they are more likely to expand business and hire more local people. And the pleasant communication with tourists is estimated to influence the awareness of STEs on improving employee's skills and protecting traditional culture. What's more, the more enthusiastic owners/managers communicate with tourists, the more likely they think about contributing to local

benefits and increasing community participation.

(3) Effects of relationship of tourists on sustainable tourism awareness and future intentions

Keeping pleasant neighborhood relationship is good for STEs to consider community benefit and cultural protection. This implies that good commercial environment is crucial for sustainable tourism development.

(4) Effects of relationship of tourists on sustainable tourism awareness and future intentions

If the STEs are easier to get related tourism policies to guide their operation from local government and if these policies are beneficial to them, they are more likely to build their own business brand. In contrast, if they find that governmental policies are beneficial to everyone, the chance to build own brand is smaller.

CONCLUSION

This study explores the roles of STEs in sustainable tourism development, especially their relationships with tourists, neighbors/other STEs and government. This is the first study in the context of a developing country, Lao PDR, especially by applying a generalized structural equation model (GSEM), which is flexible to treat different types of data within a unified modeling framework. As the first attempt in Lao PDR, collecting data from 177 STEs itself is already a difficult task. The GSEM-based analysis further supports our findings in a more scientific way. Sustainable tourism deployment requires better governance by involving different stakeholders in a more voluntary way. Our analyses support this by examining business owners' and managers' attitudes, subjective evaluation, and behavioral intentions. In this sense, various policy implications can be derived from this study, especially from the cultural and social perspectives.

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FORECASTING CHINESE TOURISM DEMAND IN TAIWAN BASED ON THE GM(1,1) MODEL

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ABSTRACT

Since 2010, China became the largest international tourism source market for Taiwan. However, cross-strait interactions have changed somewhat since the inauguration of the new president in 2016. Consequently, the number of mainland tourists to Taiwan has fallen more than 20 percent just three months in to President Tsai as the island's leader. Therefore, the main objective of this study is to use the grey prediction model to obtain more accurate forecasts of Chinese tourists. According to the results, there is a trend of decreasing Chinese tourists to Taiwan. This indicates the Chinese policies of the new Taiwan government affected Chinese inbound tourism. Therefore, the suggestions for the government and practitioners were then provided.

Keywords: Chinese tourists, demand, forecasting, Grey prediction model, tourism industry

INTRODUCTION

As tourism involves intangible experiences, the products and services associated with tourism are largely perishable in nature. For instance, airline seats, rental cars, hotel rooms, and other rented spaces cannot be inventoried or accumulated for later use. Consequently, it is crucial for government bodies, private sectors, and investors to have an accurate tourism forecast when planning tourism development efforts and investments (Blake et al, 2006; Chu, 2008; Chu, 2009; Xiankai et al., 2017; Xin et al, 2017; Jaume & Andreu, 2017). Accurate forecasts are necessary in instances such as operational decisions (i.e. scheduling, staffing), tactical decisions (i.e. promotion), and strategic decisions (i.e. investments). Similarly, governmental tourism authorities need accurate data in order to plan and develop tourism infrastructures, superstructures, accommodations, and attractions. Researchers, practitioners and government officials have long recognized the importance of accurate forecasts. The tourist arrivals variable is the most popular measure of tourism forecasting. This variable is measured by total tourism volume from an origin to a destination, and it serves as an indicator of the demand that can provide basis information for subsequent planning and policy making (Chu, 2008; Song & Li,2008; Chu, 2009). Due to its usefulness in tourism forecasting, it has attracted considerable attention in recent empirical research(Song& Li,2008).

In recognition of the importance of accurate short- and long-term forecasts to the tourism industry, forecasting techniques have been widely adopted in international tourism flows, as reported in published empirical studies, along with the empirical findings (Song et al., 2003; Min, 2008a). Despite the consensus on the need for accurate forecasting, there appears to be no standard source of tourism forecasts. Song and Li (2008) reviewed the published studies on tourism demand modeling and forecasting since 2000, finding that there is no single tourism forecasting technique that consistently outperforms all techniques. Forecasters should therefore be concerned with the selection of appropriate forecasting techniques under certain circumstances.

1.1 Statement of the Problem and the Purpose of the Study

After the two sides split at the end of a civil war in 1949, Taiwan had severely limited trade and travel with China. Given the anti-Communist sentiments prevalent during the Cold War, the United Nations recognized Taiwan as the official government of China up until 1971. Taiwan had a longstanding "Three Noes" policy towards mainland China: no contact, no negotiation, and no compromise. Over time, however, these doctrines slowly shifted, and the election of Beijing-friendly

President Ma Ying-Jeou in 2008 helped hasten this change. Throughout his term from 2008 to 2016, Taiwan's President Ma Ying-Jeou actively advocated stronger economic ties with China and direct flights. Taiwan officially opened to Chinese tourists on July 4, 2008, and Chinese tourists began obtaining official permits from the Taiwan government to visit Taiwan on July 18, 2008. This policy was of historic significance, as it indicated a new era in cross-strait relations after several turbulent decades.

Chen et al. (2016) examined how tourism and political conflicts interact and affect each other by focusing on how China and Taiwan have achieved greater reconciliation since President Ma's term. This can be seen in the friendly policies towards Chinese tourists implemented by the Taiwanese government. For instance, Taiwan officially opened its door to Chinese tourists when weekend charter flights were launched with China on July 4, 2008, resulting in the end of a nearly six-decade ban on Taiwan-China air links. Chinese tourists obtained official permits from the R.O.C. government to visit Taiwan on July 18, 2008. Taiwan's government took into account tourism expenditures of Chinese visitors in ascertaining the relative contribution of tourism to production, income, and employment through this policy of historic significance. This effort has been successful in developing the emerging mainland China tourism market through the lifting of legal restrictions and a simplification of the application process. In the year 2010, Chinese arrivals to the island reached a peak of 1.63 million, an increase of 67.8% over 2009, and China became the largest international tourism source market, surpassing the number of Japanese tourists, which had long been dominant in Taiwan's inbound market. In the year 2015, Chinese arrivals to the island reached 4.19 million, which represents 36% of the total inbound tourists for Taiwan. This high growth is likely to be in response to government strategies, policies, and messages.

However, cross-strait interactions have changed somewhat since the inauguration of the new president, Tasi, Ing-Wen of the pro-independence Democratic Progressive Party, in May of 2016. Taiwan's new government refuses to acknowledge the "1992 consensus", which refers to an understanding in 1992 that for the two sides to continue to talk, they agree there is only one China, and that the mainland insists upon if talks and exchanges between the two are to continue. Consequently, the number of mainland tourists to Taiwan has fallen more than 20 percent just three months in to President Tsai's first term as the island's leader. In response to this trend, more than 10,000 Taiwanese tourism operators and workers organized a protest in Taipei on September 12, 2016, demanding that the government work to revive this slumping industry. Therefore, the main objective of this study is to use the grey prediction model to obtain more accurate forecasts of Chinese tourists.

In the process of making forecasts, researchers often have difficulties handling information in such circumstances where the information is considered "partially known," "partially unknown," "partially certain," "partially uncertain," "partially enough," or "partially not enough" to predict the future or to make decisions. Therefore, grey system theory is useful at providing accurate forecasting results, even in cases where the information is insufficient, uncertain, or unclear. With a limited data set, and facing changes in the political environment, information is often insufficient or indefinite; in these cases grey theory can thus flexibly deal with the fuzziness of the information, which is why it is used in the current study. The results of this study can provide useful insights to tourism professionals and serve as a foundation for further research in model building for estimation under the circumstances of market uncertainty and limited information.

LITERATURE REVIEW

Professor Deng Julong (1982), a Chinese scholar, published the first research paper on grey systems in an international journal. This theory soon caught the attention of scholars from various academic communities and practitioners of science around the globe. According to Deng (1989), grey information, a kind of uncertain information, refers to information that is "partially known and partially unknown." In other words, when both "black" information (that which is completely unknown) and "white" information (that which is clearly known) coexist in a system, it is called a

grey system. During the past three decades, the theory of grey systems has developed rapidly. It has been widely applied to model construction, relational analysis, prediction and decision making of systems that are conventionally viewed as incomplete and indefinite. Research studies on grey systems have been cited by many scholars around the globe and have been reviewed by internationally authoritative review periodicals.

Grey system theory has received little attention among tourism and travel researchers, despite its demonstrated usefulness in forecasting, system control, decision making and computer graphics. Among the studies conducted thus far, Xu and Wen (1997) used the grey prediction model to forecast international air transportation passengers, and Hsu and Wen (1998) used a range of forecasting methods to analyze trans-pacific traffic flows. According to the results, GM (1,1) had greater reliability by posterior checks and more accurate prediction results than ARIMA and multiple regression models. Feng and Wang (2000) used grey relation analysis (GRA) to analyze five of Taiwan's domestic airlines by selecting representative indicators of performance evaluation processes with financial ratios. The results of this study suggested that airlines can use performance evaluation to be more comprehensive and efficient if financial ratios are considered. A study by Wang (2004) found the GM (1,1) model to be more appropriate than other forecasting models at forecasting tourism demand of Hong Kong and United States arrivals in Taiwan. Similarly, Wu et al. (2008) assessed the performance of 56 international tourist hotels in Taiwan and found GM (1,1) to be the best model for predicting output value. Wang (2008) also compared the accuracy of models by using a fuzzy multi-criteria decision-making (FMCDM) method to examine the financial performance of three domestic airlines in Taiwan and using grey relation to find representative indicators from financial ratios. Min et al. (2009a) evaluated Taiwan's outbound tourism demand by generating a forecast model using grey system prediction. In addition, Min et al. (2009b) used GRA to assess and prioritize the emotional intelligence (EI) training needs of undergraduate tourism and IT students. The same authors (2010) focused on air passenger movements and compared the accuracy and predictive power of four forecasting models: GM(1,1), GM(1,1) rolling model, Autoregressive (AR), and Exponential smoothing. In their study, the GM(1,1) rolling model proved superior to the other methods

From the time he took office in May of 2008, Taiwan's President Ma Ying-Jeou was a strong advocate of closer economic ties with China and direct flights. This was a historic change of course, indicating smoother cross-strait relations after decades of turmoil. Seeing this trend, Min and Tang (2011) used the grey prediction model to forecast Chinese tourist volume with limited data, arriving at useful insights for further research in model building for estimation, especially in situations with limited information and market uncertainty. Concerning the rapid expansion of the Chinese tourist market, Tsaur and Chan (2014) adopted a new grey support vector regression (GSVR) model to improve the tourism infrastructure in Taiwan with a better forecasting performance on Chinese tourists. In response to the limitations in collecting relevant data of international tourism demand in Taiwan, Nguyen et al. (2013) compared two models, the conventional Grey model and FGM (Fourier residual modification with traditional Grey model GM (1,1)), to see which represents better based on their accuracy indicators. The results indicate that FGM (1,1) shows a higher accurate forecasting on the international tourism demand in Taiwan.

Therefore, in this paper, the grey system model GM(1,1) is applied to predict the Chinese tourist visitors for Taiwan. According to the results, the suggestions can be proposed for the government and business bodies to formulate responsive policies on tourism quickly.

METHOD

3.1. Data Collection

Grey system theory was first proposed by Professor Deng in the 1980s. To supplement the inherent defects of conventional statistical methods, grey system theory only requires a limited amount of data to estimate or measure data collected from an uncertain system and obtain a good performance (Hsu, 2003; Wang & Lim, 2005; Min, 2008b), it is thus suitable for the data set characters of Chinese travelers, which is

characterized by a limited amount of data as well as information uncertainty.

In this study, yearly movements for the period from 2010 to 2016 are used to show Chinese tourist demand for Taiwan (see Figure 1). This set of data is received from the Monthly Report on Tourism published by the Tourism Bureau of Taiwan (Tourism Bureau, 2017).

Figure 1. Chinese tourist arrivals for Taiwan from 2010/01 to 2016/12

3.2. Grey GM(1,1) Model

Grey system theory is adopted mainly to research uncertainty model systems, resolve inter-system relations, establish models and forecast trends for decision making. Deng developed the grey-forecasting model (GM), which forms the core of the grey system theory and facilitates accurate predictions (Deng, 1982). However, the GM(1,1) model is one of the most important parts of grey system theory pioneered by Professor Deng Julong (2002), and it is widely employed in different fields. The formula of GM(1, 1) model is presented below :

Step 1: Assuming x(0) as the original data sequence,means:

x(0) = (x(0) (1), x(0) (2), ..., x(0) (n))

Step 2: Obtain 1- AGO (one − time accumulating generation operation) sequence X(1), which is monotonically increasing and expressed as

x(1) = (x(1) (1), x(1) (2), ..., x(0) (n)) ,k=1,2,3,⋯,n.
where x(1)(k)=,k=1,2,3,…,n.

Step 3: =MEAN

Generate =(, by calculation
=0.5(k=1,2,3,…,n.

Step4: Estimation of developing coefficient a and b

Establish GM(1,1) model as as x(0)(k)+a• z(1)(k)=b, k=2,3,⋯,n. The whitening differential equation of GM(1,1) is Let T , by the least squares method, we have

(BTB) -1BTYN, Where
B= , and YN=

Step 5: White response equation of GM(1,1)
(1)(k+1)=(x(0)(1) -)•+ , (1)(1)=x(0)(1)

Step 6: recuperation value
, and (1)(1)=x(1)(1)=x(0)(1)

Step 7: Precision rate

$$e(k)=\frac{\left|x^{(0)}(k)-\hat{x}(k+1)\right|}{x^{(0)}(k)}\times 100, k=1,2,\cdots,n$$

Precision rate= 1-e(k)

Step 8: Mean Absolute Percentage Error(MAPE)

$$MAPE=\frac{1}{k-1}\sum_{k=2}^{n}\frac{\left|x^{(0)}(k)-\hat{x}^{(0)}(k)\right|}{x^{(0)}(k)}, k=1,2,\cdots,n$$

FINDINGS

The minimal amount of data needed to perform series grey prediction, establish on the GM (1,1) procedure, should be more than four observations without jumping points. The data of Chinese tourism population collection took place between 2013 and 2016 year by the Tourism Bureau in Taiwan. Procedures adopted to get the

predicted output for Chinese tourists are listed in Table 1.The comparison of the real value data and grey predicting result is as displayed in Figure 2.

4.1 Grey GM(1,1) model

1. Assume x(0) to be the last four sets, indicates: x(0)=(2874702, 3987152,4184102, 3511734)

2. AGO
   x(1)=(2874702, 6861854,11045956, 14557690)

3. =MEAN
   =(, 4868278, 8953905, 12801823)

4. the least squares method, we have
   B= , and YN=

5. Obtain recuperation value
   =(1-)

6. Relative error test and MAPE
   (see Table 1)

Table 1.Result of the real value and grey predicting (Chinese tourists to Taiwan.)

Year	2013	2014	2015	2016	2017	2018
The real number	2874702	3987152	4184102	3511734		
The prediction value	2874702	4124723	3889131	3666996	3457548	3260063
Precision rate		97%	93%	96%		
MAPE		5%				

n=4, the =0.4, hence, the interval a needed for the developing coefficient a of effective GM(1,1) model (Deng, 2002) is the interval (-0.4, 0.4), obviously we get 0.058813(-04, 0.4), which displays the developing coefficient a=0.058813 that we have obtained satisfies the situation a, Furthermore, from Table 1 it derives that eachMAPE is under 10% (Lewis, 1982). Therefore, the GM(1,1) model is applicable.

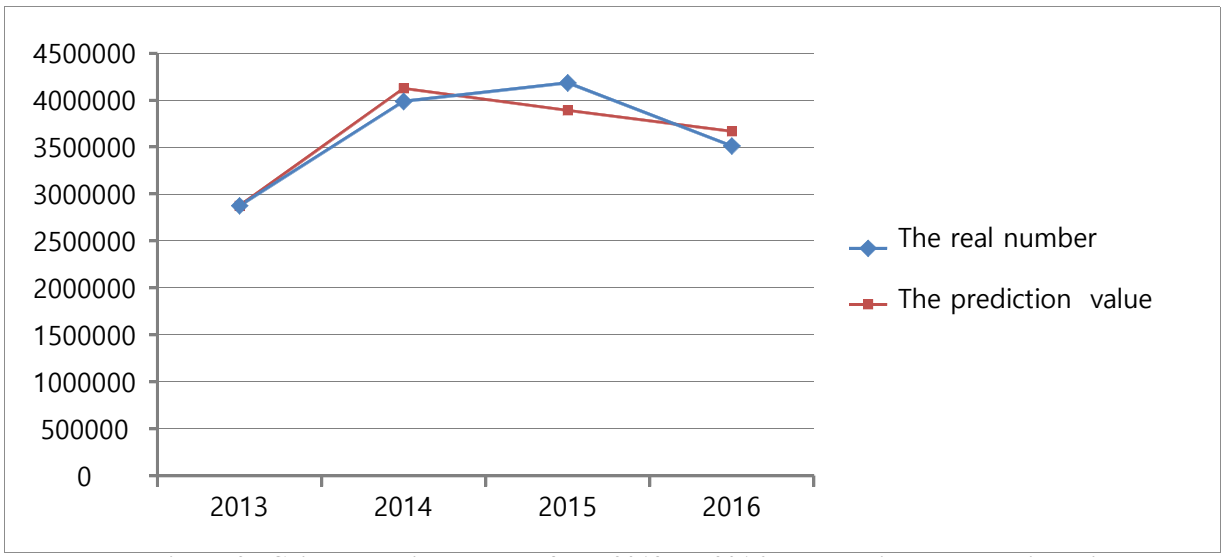

Figure 2. Chinese tourist demand from 2013 to 2016 and predicated result in Taiwan

CONCLUSION

This study used a GM(1,1) interval prediction model to increase the predicted accuracy on forecasting Chinese tourism demand in Taiwan. The method of grey system theory differs from the present forecasting practice in the tourism demand literature. According to the results, there is a trend of decreasing Chinese tourists to Taiwan. This indicates the Chinese policies of the new Taiwan government affected Chinese inbound tourism. The government and practitioners therefore need to devise more effective marketing strategies to attract tourists from other countries or markets such as South Asia to respond to the declining Chinese inbound tourism. Moreover, the research findings can act as a reference for tourism authorities, practitioners, and policymakers to devise the

adequate strategies under similar circumstances.

The current study has certain limitations which should be used as a guideline for further prediction studies. First, the study, while limited to a univariate approach, took into consideration only Chinese inbound tourist and did not attempt to include travelers' motivations for traveling as a determinant factor. Further research on tourism can investigate possible factors that might affect Chinese inbound travel demand. In addition, forecasting of travel demands is valued for its potentiality in assisting tourism authorities, key stakeholders and policy makers to reach operational, tactical and strategic decision. Thus, comparative studies are needed to determine whether grey prediction yields better predicted outputs of Chinese tourist movements than other forecast techniques often adopted in tourism demand literature. Such analysis can be achieved when more observations are obtained. Model testing is an everlasting task for those seeking the precisions of predicted values for the purpose of planning ahead for the future.

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THE DETERMINANTS OF ETHNIC FOOD CONSUMPTION

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INTRODUCTION

Food has been considered an ethnic and cultural bridge that connects groups of people from different cultures to each other. Due to immigration the United States is ethnically and culturally diverse, which may be one major reason for American consumers' increasing interest in ethnic foods. Consumers' expectations and perceptions about the ethnic foods would be different from their home food. Accordingly, it is essential for the ethnic restaurateurs to understand how consumers choose the ethnic foods and what factors influence their attitude toward ethnic foods and behavioral intentions regarding ethnic food consumption.

This study will apply the theory of planned behavior (TPB) to understand consumer behavior in the ethnic food consumption situation. The theory of planned behavior (TPB) has been received considerable attention from many researchers with the utility of behavioral intentions to predict actual behaviors (McMillan et al., 2005; Groot and Steg, 2007). The general constructs of the TPB are attitude, subjective norm, perceived behavioral control, intention, and behavior. Attitudes consist of behavioral beliefs – the product of the perceived likelihood of particular outcomes and the evaluation of those outcomes. Subjective norms are seen as an individual's perception of social normative pressure or significant others' beliefs that a person should or should not perform certain behaviors. The concept of perceived behavioral control as a predictor of behavior is on a basis of the rationale such that the greater perceived control may increase the likelihood that the behavior is successfully performed, and also perceived behavioral control will directly influence one's actual behavior control (Ajzen, 1991; Armitage and Christian, 2003). Based on the TPB, this study will consider attitude toward a particular ethnic food, subjective norm, and perceived behavioral control to understand how people determine to consume the ethnic foods.

In order to better understand the consumer decision-making regarding the ethnic food consumption, this study will use the extend the TPB model by adding other variables such as consumer values, familiarity with a particular ethnic food, and affective country image to the existing TPB model. Consumer value is a critical concept for better understanding consumer behavior (Heskett, et al., 1997). Woodruff's (1997) conceptual model proposed that desired value guides customers when they form perceptions regarding the performance of an organization or the quality of products/services. Consumer familiarity with a product or service has received attention from various marketing researchers because familiarity can play a vital role in consumers' decision-making processes (Desai and Hoyer, 2000; Johnson and Russo, 1984). As consumers use a product more frequently, they are more familiar with it, which reduces uncertainty in future purchase situations (Flavián et al, 2005). An affective country image refers to one's feelings and emotions regarding a place, which is a significant concept that has been extensively studies in several research fields such as tourism, international marketing or international relations, and consumer research (Brijs et al., 2011; Alavares & Campos, 2014).

This research aims to examine how people choose ethnic foods based on the theory of planned behavior (TPB) and consumer value concept to uncover factors that influence consumer decision-making in the ethnic food consumption situation. More specifically, this study will examine how consumer values, familiarity with a specific ethnic food, and affective country image influence consumers' attitude toward the ethnic foods. Also, the study will investigate the effects of consumers' attitude, subjective norm, and perceived behavioral control on consumers' intention to consume ethnic foods based on the TPB. This study will make theoretical contributions to the literature of ethnic food consumption behavior by suggesting the extended theory of planned behavior model including other

variables, consumer value and familiarity. The findings of this study will provide managerial implications for practitioners as well. The ethnic restaurant operators will better understand how consumers choose the ethnic food and which factors influence consumers' attitude toward the ethnic foods and intention to consume those foods.

METHOD

A self-administered questionnaire will be developed for this study. The measurement items for consumer value will be adopted from a previous study (Ha and Jang, 2012). The items for consumer value will include convenience value, economic value, quality value, social value, motional value, epistemic value, and aesthetic value. The food familiarity will be measured by asking how much familiar with a specific Asian food. The items for affective country image will be adopted from the previous study (Alvarez & Campo, 2014). The measurement items for the attitude toward Asian food experience will be adopted from the previous study (Armitage & Conner, 1999). The items to measure subjective norm and perceived behavioral control will be adopted from the previous studies (Rhodes & Courneya, 2003) and somewhat modified to fit the restaurant setting. The behavioral intention will be measured by asking the intention to have Asian food experience in the near future. The items for consumer value, food familiarity, affective country image, subjective norm, perceived behavioral control, and behavioral intention will be measured on a 7-point Likert scale (1- strongly disagree to 7- strongly agree).

For data collection, a research company will be hired to conduct a web-based survey. The survey questionnaires will be distributed online to the panel members of an online research company in the United States. The company will send an invitation email including the online survey link to their panel members to recruit the participants. The participants will be asked to respond to questions regarding Asian food based on their most recent past dining experience at an Asian restaurant within the last three months. To test the hypothesized relationships among variables, this study will conduct a confirmatory factor analysis (CFA) and a structural equation modeling (SEM).

EXPECTED IMPLICATIONS

This study will make some theoretical contributions to the literature of ethnic food consumption behavior by suggesting extended TPB (Theory of planned behavior) model considering other variables. This study considers other variables influencing attitude toward ethnic food, such as consumer values regarding ethnic food consumption familiarity with ethnic food, and affective country image. Through the extended TPB model, this study will uncover the significant effect of consumer values, familiarity, and country image on consumers' attitudes toward ethnic food. The study will also test that subjective norm, attitude, and perceived behavioral controls as predictors of consumer's behavioral intentions regarding ethnic food consumption based on TPB.

The study will have some managerial implications as well. As consumer values regarding ethnic food consumption are considered in this study, the role of each significant consumer value in forming attitude toward ethnic food will be identified. The findings of the study will allow the ethnic restaurant operators to understand what consumers seek through dining experience at the ethnic restaurants. Also, the study will uncover how consumer's familiarity with a particular ethnic food influences their attitude toward the food. If the familiarity is a significant factor influencing consumer's attitude toward the ethnic food, the marketing efforts such as free samples or participating in the local ethnic food festivals can be made to make people more familiar with their ethnic food and create better attitude toward ethnic food.

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WHY DO MOBILE APP USERS CONTINUE TO USE THE TRAVEL APP?

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INTRODUCTION

There are more than 2.1 billion smartphone users globally (Statista, 2015). These individuals are now able to obtain their desired information easily and conveniently through the use of mobile applications (apps). At the same time, estimated travel bookings via mobile apps are expected to grow from 44% of all bookings in 2015 to 70% by 2019 (eMarketer, 2015). With the increasing use of mobile apps, travelers are now supported in many areas of their travel activities, and they enjoy convenient mobility and network accessibility (Wang & Fesenmaier, 2013). According to a recent study, roughly 50% of travelers deleted all downloaded mobile apps for travel activities following their trips (Linton & Kwortnik, 2015). Moreover, 88% of travelers with smartphones would switch to another app if the used app does not satisfy their needs (Research, 2016). Therefore, understanding how travelers build their continued use intention for mobile apps is critical for tourism business to develop strategies to attract and retain mobile app users. This study is intended to explore the factors that affect travelers' decisions regarding the use of their apps for future travels and to develop a conceptual framework to enhance our understanding of the continued use of travel apps by adopting the expectation-confirmation model (ECM) by Bhattacherjee (2001) as the theoretical foundation, which posits information system (IS) users'continuous intention was determined by their satisfaction with IS usage, perceived usefulness and confirmation of expectation (expectation fulfilment) of IS usage.

METHOD

This study seeks to explore the mechanisms that shape the continued use intention of mobile apps after they are adopted for travel, based on the assumption that the salient factors influencing on travel app users' intention to continue using the app are different from one of its initial acceptance (Bhattacherjee, 2001). Thus, this study was designed using both qualitative and quantitative methods that enable rich descriptions of how people actually perceived their app usage for travel. Face-to-face interviews were conducted with 22 travel app users who have downloaded and used travel apps on their portable devices—that is, smartphones or tablets — for a particular travel-related purpose within the past 12 months. Following the interviews, open-ended questions were asked by conducting an online survey of 118 students and staff in an Australian university to in order to strengthen results from the interviews. In summary, this study was conducted using two data collections approaches: face-to-face interviews and an online survey in order to generate a generalizable conceptual framework by obtaining direct responses about participants' insights from a different and larger population

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FINDINGS

Factors influencing the continued use of the mobile apps for travel. The following seven factors were identified for the continued use of mobile apps for travel based on their performance and the travelers' experience: ease of use, usefulness, trust, incentive, and ubiquity as cognitive beliefs; and familiarity and fun/enjoyment as affective beliefs from the interview. Examples of direct participant quotations are presented in Table 1.

Table 1. Factors Influencing the Continued Use of the Mobile Apps for Travel

Category	Factors	Example of Quotations
Cognitive Beliefs (5 items)	Ease of Use	"Because using the app was much easier to me. There is too much information on the sites, but on the apps, their information is simple, detailed and easy to search. But simple doesn't mean not detailed. Their information explains in full."
	Usefulness	"[… app] logged you in and gives you all the details of flights. Booking, managing my flights, looking at when my next flight is and what time and so on. It's a lot more useful than logging in all the times. It's very practical. It suited my needs."
	Trust on provided information	"When I was in France, they advertised one of the rooms with complimentary access to the lounge, but when I got there, it was not provided. So I called […app] and they backed me up 100% and I could get an access. I would say it's reliable, so I am happy to book through them again."
	Incentive	"I will definitely use […app] again. They provide the best deal for hotels I think. I booked the hotel once and it was last-minute booking. I got a room with the best price ever."
	Ubiquity	"Before, I didn't really like using apps. I have big hands and fingers, I thought using apps might be difficult and mobile screen is too small to see something as well. But once I have used […app], I found they have really great information and I could use it anytime, anywhere I want."
Affective (2 items)	Familiarity	"I am familiar with their services what they offer because I used it before many times, so I know how to use it and what I can get it from them. It made me very comfortable with using it; I mean I am familiar with using the […app].. so.. I will use it again."
	Enjoyment / Fun	"I really like it, I will use it again.. for fun."

Reasons for the discontinued use of the mobile apps for travel. 18 participants were not willing to use it again for their future travels. Participants reported that their discontinued use intention of an app for travel was strongly associated with the failure of their expectation-fulfillment. During the actual performance of using the app, inconsistent services and less effective functionality of the app led to fail to meet their expectations and caused unsatisfactory experience. For example, one respondent explained that he would not use the app again because the provided search results of the app did not fulfill his expectations that the app would provide the best deal which is formed from the previous experience:

"[…app] used to be a very reliable and useful app when I used it before. But, now, when you click on a flight, it tells you that the price has increased, and it expects you to pay $300-$400 more for your flights. This has happened to 2 friends and me, so it is definitely not a unique experience, so I don't think I will use it again"

IMPLICATIONS

The results of this study provide the basis for a conceptual framework that enhances our understanding of the continued use of travel apps. Specifically, seven factors are identified as driving the continued use of mobile apps in the context of travel: perceived usefulness, ease of use, incentive, ubiquity, trust, familiarity, and enjoyment/fun. Significantly, all seven factors are shaped by a set of direct and indirect relationships. Participants cited these factors in describing and explaining their continued use of mobile travel apps. In addition, the continued use of the travel app is shaped by expectation-fulfillment that formed after the adoption of the app. As described by the participants, expectation is largely confirmed by cognitive beliefs and affective factors.

Although the direct factors are largely consistent with the ECM and its extensions, this framework clearly posits that continued use of travel app is affected by post-adoption

expectations. The findings of this study suggest that continued use of travel apps is driven not only by the individual's cognitive beliefs and affective factors but also by the degree of expectation-fulfillment. These findings provide further evidence of the close association between post-adoption expectations and continued use intention of the mobile app for travel.

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CUSTOMER RESPONSE TO MISBEHAVING OTHERS: A CROSS CULTURAL STUDY

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INTRODUCTION

Ranging from fighting with crew members on airplanes to using abusive language towards other customers in restaurants, there is substantial evidence in media exposing misdeeds of customers that annoy other customers across hospitality and tourism industry. Indeed, whereas companies in this industry constantly strive to impress their customers, misbehaving customers often ruin the efforts by detracting other customers' consumption experience. More importantly, such dysfunctional customer behavior happens far too often to ignore and is found to be responsible for multitudes of dissatisfying incidents reported by customers (Bitner, 1990; Grove & Fisk, 1997; Harris & Reynolds, 2003).

Dysfunctional customer behavior refers to the "actions by customers who intentionally or unintentionally, overtly or covertly, act in a manner that, in some way, disrupts otherwise functional service encounters" (Harris & Reynolds, 2003, p. 145). Despite the fact that dysfunctional customer misbehavior can also be directed to service providers, and company property (Fullerton & Punj, 2004), this paper will focus solely on its impact on other customers sharing the same servicescape. Especially in hospitality and tourism industry, customers are co-producers of the service experience and constantly receive services simultaneously with other customers. They are particularly susceptible to the influence of misbehaving others. In a study of Bitner (1990), the potential negative influences of customers on their fellow customers have been revealed. Furthermore, Grove, Fisk and Dorsch (1998) found that dysfunctional customer behavior in the tourist attraction context is accountable for the largest proportion (30.95 percent) of dissatisfied incidents.

Notwithstanding the pervasiveness and undesirability of the phenomena, this area of research remains largely underdeveloped. Whereas consumer research has long been recognizing the important implication of cultural differences in customer responses to service failures (Chan & Wan, 2008; Furrer et al., 2000; Hui, Ho, & Wan, 2011; Laroche et al., 2004), very few research has investigated the cultural impact on customer reactions to other customers' misbehaviors.

When other customers misbehave, the focal customer may suffer losses of economic resources (i.e. time, money) and/or social resources (i.e., social-esteem). In this study, we propose there are two types of dysfunctional consumer behavior, namely, non-social misbehavior and social misbehavior. Non-social misbehavior refers to an inappropriate act of another customer that induces the focal customer to suffer mainly from losses of economic resources (i.e. time, money) during the service consumption process, whereas social misbehavior is an inappropriate act of another customer that induces the focal customer to suffer mainly from losses of social resources (i.e., social-esteem) during the service consumption process. In a situation of waiting in a queue at the self-ordering kiosk in a restaurant, for example, a non-social misbehavior occurs when a customer cutting in line (i.e., a longer waiting time). However, when a customer shows impatience and is rude to other customers during the waiting process, it is a social misbehavior (i.e., a lack of social respect).

In individualistic cultures, people tend to perceive themselves as independent entities and to define themselves in terms of their unique characteristics apart from others, while in cultures where collectivism prevails, people tend to prefer an interdependent relationship and define themselves in relation to others. Past research has shown that people in individualistic cultures emphasize more on economic resources whereas

those in collectivistic cultures put more emphasis on social resources (Chan & Wan, 2008). Therefore, we argue that collectivists, who have been found to be more sensitive to losses of social resources, would take more serious offense when disturbed by social misbehavior and thus be more dissatisfied in such circumstances. On the contrary, individualists, who are believed to be more concerned about their losses in economic resources, would be more dissatisfied when encountering non-social misbehavior. Theoretical and practical implications for managing dysfunctional customer behavior are drawn.

METHOD

A 2 (dysfunctional customer behavior type: social versus non-social) × 2 (cultural orientation: individualist versus collectivist) quasi-experimental design will be used. We target to recruit 160 participants from China and the United States.

We predict that Asian participants would be more dissatisfied than Western participants when they encounter other customers' social misbehaviors. However, Western participants would be more dissatisfied than Asian participants when they encounter other customers' non-social misbehaviors.

IMPLICATION

Previous research has been negligent on the cross-cultural perspective of consumer responses to dysfunctional others sharing the same servicescape. The current research will fill this gap by looking into how individualists and collectivists react to other customer misbehaviors. This study will advance our understanding of cross-cultural consumer behaviors in service consumption.

In addition, this research will help the service providers/firm to better understand and cope with customer misbehaviors. Specifically, since it is noted that customers with a collectivistic cultural background are more dissatisfied with social misbehavior, service providers in the society where collectivistic cultural prevails should pay extra attention to social misbehavior and take initiative to recover affected customers. More importantly, since collectivists are found to be more reluctant to use direct responses (Chan & Wan, 2008), identifying and recovering such incidents rely, to a greater extent, on service providers in collectivist cultures. On the contrary, in the society where individualist culture prevails, service providers are advised to pay greater attention to non-social misbehavior (e.g., cutting in the line). For example, service managers should think proactively to maintain a smooth operation to reduce consumers' waiting time. This could avoid serious confrontational incidents between fellow customers.

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AIRBNB IN THE PHILIPPINES: THE INFLUENCE OF USER-GENERATED CONTENT ON THE PURCHASE DECISION OF URBAN FILIPINO MILLENNIALS

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INTRODUCTION

As an emerging concept that challenges existing business models used by traditional hospitality brands, Airbnb is earning itself the title of a revolutionary start up in the sharing economy market. In the Philippines however, the home-sharing giant has yet to establish a strong foothold in the local lodging industry. What started out as a humble business idea in a small apartment room has since expanded into a billion-dollar enterprise as Airbnb continues to become an innovator in the global lodging industry. The company utilizes a consumer-to-consumer (C2C) marketing strategy that involves the consumer in its efforts to build the brand. Consumer-to-consumer interactions are made possible through user-generated content (UGC) on the company's website. User-generated content is any digital material produced by the consumer about a brand or product. As a form of content strategy, the use of UGC grants the consumer a role in marketing the brand through digital media, among which photos, videos, and texting are the most common forms. This study focused on the role of UGC as a medium of C2C marketing employed by Airbnb and how this affected the purchase decision of urban Filipino millennials. User-generated content in this study only refers to the following forms found on the company's website: (1) profile picture/s of the host, (2) personal description of the host, (3) photo/s of the listing, (4) description of the listing, (5) guest reviews about the listing, and (6) guest reviews about the host. The following were the main problems addressed by the study: (1) What forms of user-generated content do Airbnb users consider in making a purchase decision? (2) What are the underlying factors of user-generated content that affect consumer purchase decision? (3) How much do these underlying factors influence consumer purchase decision? The study aims to evaluate the the effectivity of the C2C marketing strategy of Airbnb in terms of purchase decisions made by urban Filipino millennials based on C2C interactions via UGC. Furthermore, its specific objectives are: (1) to study the effectiveness of UGC as a content marketing strategy utilizing the C2C platform, (2) to analyze the association between UGC and consumer purchase decision, and (3) to determine whether Filipino online consumers are responsive to Airbnb.

METHOD

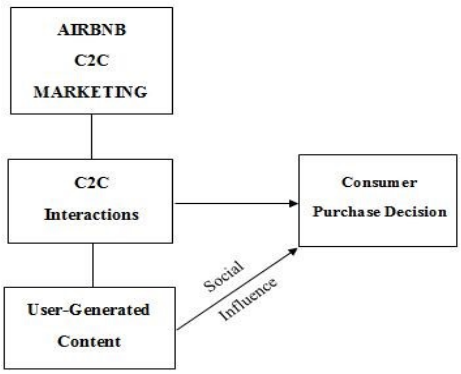

Figure 1. The Influence of User-Generated Content in Airbnb on Consumer Purchase Decision

This study is exploratory in nature using a descriptive research design. The C2C marketing strategy utilized by Airbnb provides the platform where consumers interact with one another through user-generated content such as reviews and photos. The conceptual framework works on the premise that consumer purchase decision is affected, either positively or negatively, by social influence factors yielded by user-generated content which is the

medium of C2C interactions online. The given criteria for each form of UGC and the social influence factors that affect consumer purchase decision were based on results from the literature review and pilot study. Through this framework, we attempt to identify both quantitative and qualitative elements of user-generated content and its ability to impact purchase decision through social influence based on the likelihood of consumers to book a listing in the Airbnb site. A nonprobability sampling method was used for this study, as the questionnaire required the respondents to provide some descriptive comments for answers. Purposive sampling was done to select a homogeneous group of urban Filipino millennials because they have a shared characteristic of being aware of Airbnb's brand and/or being Airbnb users themselves. A total of 82 Filipino respondents, all residents of Metro Manila at the time of data collection, were surveyed, 53 of which were Airbnb users. They have either browsed through the Airbnb website or are consumers who have booked a space using the platform by means of the survey method. The respondents were divided into two groups: the Up and Comers refer to the younger half of the sample, those who are aged 18 to 24 years old, and those who are 25 to 34 years old were labeled as the Mavens (Interbrand, 2015). The online questionnaires were disseminated through the use of social media channels (e.g. Facebook) to reach a wider audience. The self-administered online questionnaire was circulated with the help of social media platforms. The questionnaire was divided into five parts: (1) Respondent's Profile; (2) Usage of Airbnb; (3) Factors Affecting Consumer Purchase Decision of Airbnb; (4) Evaluating User-Generated Content on the Airbnb Website; and (5) Perception of Airbnb. Qualitative analysis was used to manage the data due to the study being heavily driven by concepts. In addition, quantitative analysis was done to organize the numerical data collected from the use of a Likert Scale. The data were presented as graphs, means and charts using descriptive statistics.

FINDINGS

Half of the respondents learned about Airbnb through word-of mouth with 28.3% from social media posts such as Facebook, Twitter, Instagram, and blogs. Seventeen percent learned about it from online advertisements such as video ads and search engine results. Word-of-mouth recommendations from consumers remain as the most effective form of advertising for Filipinos (Rappler, 2015). Urban Filipino millennials are generally rare users of Airbnb as validated by more than 90% of the respondents who use it between two to three times or only once a year. Respondents also use Agoda, Booking.com Metrodeal, TripAdvisor, and Couchsurfing. Majority book listings through the Airbnb website using web browsers such as Google Chrome, Mozilla Firefox, Safari, etc. More than half have booked an Airbnb listing that is based in another country while over a quarter booked both through local and international listings. Montecillo (2013) quoted Airbnb co-founder Nathan Belcharczyk that Manila is not just a growing travel destination but Filipinos are also travelling internationally at increasing rates. However, the "lack of available inventory and connectivity issues" which particularly include security problems, hinders the utilization of local Airbnb according to Jones Lang Lasalle, Philippines Research Head Claro Cordero Jr. (Talavera, 2016).

About 81% of young urban millennial users are from the up and comers millennial segment. They are easily attracted and influenced in terms of purchase decision by social media and word-of-mouth. This explains their high inclination to using Airbnb. On the other hand, older millennials or mavens, all married, comprise about one-fifth of the respondents, are well-educated and mostly full-time employed. While into adulthood, they are still always on the go and recommendations from peers have a huge influence on their purchase decisions (A New Perspective on Millennials: Segmenting a Generation for Actionable Insights, 2015). The study also shows that single people are more predisposed to travelling. Solo travel has been growing significantly popular with 37% recorded across 25 different countries, a steep rise from 16% in 2013 (Rosenbloom, 2015). This supports the study's result where majority of the respondents are single and female. However, Rosenbloom adds that while the stereotypical traveler is single, married individuals and those

who are in relationships are just as predisposed to solo traveling. Since a significant number are college undergraduate respondents, a big percentage are still studying and unemployed. The data therefore showed no pattern nor correlation between employment status and frequency of Airbnb usage. Since respondents are mostly students, their monthly income and allowance are less than P10,000. About 20% of the survey sample earns P20,001 to P30,000 per month while equal number earns more than P50,000 and, from P10,001 to P20,000. Due to insufficient data however, no correlation was established between monthly income/allowance of Airbnb users. In booking an accommodation through Airbnb, safety and security was still the guests' priority (3.75). This result supports Kaplan and Nadler's findings about the platform's regulatory issues. Absence of permits and licenses to operate is a cause for concern for both hosts and guests as if any suspicious activity transpires. Accessibility ranks second because travel within the country also includes rural locations. Cleanliness came in at third as users are still concerned about staying in a place that may or may not have the same standard of cleanliness and maintenance as traditional accommodations like hotels (3.71).

Results also show that all UGC forms in Airbnb influence users but in varying levels. Findings showed that the quantity of reviews about the listing is the topmost priority ahead of the quality. Photos of the listing is what users look at next and the number of photos depicting the description of the place accurately is of great importance to them as well. Airbnb markets its brand as an experience more than just a form of alternative accommodation. While the company has built a community of users who help each other out in finding a temporary place of stay, data showed that information about the host is not what users look at first. The focus is still on feedback and details about the listing.

IMPLICATIONS or CONCLUSION

The results gathered suggest that UGC does hold some influence on how Airbnb as a service is perceived by consumers. Through the use of UGC, Airbnb is able to engage the role of the target consumer by serving as a platform where both frequent and first-time users can interact. This is especially important for a brand that is quickly gaining traction in the lodging industry because it helps non-users to receive information about the service from those who have already experienced it. As a community-driven brand, interaction among Airbnb users is essential in spreading information about the brand which could help attract more visitors to the company's website and further promote its services. While Airbnb continues to grow internationally, use of the service is still not very common for users in the Philippines mostly due to security issues. Increased marketing efforts must be set in motion to help users in the country understand what and how Airbnb works.

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THE EFFECT OF THE CORPORATE SOCIAL RESPONSIBILITY OF FRANCHISE COFFEE SHOPS ON CORPORATE IMAGE AND BEHAVIORAL INTENTION

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INTRODUCTION

Despite the global economic recession, the coffee industry in Korea has witnessed continued growth in the last decade. The Korea Health Statistics conducted by the Ministry of Health and Welfare in 2013 reported that one adult consumes 298 cups of coffee a year, thus indicating coffee is consumed more than kimchi or rice. In 2006, a total of 92,000 tons of coffee volume was imported, and it significantly increased in 2014 to 139,764 tons (Korea Customs Service, 2015). Franchise coffee brands are also making rapid growth with the popularity of coffee. The industry of franchise coffee records over 25% growth every year, with the number of chains reaching 19,000 shops as of May 2014—a three-fold increase from 6,000 shops in 2008. In addition, the top-selling brands, such as Starbucks, Caffe Bene, Coffee Bean, Hollys Coffee, and Angel-in-us Coffee, have over 3,000 chains (Korea Fair Trade Commission, 2014). As a result, the coffee industry is confronted with intense competition and extreme changes, and hence the emerging importance and need of corporate philanthropy for franchise coffee brands to have a differentiated marketing vehicle aside from the usual profit-chasing activities. Consequently, a number of franchise coffee brands have set to establish positive brand image by implementing corporate social responsibility (CSR) in order to enhance employees' pride and consumer preference. Consumers prefer products from companies that are committed to CSR activities when products are in tough competition (Barone, Miyazaki & Taylor, 2000). CSR positively influences corporate image, and such company's products and brands have an impact on customers' behavior throughout their behavioral intention (Assael, 1998; Brown & Dacin, 1997; Ross, Paterson & Stuffs, 1992). In Western countries, ample research has been conducted on CSR in the coffee industry. However, in Korea, one of the East Asian countries, only a limited number of research is focused on CSR in coffee companies (Park, Lee & Kim, 2011; Kim & Lee, 2016; Yoon, 2016; Baek, 2016).

The purpose of this study is to understand the impact of the corporate social responsibility activities on the corporate image and the influence of the corporate image on the customer's behavioral intention by targeting the franchise coffee companies.

METHOD

Onsite survey has been conducted based on self-administered survey targeting the customers at the franchise coffee shops in Seoul and Gyeonggi area from October 5, 2015 to October 26, 2015. A total 300 copies were distributed and 285 copies were used for the final analysis. Frequency Analysis, Confirmatory Factor Analysis(CFA), Reliability Analysis, Correlation Analysis and Structural Equation Model(SEM) were adopted for the study.

The corporate social responsibility has been categorized for measurement in four factors as economic, legal, ethical and discretionary responsibilities in accordance with the investigation studies by Maignan & Ferell (2001) and Carroll(1979). This study has adopted 16 items for measuring the corporate social responsibility activities by Park, Kim & Lee (2010). The corporate image was measured in terms of 7 items, implying the measurement of Winters (1986) and Barich & Kotler (1991). The customer's behavioral was measured by 6 items, implying the measurement of Ekinci & Riley(2003). Each measured item bases on five point Likert scale from "do not agree at all" to "agree very much".

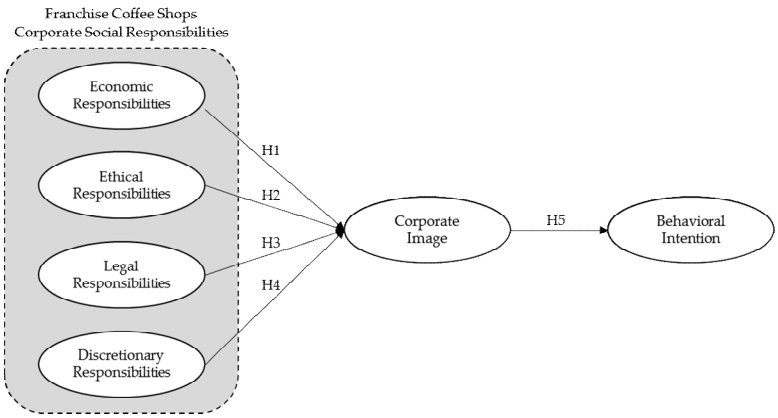

Figure 1. Research Model

FINDINGS

Among the corporate social responsibilities, aside from the ethical responsibility, the economic, legal and charitable responsibilities were discovered to leave meaningful impact on corporate image statistically. For that reason, hypothesis #1, #3 and #4 were supported. In addition, the influence of corporate image on consumer's behavioral intention was found to be meaningful in terms of statistically. For that reason, the fifth hypothesis was supported with the investigation hypothesis (see Table 1).

Table 1. Scale Items and Construct Evaluation.

Hypotheses	Standardized coefficient	SE	CR	Results
H1 Economic Responsibilities → Corporate Image	0.317**	0.132	3.134	Supported
H2 Ethical Responsibilities → Corporate Image	0.176	0.115	1.737	Not Supported
H3 Legal Responsibilities → Corporate Image	0.216*	0.119	1.974	Supported
H4 Discretionary Responsibilities → Corporate Image	0.218*	0.106	2.362	Supported
H5 Corporate Image → Behavioral Intention	0.867***	0.075	12.936	Supported
$\chi 2(308) = 234.668$; $p > 0.05$, GFI = 0.947, AGFI = 0.925, NFI = 0.955, RFI = 0.941, TLI = 1.000, CFI = 1.000, RMSEA = 0.000, RMR = 0.022				

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

IMPLICATIONS or CONCLUSION

Based on the key findings of this research, we suggest a couple of theoretical and practical implications. First, CSR is a critical factor in establishing positive corporate image. The companies should recognize the importance of CSR to acquire credibility over their company. Especially, the companies should highlight the importance of economic responsibility from the first place. As proposed by Carroll (1991), the companies should first complete the economic responsibility, then take on with their legal responsibility, ethical responsibility and discretionary responsibilities. Second, it has been proven that the corporate image affects the customer's behavioral intention. The direct relationship between the corporate image through the CSR and the customer's behavioral intention has been proven. In fact, the social responsibility activities, with the corporate image as a vehicle, lead positive feedback from customers and

increase the product preference (Jeon, 2015; Jung & Yoon, 2008). Such results could provide a guideline to the franchise coffee brands as to how much the efforts for certain social responsibility activities are important for managing the corporate image and the customers. In particular, it is critical that the companies need to establish detailed activation plans, considering that such activities would promote the social sustainability and would be a genuine investment for the better life of the next generation. Third, it has been proven that the companies that implement social responsibility activities will have their customers' behavioral intention enhanced since their corporate image is improved. Thus, it is comprehensible that when the CSR is in place to promote the corporate image, the customers will display behavioral response that includes revisit, positive word-of-mouth (WOM) spread and recommendation. Fourth, as a part of the survival strategy in the new era of changes, the companies need to develop itself as a corporate citizen that promotes corporate image by placing social responsible activities and generating long-term profits. The companies should be aware that the CSR is a business practice that they need to take voluntarily with sincerity for their sustainable growth along with the social development. The future direction of investigation and the limits as to the investigation for this study are as follows. This research has measured the CSR features with four factors proposed in the preliminary research, but more factors could be found to impact the corporate image in the later studies. And, there is limitation to generalize the research findings on franchise coffee brands' social responsibility activities, because it targeted the customers at particular franchise coffee shops. In the future researches, a comparative research on the domestic franchise coffee companies and multinational ones' social responsible activities should be conducted to provide an insight on promoting domestic companies' social responsible activities and establish strategic approach for globalization of these companies.

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FACTORS INFLUENCING CONSUMER SATISFACTION FOR *KELULUT HONEY* AS AN AGRO-TOURISM PRODUCT IN MALAYSIA

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INTRODUCTION

Agro-tourism is an integral part of rural tourism in tourism-related fields. It gives rural people the opportunity to increase their revenues and also develop their agricultural and livestock activities, as mentioned by the World Tourism Organization (WTO, 2002). In Malaysia, the agency in charge of promoting these activities in Malaysia, and internationally, is the Malaysian Agro Exposition Park Serdang, or better known as MAEPS. MAEPS' mission is to promote Malaysia as a destination that is rich and unique with world-class knowledge and to make the agro-tourism industry a significant contributor to local socio-economic development.

Recently, Malaysian government identified the stingless bee farming industry as one of the new and rapidly growing potential industry in this country. The environmental conditions in Malaysia, provides it with an abundance of natural resources, and it is also appropriate as a habitat for stingless bees. The stingless bee species population in Malaysia is large, if compared with other countries. According to (Kelly, Farisya, Kumara, & Marcela, 2014), there are apparently 17 to 32 known species of stingless bees in Malaysia, however, Honly *Trigona itama* and *Trigona thoracica* were mostly used in meliponiculture.

METHOD

This study employs a quantitative approach. Survey is as a data collection technique. The sample size was calculated in order to get the ideal number of respondents, which can represent the overall population. According to (Suresh and Chandrashekara, 2012), to provide a more accurate study, it is important to determine the representative sample size. The number of visitors to Syamille Agrofarm & Resort was taken within a period of 150 days, and saw 5255 visitors. The average number of visitors per day are 35. The size of visitors' population in ten days was approximately 350 people. The sample size formula by Yamane (1967 was used to determine the accuracy of the the sample needed, - the number of the sample size was 186. So, the minimum number of questionnaires to be distributed and answered was 186; at least 35 questionnaire-forms were distributed daily.

FINDINGS

Multiple linear regressions model was used to determine the relationship between dependent and independent variables. The level of satisfaction towards "Kelulut" Honey at Syamille Agrofarm & Resort was treated as a dependent variable while benefits of "Kelulut" Honey, bachelor degree, and type of honey texture were treated as independent variables.

The regression analysis found that there were three independent variables affected levels of satisfaction towards "Kelulut" Honey at Syamille Agrofarm & Resort. These were benefit of "Kelulut" Honey, bachelor degree, and type of honey texture because the p-value are significant at the 5% level.

According to the model summary, only three independent variables were predicted to have significant influence on the dependent variable. The R^2 value meant the variation in dependent variable explained 99% of the independent variables. It meant that only 29% of the independent variable influenced the dependent variable in this study. The adjusted R^2 value for predictors, which was 0.294, derived from the same value obtained by R^2. The final model, included all predictors that made up the most significant factors, which influenced the prediction of the dependent variable.

Table 1: Factors influencing satisfaction towards Kelulut honey

Model	B	T-value	p-value
CONSTANT	1.379	4.880	0.000
Perceived Quality	0.474	6.070	0.000
Bachelor Degree	0.225	2.960	0.004
Benefit of "Kelulut" Honey	0.402	2.860	0.005

Note:
R square (r^2) = 0.294, Adjusted R^2 = 0.280
F-value =20.273

The estimates of the model coefficients showed in Table 1 for B_0 constant are 1.379 and B_1 (0.474), B_2 (0.164), and B_3 (0.148) respectively for perceived quality, bachelor degree, and benefit of "Kelulut" Honey. The value of B for perceived quality towards "Kelulut" honey is 0.474 and the significant value (p-value) is 0.000. This value indicates that the respondent who concern more about the quality "Kelulut" honey have better preferences compared to those who has less concern about quality of honey. For the Bachelor Degree, the value of B is 0.164 and the significant value (p-value) is 0.004. This value indicates that the respondents with bachelor degree education levels have more knowledge and information about "Kelulut" honey compared to other respondents. The value of B for benefit of "Kelulut" honey is 0.402 and the significant value (p-value) is 0.005. This value indicates that the respondent who more beliefs on the benefits of "Kelulut" honey had better perceptions than the respondent who had less beliefs.

CONCLUSION

This shows that the "Kelulut" Honey produced by Syamille Agrofarm & Resort has the potential to become a succesful Agro-Tourism product. The information and findings gathered throughout the study shows that consumer satisfaction for "Kelulut" honey in Syamille Agrofarm & Resort are affected by significant factors. In the descriptive analysis, it was found that the level of satisfaction of consumer was high as the "Kelulut" honey was known to give additional energy in the body. Moreover, buying the "Kelulut" honey from trustworthy sellers also gave consumers satisfaction as the honey was perceived as fresh.

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READY, SET.....WAIT APPREHENSIONS AND EXPECTATIONS OF SENIOR HIGH SCHOOL STUDENTS AFTER GRADUATION

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ABSTRACT

This is a qualitative research that aimed to determine the expectations and apprehensions of senior high school students after graduation. Using focus group discussion, the participants were composed of 25 Grade 11 students who are enrolled under the TVL Home Economics Track. Results indicate that the students are certain on the importance of pursuing a college degree, securing a national skills assessment certificate and participating in immersion programs as possible means to land a job. The respondents emphasized their expectations on the availability of the needed resources in their school to anchor the effective delivery of learning enabling them to further improve their knowledge and competencies to meet the demands of future employment in the hospitality industry.

Keywords: K-12 program, expectations, apprehension, post-secondary transition

INTRODUCTION

The role of education in any society is to prepare young people to meet the requirements and expectations that the society holds for its citizens (Prince Edward Island, 1998). In earlier societies the role of education was easy to define because life was centered on the struggle to survive and meet essential physical needs (Oteyza, 2012). Today, we can find an almost limitless amount of informed discussion about what a formal public school education should or should not do. The role of education has not changed; but, the society in which our youth are developing has the reality of many more choices, challenges and opportunities than at any other time in human history (Prince Edward Island, 1998). Many in our civilization still equate work with worth and as long as this continues one of the primary roles of the education system is the preparation of students with the knowledge, skills and attitudes that will enable them to become productive and contributing members of our society (Kohler & Field, 2003). We cannot begin to imagine what the work expectations will be for workers in the mid-21st century so we must respond to present and short term future expectations (Bangser, 2008).

In June 2016, aside from the additional two years of Senior High School (SHS),the K-12 program totally restructures the basic education system in the Philippines, aiming to provide some solutions to the widespread unemployment of the youth (Oteyza, 2012).The two years of SHS consists of two parts: Track Subjects - covering the development of skills for immediate employment or entrepreneurship, and Core Subjects - to ensure college readiness of K-12 graduates (Department of Education, 2010). It also facilitates four career tracks for students to choose from: Academic, Technical-Vocational-Livelihood, Sports, and Art & Design. The four different career tracks provide flexibility (Department of Education, 2010). Depending on the goals of the student, as well as the community and industry requirements in a particular region, the Track Subject Curriculum enhances the value and relevance of the high school diploma (TESDA, 2013). Equally important, the Core Subject Curriculum, remaining invariable for all schools, provides an opportunity for everyone to be equally well-prepared for a college education academically (SEAMEO Innotech, 2016). Likewise, by integrating the awarding of TESDA National Certificates at the high school level, K-12 students now of employable age upon graduation would already qualify for decent entry-level jobs (Baldoz, 2015). This also increases the financial capabilities of high school graduates who desire to pursue advancement through higher education (SEAMEO Innotech, 2016).

Transitions from high school to postsecondary education and employment can be

particularly challenging for senior high students, thus this research aims to identify the students' apprehensions and expectations as well as their future plans being part of the first batch of senior high school graduates in the Philippines.

METHOD

This is a qualitative research which used focus group discussion in collecting the data. The protocols used for this study were approved by the School Head of Judge Feliciano Belmonte Sr. High School prior to data collection. Judge Feliciano Belmonte Sr. High School is a public high school under the Division of Quezon City. To be eligible, the focus group participants had to be Grade 11 Home Economics students under the TVL Track of this school and are currently enrolled in the Food and Beverage Service subject. Three focus groups sessions were conducted in January 2017. Each group lasted for about one hour and was recorded and transcribed verbatim. An informed consent form was provided, and the students reviewed the objectives of the study and guaranteed confidentiality before signing the consent form. Before each session, the participants were asked to complete a short survey of demographic information. An identical set of questions were asked during each focus group and the participants continued discussing each topic until no new idea was generated.

FINDINGS

A total of 25 participants attended the focus group sessions, which merely composed of Grade 11 Food and Beverage Service students of Judge Feliciano Belmonte Sr. High School. As to their future plans, the students mentioned that they would like to take a college degree that is somehow related to their chosen Senior High School Track which is the TVL Home Economics Track. According to them, the purpose of enrolling in college is to further improve their knowledge and skills as well as to enhance one's traits and work attitudes. Most of them are interested to work in hotels or restaurants. The students are certain that the hospitality industry would prefer to hire college degree holders than senior high school graduates. They perceived that having a college degree, can somehow qualify a person in meeting the expectations and demands of the industry in terms of educational qualifications. On the other hand, due to possible financial constraints in pursuing a post-secondary course, they plan to run a small scale business like a food eatery. Otherwise, they plan to take the TESDA National Skills Assessment to qualify for the minimum training requirements set by some companies. They have the apprehensions on the hiring qualifications standards of the hospitality industry, thus they are expecting that the TESDA National Skills Assessment Certificate would serve as a passport, for them to land a decent job. The students are also expecting that their academic immersion programs in hotels and restaurants can be possible avenues for future employment. Likewise, the participants are convinced that the additional two years in high school would help them acquire the necessary skills and understanding enabling them to become competitive individuals in the future. Also, they mentioned that they are expecting for the availability of all the needed facilities in their school, motivating them to foster enthusiasm in learning hospitality industry competencies among themselves while engaging in worthwhile classroom activities that could bring opportunities for them to become successful front liners of food and beverage service in the future.

IMPLICATIONS AND RECOMMENDATIONS

This study identified the apprehensions and expectations of senior high school students after graduation. Although, it is a fact that the K to 12 program in the Philippines has just started, the implications of this study suggest that there should be initiatives among public school authorities to introduce and establish extension programs that would cater the needed assistance of their graduating students in terms of preparing them for successful transitions to post-secondary education and employment. Policymakers and administrators should face choices in structuring interventions to promote successful transitions from high school. A number of promising approaches are available to support students' preparation for the educational and workplace demands of the new economy. To maximize the effectiveness of these approaches,

special attention should be paid to increase the rigor, relevance, and engagement of the high school curriculum with the needed resources, making them available for students who would face barriers during post-secondary transitions in the future.

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SUSTAINABILITY OF HERITAGE RAIL TOURISM IN TAIWAN: APORTER' SDIAMONDMODELPERSPECTIVE

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ABSTRACT

Rail tourism is currently well promoted by the Taiwan government. However, the sustainability of this sector is questionable due to high maintenance cost, lack of resources and fierce competition from other safer, faster and cheaper mode of transportation leading to tourist destination. The study aims to assess the sustainability of heritage rail tourism by using the Porter's Diamond Model as the assessment criteria. The data was collected through a variety of methods inclusive of interviews, observations, and review of documents pertaining to planning, execution and performance of Taiwan heritage rail tourism. This study found that despite the popularity, financial subsidies and extensive promotion effort by Taiwan Railways Administration, the heritage rail tourism in Taiwan is still facing difficulties in remaining sustainable in the long-run due to inefficient firm strategy, poor pricing strategy, and non-user-friendly online ticketing system. Furthermore, with the lack of support by related industries such as hotels, travel agencies and transportation agencies would not able help the heritage rail tourism product to reach out to more visitors, especially to foreigners.

Keywords: Heritage Tourism, Rail Tourism, Taiwan Tourism, Porter's Diamond Model.

INTRODUCTION

Rail tourism refers to vacations that involve transportation that is conducted by railway which allows better experience of tours (AffordableTours, 2016). Rail tourism is currently well promoted by the Taiwan government, it allows tourist to visit sceneries that are hardly accessed by other transports (Taiwan Tourism Bureau, 2015). Taiwan rail transport consists of double track rail, electrified rail, high-speed rail, and heritage railway (Taiwan Railways Administration, 2016).

Taiwan railway act as one of the links for tourists to travel to places and brings tourists to different attractions in Taiwan. Thus, Taiwan government puts a lot of effort in promoting rail tourism in Taiwan. Yet, most of the promotions made by the government are more towards the Taiwan High Speed Rail than the Taiwan heritage railway. Currently, there are only 4 branch lines that uses traditional trains in Taiwan, with some of the lines being one of the most popular tourist attractions (Tourism Bureau, 2015). However, more attention and effort are being put on HSR instead of heritage rails in Taiwan, as more HSR stations are being built, with a total of 12 stations as of today (Wang & Lee, 2016). The increase of HSR stations have raised the question of whether heritage rail would be able to sustain in the future.

Based on recent studies by Shelley (2015), the sustainability of the heritage railway is questionable, whereby it is essential to incur high cost in maintaining the heritage railways in Taiwan. As such, the cost refers to track maintenance cost, labor cost, and operation cost. For example, it could cost as high as NT$18.355 billion to maintain, and renew the tracks that reached fatigue and replacement level, as the tracks disintegrate through time (Taiwan Railways Administration, 2016). As a result, this has led to a great challenge to the TRA.

Furthermore, the heritage rail is facing sustainability issue due to strong competition. Direct competition causes heritage rail to be viewed as low speed, time consuming, and low accessibility. One of the direct competitors of heritage rail is Taiwan's high-speed rail (HSR). HSR was introduced in 2007, and it mainly depends on imported technology as well as hardware from Japan's Shinkansen line. Additionally, HSR was supported with the European (Train à Grande Vitesse and Intercity-Express) traffic management system (Andersson, et al., 2012). With all the advantages, HSR is able to shorten the travel time compared to the heritage rail. In addition, the HSR route was planned to prevent the occurrence of earthquake and soft grounds in order to ensure safety for passengers

(Andersson, Shyr, & Fu, 2010). Hence, the high accessibility, safety, and convenience brought by HSR is strongly capable in lowering the demand for heritage rail.

According to the news from the Taipei Times, TRA aimed to replace the heritage rail by purchasing 1,307 new trains within the upcoming 10 years (Shelley, 2015). As the TRA launched the 10 years plan in replacing the heritage rail, it has proven that there is an issue on the sustainability of the heritage rail tourism in Taiwan. Thus, the objectives of this research are to explore the sustainability of heritage rail tourism in the long-run, and to determine the degree of competitiveness of heritage rail tourism in Taiwan.

LITERATURE REVIEW

Past studies and Gap

Past studies on rail tourism related to market behavior were found to be the most researched area. These researches (e.g. Cheng, 2010; Lyons, Holley and Jain, 2008; Lyons, Holley and Jain, 2007; Beirão and Cabral, 2010; and Watts, 2008) have examined customers' behavior and their appreciation towards rail tourism. these studies aimed to understand customer's needs, the appreciation of travelling time for different type of passengers and the factors that influence passenger's choice of travelling mode. Findings have shown the factors like anxiety, travel time, service provided and purpose of travelling are the main determinant that drives the intention to travel with rail.

Besides that, research on the potential of rail tourism was carried by Jain and Lyons (2008) and Brons, Givoni and Rietveld (2009). Both researches focused on future potential of rail tourism and aim to introduce new concepts that could increase the appreciation of travelling with rail. Their findings revealed that positive perception and experience could improve satisfaction. Other than that, future investment, marketing, refurbishment and railway accessibility would potentially increase the use of railway.

On the other hand, the impact of rail tourism has also caught the attention of Chan, Lau, Lee and Chan (2002) and Nieuwenhuijsen, Gomez-Perales and Colvile (2007). Their studies aimed to investigate on the level of air pollution, chemical composition and respirable particulates that the commuters are exposed while traveling on public transportation and the potential of affecting the environment (Chan, Lau, Lee & Chan, 2002; Nieuwenhuijsen, Gomez-Perales & Colvile, 2007). Their findings have indicated that non-air-conditioned and tram has the highest level of exposure. The dust found in the railway is considered to be even more toxic (due to high iron content) compared to ambient airborne particulates.

These past studies have shown certain gaps. Firstly, most of the researches are conducted in the context of European country. The focus mainly on high-speed rail, express rail, and electric rail with little known of heritage rail. Besides that, past studies seems to reflect more of consumer-centric where emphasis mainly on the customers consuming behavior and also the structure of the railway industry. These studies have overlooked the importance of the supply-side of the railway industry in particular to the sustainability for rail tourism.

Rail Tourism in Taiwan

Rail tourism is when people takes rail to travel around the country. It is especially popular in Europe and India where the railway networks are well developed and promoted. Railway tourism in Taiwan is gradually gaining back its popularity in recent years. The history of rail tourism in Taiwan dates back to 1992, when President of Republic of China, Mr. Lee Teng Hui whom took the round-island train trip after the round-island network is completed gave instructions to TRA to promote railway tourism in Taiwan (Hwang, 2010). Tourism is one of the major industry in Taiwan. According to reports by Taiwan Tourism Bureau (2016), the number of visitors travelling to Taiwan showed positive growth every year with approximately 72% percent of the total number of visitors visited Taiwan for recreational purposes. In 2010, out of 3,235,477 visitors, more than 710,000 tourists visited Alishan railway, which is one of the most popular tourist attraction in Taiwan (Taipei Times, 2011). The statistics shows that rail tourism is still significant in boosting Taiwan's tourism industry.

Porter's Diamond Model in Assessing Sustainability

In this study, the adoption of Porter's Diamond Model enables the research on how does heritage rails remain its competitiveness when HSR is con-

stantly being developed in Taiwan and the booming of the usage of HSR compared to heritage rail since its introduction to Taiwan (Ministry of Transportation and Communication R.O.C., 2016).

There are 4 elements in the Porter's Diamond Model, which are factor conditions, home demand conditions, related and supporting industries and firm strategy, structure and rivalry. Factor conditions refer to the local country's production factors such as manpower, natural resources, capital resources and infrastructure that enables a specific industry to create a product or service within the country or region (Ozgen, 2011). Resources are particularly important for the determination of the competitiveness of a specific industry as resources are the "raw materials" and "factors of production" that leads to the development of the industry (Zhang & London, 2013). Taking infrastructure in the rail system as an example, if the heritage rail system does not have the fundamental facilities such as the availability of online ticket purchasing, it will lead to the HSR which provides the service of e-ticketing having higher competitive advantage than the heritage rail systems and thus reducing the competitiveness of heritage rail system in Taiwan.

Next element is the home demand conditions, which refers to the local demand for the product or services that is given by a particular industry or country (Ozgen, 2011). The domestic demand of the industry can be one of the aspects of competitive advantage of a certain product or service (Johnson, Whittington, and Scholes, 2011). When there is a high domestic demand, it will induce the industry to innovate and produce more advanced products or services in order to strive within the industry (Zhang & London, 2013). For example, if the demand of tourists for HSR in Taiwan is high, it would cause the heritage rail company to create or introduce new services to the tourists in order to attract more tourists and sustain their business.

The third element of Porter's Diamond Model is the related and supporting industries, which are the existence of the competitive supplying and supporting industries (Ozgen, 2011). The support of the other industries enables the building of network across other industries, such as connections between the local suppliers and the industry itself. When an industry gets strong support from other industries, it would lead them to being more competitive in terms of resources, costs, technological transfer and so on. Using travel agencies as one of the supporting industries for instance, if the travel agencies include heritage rail tour in most of their travel package for tourists, it would create an impression to the tourists that going for a heritage rail tour is a must in Taiwan and it would lead to higher usage of heritage rails. Hence, the presence of the supporting industries plays a major role in aiding the product or services to develop and improve in order to remain competiveness in the industry.

Lastly, the firm strategy, structure and rivalry refers to the strategies and structures used by a firm that would influence the competitiveness of a certain industry as well as the intensity of competition in the industry itself (Zhang & London, 2013). Strategies and structures of a firm such as the ability to react to changing environment can be one of the main source of competitive advantage as it differs itself from other competitors through the strategies imposed and the structures used. The ability of firms to come out with strategies and structures that are able to tackle ever-changing conditions and environment in the industry is hard to be imitated by the competitors and thus can be the competitive advantage of the firm to be successful in the competitive industry (Ozgen, 2011). For example, if the heritage rail organizations which are being threatened by the newly launched HSR is able to come out with differentiation strategies in order to remain competitive in the rail tourism industry and reorganize the structure of the organization to tackle the problem of the declining numbers of tourists using heritage rails, it could be the competitive advantage of the Rail Tourism in Taiwan.

METHOD

Research Approach

In order to measure the level of sustainability of heritage rails in Taiwan, factual information, thoughts, views, and preferences by the rail operators as well as users are required to be investigated. Therefore, qualitative research is used in this research, which the research was carried out in the natural setting and open-ended questions are asked based on the interviewee's experience, perception and meanings towards the issues (Hammarberg, et al., 2016). Other than that, case study approach was used to obtain a comprehensive understanding of a complicated phenomenon within its real-life con-

text (Yin, 2012). The deteriorating heritage rails in Taiwan requires an in-depth understanding on its competitiveness as compared to other competitors such as HSR in terms of demand and costing. The data was collected through a variety of methods, inclusive of interviews, observations, and review of documents.

Sampling Plan

The tourism bureau of Taiwan is promoting seven heritage railways (Neiwan Line, Western Line, Jiji Line, Alishan Forest Line, Pingxi Line, Eastern Line, South Line). however, this research will only focus on Alishan Forest Railway because of its popularity and it is the only heritage railway that is highly promoted by the local government (Taiwan Railways Administration, 2016). Collection of data like interviews and observation will be done throughout the visitation to Alishan Forest Railway Administration as well as railway line leading to Alishan namely the Main Line, Zhushan Line, Mianyue Line and Shuishan Line (Taiwan Railways Administration, 2016). Shuishan Line which is previously known as Dongpu Line has been reconstructed by the Forestry Bureau in the year of 2003, however it hasn't start its operation after the restoration, therefore it was excluded from the study. Other than that, the Taiwan Forestry Bureau was also interviewed to explore the obstacles of their operation pertaining to rail tourism development.

Table 1. Data Collection Approach

Area of Assessment	What To Assess?	How?
Factors Conditions	• The popularity of heritage rail among the locals and tourists. • The effort of TRA in promoting heritage rail. • The significance of advanced technology and the capacity of heritage rail. • The cost incurred for maintenance.	• Primary data was collected through onsite observation at the railway station and interview with TRA and Taiwan Forestry Bureau. • Visual materials such as photographs and videotape were captured pertaining to the resources at the railway station and the evidence of TRA in promoting heritage rail.
Demand Conditions	• The demanding nature of the consumers/ government/regulators towards the heritage rail.	• Interview with the Alishan Forest Railway Administration and TRA with regards to demand and supply. • Review of tourists statistic from the Taiwan Railways Annual Report.
Related and Supporting Industries	• The role of travel agencies, accommodation and TRA in promoting and supporting the heritage rail tourism.	• Review on the travel itinerary from the travel agents, the location; and distance between the railway station and the accommodation; and the promotion packages introduced by TRA. • Inquiry audit on hotels located near by the Alishan Railway Station on their readiness in promoting rail tourism.
Firm Strategy, Structure ad Rivalry	• The effectiveness of the strategies on promotion, ticketing system and the development of HSR. • The support from non-profit organization. • The competition between heritage rail and HSR.	• Experiential audit on the online and onsite purchasing ticket system at the railway station. • Interview the TRA management on the strategic planning of the heritage rail. • Review of Taiwan Railways Annual Reports and Taiwan High Speed Rail Annual Reports on current performance and future development.

Data Validity

Triangulation was the approach used in this study to ensure that the data collected and the interpretation of the data to be valid and trustworthy. Triangulation is the combination of two or more data sources, researchers, methodologic approaches, theoretical perspectives, and analytical practices within the same study (Thurmond, 2001). The four types of triangulation that promote the validity and credibility of qualitative research are methods triangulation, triangulation of sources, analyst triangulation, and theory triangulation (Patton, 1999).

Methods triangulation refers to viewing the same phenomena, event, or research questions, from more than single source of material (Golafshani, 2003). For example, the sources of information are observation, interview, recording, secondary data such as journals, newspaper, and books. The particulars coming from diverse point of view can be adopted to verify, elaborate, and elucidate the re-

search questions. It helps in restricting methodological and personal biases, as well as improving the study's generalizability (Decrop, 1999). Triangulation of sources indicates comparing the consistency of information obtained from different sources through the same method (Patton, 1999). For instance, this can be done by interviewing variety of sources such as the tour agency operator, person in charge of heritage rail ticketing counter, and TRA officer.

In addition, analyst triangulation will be employed in this study by having multiple analysts to construe the same data collected in order to prevent personal prejudice during interpretation of data (Hussein, 2015). For example, several peer researchers will interpret the data collected from interview session together to avoid potential bias, and to enhance the reliability of data.

Theory triangulation denotes the researchers approach the data obtained with various concepts and theories in order to have a comprehensive understanding about the data (Reeves, et al., 2008). For instance, according to stakeholder theory, a strategic and direct objective that explains the mission will help the administrations such as TRA to avoid managerial conflict, confusion, inefficiency, as well as to be more competitive in the industry (Jensen, 2001). This is strongly supported by the global theory whereby the field of strategic management highly depends on strategic objectives in achieving efficiency (Ghoshal, 1987).

Data Analysis

Data analysis is the process of interpretation and analysis of the data collected (Creswell, 1994). Content analysis is used throughout the analysis of data, whereby it is a method used by researchers to analyze data and make valid and replicable judgement through interpretation and text data coding (Hsieh & Shannon, 2005

FINDINGS

Factor Conditions

a. Popularity and future development

The heritage rail has remained its popularity mainly due to routes leading to Alishan station. Other than that, the partnerships between Taiwan's iconic Alishan Forest Railway and Swiss railway operator Matterhorn Gotthard Bahn (MGB), along with its subsidiary Gornergrat Bahn are expected to induce product development, promote tourism in Asia and Europe, and increase the popularity of heritage railway (TaiwanToday, 2016)

Image 1: Tourist crowd in Alishan station
Source: Ang (2016)

Appendix 1: *"Yes, the demand for the main line is very high but the supply is very low and the supply cannot meet the high demand."* (Jhy-Pyng Lin, Ph.D., Deputy Director, Alishan Forest Railway Branch)

This situation indicates that the popularity of heritage rail would remain strong due to continual effort shown in improving the rail related facilities. Product development strategy is believed to be an important source of competitive advantage. Product development that involves innovation, or modification is a necessary process for success and survival (Brown & Eisenhardt , 1995)

b. Effort in promotion

The observation results and email response had shown that TRA helps in promoting heritage rail (Image 3 and Image 4). Furthermore, the interview session had revealed that FBT also helps in promoting heritage rail (Appendix 2). This is supported by evidences from online audit and experiential audit, as the travel guide center, hotel in Chiayi, as well as the travel agency have assisted in promoting the heritage rail (Image 5 and Image 6).

Image 4.3: Notice regarding heritage rail
Source: Ang (2016)

Appendix 2: *"In order to further promote the railways, we distribute the reading materials to the people so that they can have a comprehensive understanding about heritage railway and learn to appreciate the heritage elements. As we realized people only know Alishan as a forest railway but people do not know the specialties and the heritage values and thus, we will conduct forum hoping people will have better understanding about forest railway."* (Wei, Yu-Shiuan, Conservation and Recreation Division / Facilities Management Section / Section Chief, Forestry Bureau)
Appendix 7: *"We will have more package with travel agency to attract more foreigners to take our trains."* (Lili, Yun-Ting Hsu, Administrative Office Secretary, Taiwan Railway Administration)

Image 4.4: Guidance on taking heritage rail
Source: Ang (2016)

Image 5: Wankou Hotel promoting heritage rail
Source: Booking.com (2016)

Image 6: TravelKing travel agency promoting heritage rail
Source: TravelKing (2016)

These findings denote that the promotion strategies were well in place and it would enhance the competitiveness of rail tourism in Taiwan. Promotional activities was stated to be one of the most important elements that helps firm to achieve its marketing goals, and contributes to the competitiveness of an industry in the country (Singh, 2012).

c. Cost

Based on interview session with FBT, the current profit gained by heritage railway is not sufficient to offset the high maintenance cost. However, the authorities had utilized other sources of income to support the operation of Alishan forest railway (Appendix 2). This statement is agreed by email responses from TRA (Appendix 7). Besides, it is supported by an online news stated that although high cost will be incurred in order to maintain the heritage railways in Taiwan, the government is willing to support the rail tourism (Shelley, 2015).

Appendix 2: *"We are currently making 1.3 million TWD annually but the maintenance cost annually is 3.5 million TWD. Thus, we increase the price hoping it will bring us at least 1.7 million TWD annually. We will use the profit from other recreation areas to cover the losses in Alishan forest railway."* (Chang Tzuwei, Associate Technical Specialist Recreation Division, Forestry Bureau, 2016)

Appendix 7: *"TRA current financial resources does not sufficient to offset the maintenance cost for heritage railway. We run repayment career to support ourselves financial issue."* (Lili, Yun-Ting Hsu, Administrative Office Secretary, Taiwan Railway Administration, 2016)

It seems to show that the Rail Tourism in Taiwan highly depending on revenue diversification to sustain its financial performance. These may not be a critical concern as additional revenue streams enhance the firm's financial stability, and promote greater firm's longevity causing it to sustain for longer term in the industry (Carroll & Stater, 2009).

d. Resources

The heritage rail is currently receiving support in terms of financial resources from FBT (Appendix 2). It was also revealed that there is an issue of manpower and material shortage such as technician, train driver, train guides, counter attendants, as well

as the supplies of spare part for the heritage rail (Appendix 1). Based on observation, the maintenance of heritage rail is not easily done, as the number of qualified technician is limited and the area seems run-down.

Appendix 1: *"The service area of Zhushan station is limited due to the crowd as people have no space to sit and they can only stand. Steam locomotives are not easy to maintain because the equipment could not be found now. The production company of the equipment and device needed for the steam locomotives were closed. We could not purchase the equipment and device for the steam locomotives."* (Jhy-Pyng Lin, Ph.D., Deputy Director, Alishan Forest Railway Branch, 2016)

Appendix 2: *"As we know, the Alishan forest railway requires high cost to maintain it, and it has low profit margin as well resulting it to experience great loss. Since TRA is considered as a company and it is not willing to bear the losses, FBT will show support to forest railway through financial resources, and FBT will be the one that bear the losses."* (Wei, Yu-Shiuan, Conservation and Recreation Division, Facilities Management Section, Section Chief, Forestry Bureau, 2016)

The issue of insufficient resources such as manpower, machine, and material would raise a question of sustainability of rail tourism here in Taiwan. This argument can be supported by resource management concept, as lack of resources would hinder the formation of capabilities and hence, inhibit the realization of competitive advantage (Sirmon, et al., 2008).

Demand Condition

a. High Demand

The effort in promoting heritage rail are supported by various parties, which includes the government and other supporting industries. As a result, there is a positive effect on the demand for heritage rail. Furthermore, the interview between the FBT and Alishan Forest Railway Administration (AFRA) have indicated significant demand (Appendix 1, Appendix 2). Another interview with the AE shows that the demand during weekend is more than weekdays (Appendix 5). The findings are validated through the news announced by the Forestry Bureau when Alishan Forest Railway Awarded with ISO9001:2008 Certificate. The Alishan Mountain is the most popular tourist attraction for the local and foreign tourists, the heritage rail is known as the most attractive one (Forestry Bureau, 2014). Other than that, based on the statistic provided by Alishan National Scenic Area, there is in total of 2,988,101 tourists during year 2015, which indicates high demand in the use of the rail services (Alishan National Scenic Area, 2016).

Appendix 1: *"Generally I think during some holidays the demand will be high. It is seasonal. Every Wednesday during the flower blossom season, the demand will be higher than usual days…"* (Jhy-Pyng Lin, Ph.D., Deputy Director, Alishan Forest Railway Administration, 2016)

Appendix 1: *"Yes, the demand for the main line is very high but the supply is very low and the supply cannot reach the high demand…"* (Jhy-Pyng Lin, Ph.D., Deputy Director, Alishan Forest Railway Administration, 2016)

Appendix 1: *"Yes. We have increased the train trips from Alishan to Shen Mu station and Zhao Ping stations from 10 trips to 12 trips. Before this year's May, the round trip from Alishan to Shenmu and ZhaoPing were only 10. Now we have increased it to 12. We started the first train trip earlier..."* (Jhy-Pyng Lin, Ph.D., Deputy Director, Alishan Forest Railway Administration, 2016)

Appendix 2: *"FBT does not consider this strategy because the statistics received has shown positive results whereby the seats are fully occupied…"* (Wei Yu-Shiuan, Conservation and Recreation Division, Facilities Management Section, Section Chief, Forestry Bureau, 2016)

Appendix 5: *"For weekday, Zhao Ping Line and Shen Mu Line are the same, but there are more people during weekends."* (Alishan Station Ticketing Employee, 2016)

The findings evidence that the demand level for heritage rail has significant effect on the competitiveness of rail tourism. Therefore, in this case, high demand enables rail tourism to be competitive. This argument is cited by Ni (2012) stating that demand enables the organization to achieve competitveness and cost effectiveness through improving the level of production and quality of the product.

b. Low Supply

The result acquired from the interview with AFRA indicated the issues pertaining to insufficient supply such as lack of trains, lack of manpower and low capacity (Appendix 1). Similarly, FBT have commented the same remark. The findings are also evidently gathered through the observations, whereby there are minimum number of employees at the railway station and the there is only one counter

available for the customers to purchase their ticket. Besides that, there isn't any help desk that could provide any assistance for the customer except the ticketing counter (Image 7, Image 8).

> Appendix 1: *"The demand is high even during non-holidays season. During holidays, we would not promote because the ticket is limited and if there is a lot of people, there will be not enough capacity for them. The visitors have also complained about the insufficient of the ticket amount even during non-holidays season."* (Jhy-Pyng Lin, Ph.D., Deputy Director, Alishan Forest Railway Administration, 2016)

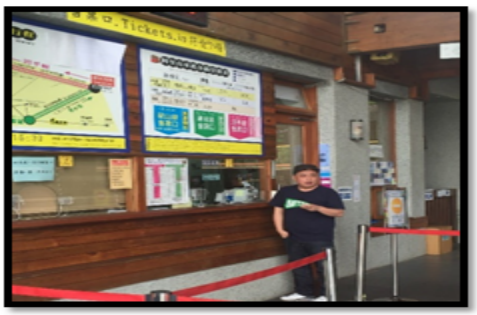

Image 7: Ticketing counter Image
Source: Ang (2016)

Image 8: Minimum staffing at the railway station
Source: Lee (2016)

These result seems to suggest that the competitiveness of the Heritage Rail Tourism in Taiwan would be disadvantage from the much equipped and manned High-speed rail counter-parts. According to Gucel (2016), the main element for the organization to be competitive and allow business to grow is the availability of resources.

c. The Demanding Nature of Customers

Common complaints pertaining to the facility of the railway station are related to the cleanliness of the toilet, and the insufficiency of seating capacity in the train. (Appendix 1).

Firm's Strategy, Structure and Rivalry

a. Poor Online Ticketing System

The observations have shown that the online ticketing system of from Chiayi Railway Station to Fengqihu Station is not clear and confusing. The online booking system of Alishan Railway Station is also difficult for the foreign tourists. According to Taiwan Railways Administration website, some of the stations does not appear as an options (Image 9). Other than that, from the Alishan Forest Railway Online Ticketing System website, it only shows information using Traditional Mandarin and there is no choices of language such as English or other languages given in the website (Image 10).

> **Appendix 1**: *"…Sometimes we also received complaints from passengers that the toilet is not clean or the train is not enough especially the Zhushan line. The service area of Zhushan station is limited due to the crowd as people have no space to sit and they can only stand."* (Jhy-Pyng Lin, Ph.D., Deputy Director, Alishan Forest Railway Branch 2016)

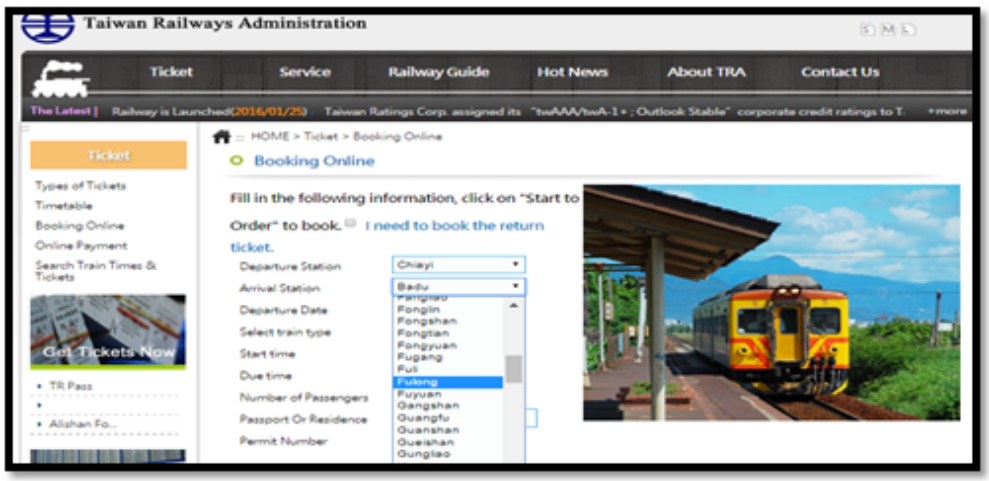

Image 9: Webpage of Booking Railway Tickets Online
Source: Taiwan Railways Administration (2016)

Image 10: Webpage of Alishan Ticket Booking System
Source: Taiwan Railway Administration M.O.T.C (2016)

The issue of poor online ticketing system would affect the demand of visitors towards Alishan Railway. Visitors, mainly foreigners, may feel reluctant to visit Alishan Railway due to the inefficient online ticketing system provided by TRA, leading to lower competitiveness. According to Teimouri, Yaghoubi and Kazemi (2012), high quality electronic services would lead to higher customers purchasing intention.

b. Intense Competition

There is no direct competition between HSR and heritage rail in Taiwan. However, there is an intense competition between the heritage rail, tour buses and forest trails and shuttle buses in Alishan Railway Station (Appendix 3). There is also competition between districts tourism in Taiwan (Appendix 6).

Appendix 3: *"We took the bus", "They travel through bus", "We walk up here"* (Tour Guides, 2016)
Appendix 4: *"We travelled up using heritage rail.", "We walked up here", "We walked up here"* (Local Travellers, 2016)
Appendix 6: *"Matters related to Alishan Railway have to interview Chiayi Tourism Bureau as it is under their govern. We are actually competing with each other to attract tourists."* (Sun Chung Liang, Chief, Tourism Bureau of Kaohsiung City Government, 2016)

c. Ineffective Pricing Strategy

FBT had just increased the price of the heritage rail fare in Alishan station after 20 years of fixed ticket price. The fares are set based on the distance of the railway from one station to another added with a base price set by the FBT. The setting of ticket prices based just on the distance is deemed unreasonable because there are other aspects such as the service provided, infrastructures offered, manpower and heritage preservation efforts that sum-up a higher operating costs.

Appendix 1: *"The ticketing system is simplified by the government sector which is by using the distance to determine the price set for the tickets.… we have a base distance which if the price of the ticket is below the base price, we would add the base price and the price counted by the distance together and it would determine the price of the tickets."* (Jhy-Pyng Lin, Ph.D., Deputy Director, Alishan Forest Railway Branch, 2016)

The pricing strategy used by FBT that takes neither demand nor cost into consideration while setting the price would decrease the competitiveness of Alishan Railway and eventually affects the sustainability of the heritage railway in the future. According to Navickas and Malakauskaite (2009), price could be set based on indicators which include infrastructure development, environment, technological development, human resource, social development and human tourism in order to be competitive.

Related and Supporting Industries

a. Travel agencies

Through the interviews with the tour guides in Alishan National Scenic Area (ANSA), it shows that the travel agencies do not put in a lot of effort in supporting the Alishan Heritage Railway

(Appendix 3). Only 30% of the tour guides are willing to promote Heritage Rail due to the schedule, tourist demographic and price sensitivity towards the increase of ticket price. Other than that, the itinerary of many tour agencies do not promote Heritage Railway but promoting high-speed rail as main transport. Even though some of the tour agencies do promote Alishan, but they do not suggest travelers to go on Heritage Rail.

Appendix 3: 'tour guides are given authorities to decide on whether to promote Heritage Rail' (Tour Guide, 2016)

b. Accommodations

The enquiries session at the hotels near ANSA showed negative responses towards the promotion of Heritage Railway. Through the samples, none of the staff from all hotels has suggested for Heritage Rail Tour. However, on the websites of the hotels, it does suggest Alishan Heritage Railway but it was not translated into foreign languages. Even though the website of the hotel does mention about Alishan Heritage Rail, however the last update was in the year of 2005. Other than that, some hotels do not even promote anything about Alishan on their webpage. Overall, the support of promoting Heritage Railway from the Hotels nearby is very low. The support from the hotel especially the concierge is much needed to improve the competitiveness of heritage rail tourism in Taiwan. According Mackenzie (2013), Concierge plays an important role in promoting the destination and create excitement for the travelers.

c .Support from Administration Agencies

TRA has a plan to draw more visitors through partnerships (Appendix 7) and FBT has given financial support to Heritage Railway (Appendix 2). While AFRA (Appendix 1) invested in maintaining the operations of the Heritage Rail.

Appendix 1: *'We have to enhance the infrastructure and make it stronger. We have to invest another amount to prevent the disaster'* (Jhy-Pyng Lin, Ph.D., Deputy Director, Alishan Forest Railway Branch, 2016)

Appendix 2: *'The most significant resource to maintain forest railway is financial resource. Although the maintenance cost will be extremely high, we are still willing to repair and preserve it due to the heritage and historical value.* (Chang Tzuwei, Associate Technical Specialist Recreation Division, Forestry Bureau, 2016)

Appendix 7: *'In the future, we will have more package with travel agency and High Speed Rail to attract more foreigners to take our trains.'* (Lili, Yun-Ting Hsu, Administrative Office Secretary, Taiwan Railway Administration, 2016).

CONCLUSION

Despite the high popularity, financial subsidies and effective promotion effort by TRA, heritage rail tourism in Taiwan, especially in the case of Alishan Forestry Railway, is facing difficulties in remaining sustainable in the long-run. Without efficient firm strategy and structure, which are poor pricing strategy and online ticketing system, it will certainly hurt the sales of heritage rail in long term, causing the heritage rail to be disadvantaged in terms of competitiveness. Moreover, without any effort of improving the lack of resources, the competitiveness of heritage rail would be heavily affected which would lead to heritage rail being unsustainable in long term. Furthermore, with the lack of support by related industries such as accommodation around the heritage rail station, travel agencies and transportation agencies to promote heritage rail in Taiwan, heritage rail tourism would not be able to reach out to more visitors, especially foreigners.

Based on the findings, the heritage rail has been taking up the financial support from the government immoderately. Hence, it is recommended for government to support the heritage rail by de

veloping a strong domestic financial system so that it provides a clearer cash flow of the profit generated and ease the financial planning for the development of heritage rail (Jaud, et al., 2013). Besides, government is suggested to understand the value of heritage rail, and implement an appropriate pricing strategy so that to increase the revenue. It might also include cooperation from accounting, finance, sales, marketing teams to guarantee the effectiveness of the strategy (Lancioni, 2005). As a result, the government will have extra resources to invest into other advantageous tourism sectors, and making the Taiwan tourism to be more competitive.

The poor utilization of technology in this fast changing world would decrease the competitiveness

of heritage rail, as it will inhibit the process of internal capability accumulation, and restrain the expansion of strength of rail tourism (Voudouris, et al., 2012). Besides, it would also lead to the formation of consumers' poor perception towards heritage rail. Thus, it is suggested for government to introduce sophisticated technology in order to increase the convenience in purchasing tickets. For example, mobile commerce application should be utilized because it offers convenient, localization, as well as personalized services to the consumers. This technology is proved to enhance the efficiency of complex procedures and quality of services to consumers, as well as to save the operational cost in long run (Hussin, et al., 2005). Consequently, the technology innovation not only increases value in knowledge-intensive processes, but also helps to attract the foreigners to purchase tickets leading to a rise in the degree of competitiveness of rail tourism (Enkel, et al., 2009).

The demanding nature of the customers is inevitable. Based on the findings, government only support marginally and neglected the maintenance issue causing a lot of complaints. As the administration did not respond immediately, these negative complaints may lead to the formation of negative perception towards the Alishan Heritage Railway causing the Image of the destination to be affected adversely. Hence, the tourists might not be willing to return to the destination in the future causing an issue of the sustainability of heritage rail in long run. Therefore, it is recommended for the organization to perform service recovery immediately after the negative complaints arisen.

The lack of support from the related and supporting industries has result in the Alishan Heritage Railway unable to reach out to its target market effectively. Findings showed that the heritage railway is less competitive compared to its competitors who gain support from the related and supporting industries such as travel agencies. Jackson & Murphy (2006) stated by collaborating with the related and supporting industries closely to increase the competitiveness and reach out to customers beyond the target market more effectively. The collaboration with the related and supporting industries enable the increase of the county's economic opportunities as it creates employment opportunities as well as business opportunities for the local communities (Ashley, et al., 2007). Besides that, by working together it helps to promote the historical values of the heritage rail effectively to attract tourists around the world.

This study is limited to the focus on Alishan Forest Heritage Railway and did not include other heritage rails in Taiwan which might cause the result to be beneficial only for Alishan Heritage Railway. However, this study able to provide considerable insights of the competitiveness of heritage rail tourism in Taiwan. Future research is suggested to research on the overall Taiwan Heritage Railway besides Alishan Forestry Railway for a wider and complete understanding.

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THE RELATIONSHIP AMONG INSTITUTIONAL ENVIRONMENT, MANAGERS' VIEW AND CSR PRACTICE IN THE TOURISM INDUSTRY

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INTRODUCTION

The CSR has been discussed and raised the awareness in all industries around the world and consequently relevant activities are inescapable and inseparable with corporations' operation in the tourism industry. The previous study indicated the effectiveness and authenticity of CSR implementation have strongly connected with the consequence of CSR (Alhouti, Johnson, & Holloway, 2016). In other words, the initiative of the implementation that is most heavily influenced by Managers' value and belief (Dickson, Smith, Grojean, & Ehrhart, 2001; Liu, Hsu, & Wang, 2009) is a very important element of the CSR program. Moreover, one of the most important duties of managers is decision making. Therefore, the manager's perspective plays a crucial role of governing CSR program. The previous study claimed that the managers should perceive the important of ethics and social responsibility (PRESOR) before they act in the same way (Singhapakdi, Vitell, Rallapalli, & Kraft, 1996). The PRESOR that includes stakeholder view and stockholder view (Etheredge, 1999; Wurthmann, 2013) were used for understanding "a manager's perception regarding the roles of ethics and socially responsibility as determinants of different aspects of organizational effectiveness" (Singhapakdi, 1999, p. 92); The stakeholder view shows a long-term perspective that considers the profit of the sustainability and entire corporations-related entities for an organization; and the stockholder view focus on the perspective of the maximum profit of an organization (Wurthmann, 2013). Therefore, the PRESOR can help us to explore the view of manager and to understand the initiative of implementing of CSR.

PRESOR can be positively influenced by the external stimuli (Wurthmann, 2013). In the current society, obeying the institution for an organization is regarded as taken for granted for the performance that fits the legitimacy of society (DiMaggio & Powell, 1991). Therefore, the view of an individual also can be affected by external environmental effects. There are three pillars, including the regulatory, cognitive, and normative institution of the institutional environment that ""reflects the existing laws and rules in a particular national environment that promote certain types of behaviors and restrict others" (Kostova, 1999, p. 314). Previous studies indicated that CSR activity might have a strong connection with many institutional factors. When many corporations have already implemented the relevant activity, the other corporations may receive the peer pressure that forces them to implement similar practice (Campbell, 2007). In addition to, the regulation and law can force corporation to implement the CSR for insulating the unfavorable tax or regulatory punishment and gaining access to favorable laws or regulation (Navarro, 1988). Finally, the social norm may be a critical factor from the external environment to push a corporation to behave the social responsibility for the given country (Kostova, 1999). Therefore, the institutional environment can influence the an organization and its members to behave ethically and responsibly.

Fewer ethics and CSR literature discussed the institutional effects and individual level in the past (Campbell, 2007; Yin, Singhapakdi, & Du, 2016), much less in the tourism field. Therefore, the study is to fix the gap and to understand the relationship among influence of institutional environment, the managers' view of the important of Ethics and CSR, and the CSR practice. To find out whether the influence of the institutional aspect may affect the manager's belief (stakeholder view and stockholder view) and then influences the CSR practice. The following hypotheses were proposed:

H1A: Institutional environment positively affects the manager's PRESOR stakeholder view.

H1B: Institutional environment negatively affects the manager's PRESOR stockholder view

H2A: Manager's PRESOR stakeholder view positively affects the CSR practice.

H2B: Manager's PRESOR stockholder view negatively affects the CSR practice.

METHOD

The study adopted purposive sampling to recruit the research participants who are in managerial positions and work in the tourism relevant companies which have already implemented the CSR activities.

The instrument that the researchers adopted includes four sections. First, the institutional environment that includes three dimensions, including peer pressure, regulatory pressure, and social normative internalization and 13 items (Kostova & Roth, 2002; Yin et al., 2016) and the Cronbach's α values are between .70-.74. The second variable- PRESOR scale with ten items (Singhapakdi et al., 1996; Yin et al., 2016). Because there are many dimensions emerged in the previous studies, this study conducted a factor analysis, and the result showed two factors, including Stakeholder view, and Stockholder accounted for 70.71 % of the variance had the same factor number as the previous study (Etheredge, 1999; Wurthmann, 2013) and the Cronbach's α values of the dimensions are .92 and .81 respectively. The last variable is CSR that has four dimensions including economic, legal, ethical, and philanthropic responsibilities and 23 items (Kim, Song, & Lee, 2016; Lee, Song, Lee, Lee, & Bernhard, 2013; Maignan, 2001). The Cronbach's α values from .80 to .95. Because the study interested in the result of overall CSR, the mean of the scale was used in the analysis. A 7-point Likert's scale ranging from 1 "strongly disagree" to 7 "strongly agree" was adopted for research participant to rate in the study. Finally, demographic information was asked including gender, age, educational status, occupation, etc.

This study adopted the Partial Least Square SEM (PLS-SEM) launched by Wold (1975) originally is one kind of technical of SEM that the basis is component-based. This technical can tolerant the small sample size for running a model (Ringle, Sarstedt, & Straub, 2012), and the analyzed goal was to identify the key driver in a model (Hair, Ringle, & Sarstedt, 2011). The numbers of participants in this study achieved a sufficient level for the PLS_SEM (Marcoulides & Saunders, 2006); therefore, this study used utilized the SmartPLS software v2.0 to analyze the data.

FINDINGS

The researchers distributed 120 questionnaires and received 113 (94%) validate responses. The demographic results showed about 69% participants were female; around 82.1% were higher than 31 years old; 79.3% participants' education were higher than high school.

The study separated to two models according to the different views of PRESOR. In the model of the PRESOR stakeholder view, the Cronbach's alpha values of the three variables are between .84-.95; the Composite Reliability (CR) values of each variable are within .90-.96; AVE values are between.73-.76; and R2 section, the manager's PRESOR stakeholder view is affected by Institutional environment and receives a value 62% and the CSR is influenced by the other two variables and receives a value 43%; and the Gof value is .63 exceeding the threshold value of .36 for a large effect size 2 (Cohen, Pant, & Sharp, 1998)(Cohen, 1988). The result shows a good explanation power, reliability, and validity of the model of the PRESOR stakeholder view. In the model of the PRESOR stockholder view, the Cronbach's alpha values of the three variables are between .80-.89; the Composite Reliability (CR) values of each variable are within .88-.91; AVE values are between.72-.75; and R2 section, the manager's PRESOR stakeholder view is affected by Institutional environment and receives a value 3% and the CSR is influenced by the other two variables and receives a value 3%; and the Gof is lower the threshold value .1(Cohen et al., 1998). The result shows the model of the PRESOR stockholder view has good reliability and validity, but worse model fit and explanation power.

The result of the path coefficients presents as table 1. The Institutional environment positively affects manager's PRESOR stakeholder view (β=.79, $p<0.001$) that supported the hypothesis 1A, but not has a significant influence on PRESOR stockholder view (β=-,19, $p>0.05$) that is not supported the hypothesis 1B. Furthermore, the PRESOR stakeholder view positively affects CSR (β=.65, $p<0.001$) hat supported the hypothesis 2A, but the PRESOR stockholder view does not significantly affect CSR (β =-.17, $p>0.05$).

Table 1. The results of hypothesis

Hypothesis path	Coefficient	t-values	Result
H1A: IEàStakeholder	.79	17.67***	Supported
H1B: IEàStockholder	-.19	1.42	Not supported
H2A: StakeholderàCSR	.65	10.58***	Supported
H2B: StockholderàCSR	-.17	1.26	Not supported

p***<.001; IE: Institutional environment; Stakeholder: PRESOR stakeholder view; stockholder: PRESOR stockholder view; CSR: Corporate social responsibility

CONCLUSION

Because the CSR has been one of the most important operations of a corporation, the CSR performances of a corporation have been paid attentions by its stakeholders, including the internal or external environment. Previous studies rarely discussed the influence of external environment of organizations- institutional environment and the manager's view of ethics and social responsibility in the tourism field. Therefore, this study fixed the gap for contributing to the CSR research in the tourism industry.

The result shows that the institutional environment that includes peer pressure, regulation pressure, and social normative internalization has a strong influence on the manager's PRESOR stakeholder view and then influence the CSR practice indirectly. However, the institutional environment does not significantly affect the PRESOR stakeholder view of managers and then does not have an effect on CSR practice. The consequence indicates that the institutional environment can drive the belief and value of organizations' managers to pay attention or to influence their thought about the important of the ethics and social responsibility and then implemented ethical conduct and CSR. Moreover, the institutional environment cannot affect the manager's PRESOR stockholder view that shows the same result as the study of Wurthmann (2013). It means that the institutional factor only can influence the manager's viewpoint to a long-term and a view based on consideration entire stakeholders. Therefore, the government and the public should raise the attention about the ethics and social responsibility of the tourism corporations to push the practitioners to understand the necessity of implementing the behavior of ethics and social responsibility.

Because the limitation of the study, this study does not find the factor to influence the perspective of manager's PRESOR stockholder view. Future study can be recommended to explore whether the different institutional effects can be the determinants. Because diverse institutional may arouse different motivation (coercive, mimetic, or normative), to produce the ethics and CSR behavior and then receive different consequence (Kostova & Roth, 2002). Therefore, the influence of each dimension may be explored.

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CHALLENGES OF INTANGIBLE CULTURAL HERITAGE TO BE A SUSTAINABLE TOURISM RESOURCE

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INTRODUCTION

From the mid-2000s, global interest in intangible cultural heritage (ICH) has increased. ICH can be defined as craftsmanship, performances or social practices that have been transmitted over generations (UNESCO, 2003), and thus represent the strong cultural authenticity and identity of a community (Lenzerini, 2011). Moreover, ICH provides a destination with a unique selling point by offering an authentic cultural experience with deep engagement Giudici, Melis, Dessi, & Ramos, 2013). ICH however, is performed by humans, so to varying degrees, it has been easily commoditised to satisfy tourists (World Tourism Organisation, 2012). Not surprisingly then, the process of commodification has threatened ICH authenticity, when it should be safeguarded for the cultural continuity of communities. Therefore, the preferred approach by World Tourism Organisation (2012) is utilising sustainable approaches to promote ICH as a tourism resource, however up to date, there has been a notable lack research focusing on this space. Therefore, the purpose of this paper is to explore the perspectives of ICH practitioners in relation to the sustainable development of ICH as a tourism resource.

Sustainable Tourism Development From the late 20th century, sustainability has been an imperative of tourism development where there is an emphasis on inter-and intra-generational equity toward the natural and/or cultural environment (Garrod & Fyall, 2000). Fyall (1999) introduced the notion of the 'sustainable trinity', which advocated development that afforded equal consideration to the economic, socio-cultural and environmental dimensions of development. Therefore, sustainable tourism development (1) envisages economic viability (2) enhances cultural and social identity of a community and (3) contributes to safeguard and protect the natural and/or cultural environment in order to achieve the preceding aims across inter-and intra-generations (Cater, 1993; Hunter, 1995; Liu, 2003). Various stakeholders, such as governmental organisations, local communities and tourists, are involved in the sustainable tourism development of ICH at varying degrees. Among the stakeholders, it is necessary to explore the ICH practitioners' perspectives because they are mainly responsible for safeguarding authenticity of ICH (Lenzerini, 2011). In addition, ICH cannot be transmitted without the practitioners (Bakar, Osman, Bachok, & Ibrahim, 2014). Therefore, this paper explores the perceptions of ICH practitioners toward the challenges in sustainable development of ICH as a tourism resource.

METHOD

A case study approach was adopted in this research using South Korea (Korea hereafter) as a representative single case. The Korean Government designates mastered intangible cultural heritage practitioners as Living Human Treasures (Yim, 2004). There are currently 174 such practitioners in Korea (Cultural Heritage Administration of Korea, 2016) who are the population of this study. In terms of the sample size, a total of 24 Living Human Treasures participated in the interviews. Semi-structured interviews, each approximately 30 minutes, were conducted to explore the practitioners' perspectives toward the sustainable development of ICH as a tourism resource. The collected interview data were translated from Korean to English, and the data analysed through the combination of content and thematic analysis. The analysis was initiated open coding, and when appropriate in vivo codes were used to more accurately present the interviewee intention and purpose. The relationships and patterns between codes and categories were then identified to provide the findings of this paper.

FINDINGS

The results revealed that practitioners concerns were a lack of domestic tourist interest in ICH, a lack of financial support and insufficient promotion of resources, rather than the process of commodification itself. The ten interview participants are involved with various types of performing arts. For ICH to be a sustainable tourism resource and have economic viability, it is generally required to be commoditised (Baillie, Chatzoglou, & Taha, 2010). ICH practitioners are regarded as the people mainly responsible for safeguarding the authenticity of the resource (Lenzerini, 2011), surprisingly however, most practitioners show positive attitudes toward the commoditisation of ICH, which is a potential threat to the loss of ICH authenticity (Halewood & Hannam, 2001; Taylor, 2001). Rather than the commodification of ICH, the practitioners proposed other challenges of ICH to be a sustainable tourism resource, as demonstrated in Table1.

Table 1 Challenges of ICH to be a sustainable tourism resource

Themes	Respondents
lack of domestic tourists' interests	ICH 1,3,4,5,6,7,10
lack of financial support	ICH1,3,4,5,9,10
lack of promotion	ICH1,3,4,7

Firstly, the practitioners frequently mentioned the lack of domestic tourist interest in ICH as one of the major challenges of ICH to be a sustainable tourism resource. The young generation, particularly, is the major tourists market (Chhabra, 2010; Youn & Uzzell, 2016), as well as the group who have responsibility for the future of ICH. Their lack of interest in ICH, however, can have negative impacts on the ICH tourism market as well, the transmission of ICH is questionable. Moreover, ICH cannot enhance the cultural identity of a community, unless local communities and/or nations (e.g., potential domestic tourists) have limited interest in ICH.

Secondly, the practitioners were concerned regarding a lack of financial support for ICH to be a tourism resource. The value of ICH has been typically undervalued as a global cultural tourism resource compared to tangible cultural heritage sites (i.e., historical European buildings) which have long been preserved as cultural treasures (Cleere, 2001). This unsurprisingly has led to less financial support to promote ICH, as ICH9 mentions.

Even when we have performance in other countries, there is not enough support from the government (ICH 9)

Inadequate funding can discourage product development, promotion and utilisation of ICH, as well as, more importantly, it impacts the transmission and safeguarding of the authenticity ICH. Unless ICH is transmitted to the next generation, the next generation cannot have equity to utilise and promote ICH.

Lastly, a lack of promotion and product development of ICH was mentioned by the participants as discouraging the sustainable development of ICH. In order for ICH to be economically viable, the practitioners argued that the more efforts in the promotion of ICH, such as regular events or infrastructure development, as stated by ICH1 and ICH7.

I would like to make circumstances which visitors (or tourists or Busan citizens) know and can enjoy ICH through those kind of regular festivals and more and more visitors, through word of mouth, are coming to enjoy our performance. (ICH 1)

If the hub or centre (of ICH) is well established, more international tourists will visit. The city has potential, as a tourism destination.(ICH7)

IMPLICATIONS or CONCLUSION

This paper has explored the practitioners' perspectives toward the sustainable development of ICH as a tourism resource. The practitioners concerns were a lack of domestic tourist interest in ICH, a lack of financial support and insufficient promotion of resources, rather than the process of commodification itself. Exploring the perceptions

of ICH practitioners contributes to an under-researched cultural heritage tourism area as well as indicating practical strategies for the industry. In terms of academic perspectives, this paper explores the perspectives of ICH practitioners, which is valuable addition to the area of sustainable development in cultural heritage tourism. From a practical perspective, exploring the challenges of ICH to be a sustainable tourism resource should be a fundamental consideration for governments, planners and managers in cultural heritage tourism to utilise resources in a sustainable way.

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THE ROLE OF CULTURE TOWARDS A SUSTAINABLE TOURISM ATTAINMENT; A CASE OF MAH MERI INDIGENOUS COMMUNITY IN MALAYSIA

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INTRODUCTION

Cultural aspect in indigenous tourism has been a popular research area highlighting the indigenous people and their unique and authentic lifestyle. In this area, commercialization of culture has brought tourism attractions to be targeted especially on cultural celebrations. The culture of each ethnic by indigenous people represents their identity. According to Butler and Hinch (2007), the development of tourism strongly depends on their ethnicity, heritage and festivals. Butler and Hinch (2007) also mentioned that culture has emerged as a powerful attraction not only for tourists but also for entrepreneurs, government agencies and academic researchers.

In the Malaysian context, Kalsom et al. (2008) has said that the Malaysian government consistently seek to achieve sustainable tourism practice by targeting a balance between business imperatives, cultural heritage preservation and environmental protection. This is evident by the establishment of Orang Asli cultural villages and traditional handicraft centres such as the Pusat Kraftangan Orang Asli (Orang Asli Handicraft Centre) in Cameron Highlands and Mah Meri Cultural Village at Carey Island (Kunasekaran et al, 2013).

Indigenous tourism in Malaysia has high potential as a unique attraction, apart from eco-tourism, which caters particularly for tourists from Australia, New Zealand and Europe, who prefer to learn about unique and remote communities. At these indigenous villages, visitors will be able to witness the traditional dances, lifestyle and hunting techniques personally. However, Gomes (2004) has mentioned that the government has prevented tourists from visiting the Orang Asli community in Taman Negara, Pahang. The author also addressed the government's concern that photographs of half naked women in their natural living styles may give a wrong impression regarding the majority Malay community's dressing manner.

METHOD

In order to understand the real phenomenon in the particular study area, a preliminary data gathering technique was employed. To obtain the data, naturalistic inquiry was deemed appropriate by using a semi-structured interview as a tool. The semi-structured interview was used as an inductive approach to gain new and unexpected responses from the respondents, which prevents the interviewer from assuming potential variables. However, a questionnaire guide was developed and used throughout the interviewing session to obtain the pattern of answers that are appropriate to the objectives of the study. Consequently, an interview guide was designed as a list of questions and probing follow-ups, to guide through during the interview. The main reason that the interview guide was selected was to help the researcher stay on track. It also will help to ensure that the important issues/variables were addressed. In addition, the interview guide also provided a framework and sequence for the questions and helped maintain consistency across interviews with different respondents from different type of tourism job involved.

FINDINGS

Generally, the villagers were consistently involved in the cultural activities even without the existence of tourism. The emergence of tourism in their village during late 70's has made them to package their own unique cultural product. According to the Tok Batin (head of the village), there are three main tourism products which are

very closed with Mah Meri culture; i.e.; Mah Meri Dance, wood carvings and weaving crafts.

"Other than taking care of the village development, I monitor and ensure whether among youth, young women, where they've aged this skillful carving crafts, I as the head of this village I would encourage them to continue to carve. That is for the men. The women, I make sure that they continue to try weaving and also ensure that women continue integrate each other that they will gather participants from their group. Besides weaving, they will teach traditional dance. These are the women matters..." (Batin Sidin Bujang, 63 years old, male)

Another respondent added that the 'Ari Moyang' or ancesters' day is a tourism product which can attract a big number of tourists every year.

"Tourism here in my view, there are two types, sculpture and dance (Jo'oh) among the main attractions at Sg. Bumbun. The second one is a festival. We have it once a year. We celebrate the festival which we name Ari Moyang because it is the main attraction of the three as I said. Many tourists also come. I see many come to a place of worship close to the primary school there. The residents of this village will each bring little food, we will all share and eat. Some other villagers also join. Variety of other villages is visible like Chinese also come, so no identity. Indeed there are many tourists, sometimes from tour agents who bring some tourists. That one who promotes this is Tourism Malaysia, and JAKOA but not much. Kraftangan Malaysia of course is better (in promoting)." (Yahya Sidin, 33 years old, male)

CONCLUSION

The initial investigation shows that the indigenous community is proud to portray their culture to the outsiders. They are also proud to be known as the icon of tourism among other Orang Asli sub-groups of Malaysia. This study also reveals that the Mah Meri community is eager to explore tourism opportunities in their village. They strongly believe that the tourism business can create many positive outcomes. Apart from that, the community also agrees that the non-economic benefits such as cultural sustainability and environmental sustainability are driven by the emergence of tourism in their village.

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AN EXPLORATION OF THE CANNABIS-TAKING MOTIVATIONS OF CHINESE OUTBOUND TOURISTS IN AMSTERDAM: ARE THEY SERIOUS OR JUST CURIOUS?

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Drug-taking motivations have been extensively studied. Yet, limited effort has been invested in understanding the factors motivating Chinese outbound tourists' decision to engage in drug tourism. With the rapid growth of Chinese outbound tourism and the increase of drug tourism engagement, it is essential to make clear of Chinese tourists' motivations of taking cannabis during travel. This exploratory study adopted the qualitative method to explore the cannabis-taking motivations of Chinese outbound tourists in Amsterdam. Fifteen in-depth interviews with Chinese tourists who have the cannabis-taking experience were conducted. Content analysis with two- stage coding process was used with the help of Nvivo 11. Results suggested that spiritual and emotional healing, social prestige, relaxation and escape, cannabis authenticity, and commercial cannabis were five main motivations for the participants. The paper concludes with recommendations for future research.

INTRODUCTION

The word 'drug' is forbidden in China where drugs are generally portrayed as a 'demon'. In the fight against drugs, the Chinese government has mounted many antidrug campaigns and taken diverse steps to control drug abuse. There are strong laws stipulating that citizens found taking drugs can be detained for up to 15 days and sent to rehabilitation centres. The general public has been educated to keep away from any kinds of drugs.

In contrast with China, Amsterdam takes a more tolerant attitude toward drugs. It is common knowledge, for example, that people can buy soft drugs (e.g., weed, magic truffles, and salvia) from coffee shops in Amsterdam, even though in 2012 some restrictions were placed on the policies governing Dutch coffee shops and drugs (Van Ooyen-Houben, Bieleman, & Korf, 2016). To some extent, Amsterdam has established an image as a drug and sex destination, and thus, it attracts people from all over the world.

As they form one of the biggest emerging tourism markets, Chinese outbound tourists are more and more frequently exposed to drugs. In 2015, for example, almost 15 million Chinese tourists visited the Netherlands, an increase of 21% and up 7% compared to 2014's figures (Pieters, 2016). Consequently, identifying the motivations of Chinese tourists who consume drugs when at overseas travel destinations is of great theoretical and practical importance. This study, therefore, responds to calls for a better understanding of the motivations of drug tourists and explores the Chinese outbound tourists' drug-taking motivations in Amsterdam.

METHODOLOGY

Given first the sensitivity of this topic and the lack of existing studies addressing what factors motivate tourists to participate in drug tourism, and second the investigator's desire to "discover and understand a phenomenon, a process, the perspective, and world views of the people" (Merriam, 2002, p. 6), a qualitative approach was deemed appropriate for this research. According to Guion, Diehl, and McDonald (2001), in-depth interviews are most appropriate for situations in which the researcher wants to ask open-ended questions that elicit depth of information from a relatively small number of people. In-depth interviews were, therefore, selected as the most appropriate method for this investigation.

After reviewing the literature on ethnographic methodology, the first author, along with five local university students, undertook an

ethnographic field study in Amsterdam between November 2012 and September 2013. Observations and in-depth interviews were conducted. This field study's primary aim was to identify potential research participants, while its secondary purpose was to understand the conceptualisation of a drug tourist from the tourists' perspectives. The ethnographic study was also used to set the precise criteria that would govern the selection of those who would later be asked to take part in an in-depth interview and those who would be asked to complete the study's questionnaire. All the research journals, documents, and memos/field notes were then analysed by coding data to develop the study's research question of why Chinese outbound tourists take cannabis in Amsterdam.

Fifteen in-depth interviews were conducted to ascertain the participants' specific motivations for experiencing drug tourism in Amsterdam. Each interview lasted between 30 and 60 minutes. All the questions were semistructured and open-ended. Questions such as: "Why do you travel to Amsterdam?"; "Are you mainly driven by commercial cannabis for this trip?"; "Is cannabis-related experience important for this trip?" were asked. All the qualitative interview data were analysed via content analysis. Specifically, a systematic coding process, facilitated by Nvivo 11, was conducted.

RESULT AND DISCUSSION

Analysis of the interviews identified 204 statements regarding the motivations behind Chinese tourists' drug-taking behaviour. Forty-three codes (i.e., feel safe; no legal risk; no social risk; learn the Western lifestyle; gain knowledge about cannabis; learn how to smoke cannabis; enjoy; see the real cannabis; have opportunity; try smoking cannabis; make me feel high; cannabis is part of my pre-trip preparations; fun-seeking; experience crazy life; an inversion of ordinary life; medical requirement; alleviate pain; open mind; dissolve boundaries; expand consciousness; find something great; imagination; see inside myself; get rid of frustration; break out of constraints; spiritual understanding; different mind-set; cannabis-related seminar; become stronger; emotional problems; personal issues; drug type; reputation; control; good quality; price; addiction; not impair my health; business clients; relationship; business idea; fashion; professional guides) emerged and these codes formed five categories (i.e., spiritual/emotional healing, social prestige, relaxation and escape, cannabis authenticity, and commercial cannabis). .

Spiritual and emotional healing. This study identified that spiritual and emotional healing was an important motivation of drug tourists in this study. Participants proposed many indicators for this motivation dimension, such as 'a sense of personal development and strengthening the higher self'(interviewee 2), 'aspects of transpersonal development' (interviewee 6), 'a general enlightenment into the human condition'(interviewee 12), and 'obtaining personal direction in my life' (interviewee 7). This finding supports the results of Winkelman's (2005) work. However, the emotional item identified in this research was typical positive traits, with few negative traits.

Social prestige. It is interesting to find that some Chinese tourists who consumed commercial cannabis while traveling overseas to show their social status and improve their prestige. There are in total 23 statements that related to the dimension of social prestige among all the interview transcript. For them, taking-cannabis is way to ' enhance the prestige of the elite' (interviewee 13), or 'serve as a visible representation of social status' (interviewee 4). This finding could be unique to the Chinese culture.

Relaxation and escape. As other type of tourism products, drug tourism also played the role of relaxation and escape for the participants in this current research. 'To enjoy the feeling' (interviewee 15), 'makes me feel relax'(interviewee 1), 's short-escape from the reality'(interviewee 4), 'for fun' (interviewee 7), and 'it is just a relaxation choice as other activities like bungee'(interviewee 8) were the reasons mentioned by the participants during the interview.

Cannabis authenticity. As suggested by Belhassen, Santos and Uriely (2007), the motivation - Cannabis authenticity was defined as "… the tourists are motivated by the quest to see the sources of the cannabis industry" (p. 313). Among all the participants, thirteen of them mentioned that the curiousity prompted them to

take cannabis in Amsterdam. Hence, cannabis authenticity was identified as a motivational item. This could be further explored relating to the strict restriction of soft drugs in China.

Commercial cannabis. The commercial cannabis itself becomes one the main motivations for the Chinese tourists in Amsterdam. For example, interview 5 claimed that "the commercial cannabis in Amsterdam is one of its most special attractions and it is famous all over the world… I finally come here, so I need experience it (commercial cannabis)… I feel safe to take cannabis in Amsterdam". Some other participants also emphazised that the commercial cannabis makes themselves unworried about the legal risk and social risk for taking cannabis. From this sense, the legality of taking soft drug in Amsterdam is a pull factor for attracting the Chinese tourists.

CONCLUSION

The present study examined the factors that motivated Chinese cannabis-oriented tourists to experience commercially available cannabis during their trip to Amsterdam. Given the increasing popularity of drug tourism and the scarcity of research into tourists' drug-taking motivation, it is believed that this exploratory study makes a timely contribution to the literature and can, it is hoped, become a stepping stone to further exploration in this field.

Overall, the results of this study were consistent with those of previous research which suggests that tourists' pursuit of an overseas commercial cannabis experience was not motivated by one single factor, but rather was driven by a combination of different factors operating at different levels. The findings of this in-depth interview study have laid a solid foundation for both understanding drug tourism motivation from Chinese perspectives and for collecting further quantitative survey data from Chinese drug tourists.

There are two main limitations for this paper. First, it is an initial attempt to explore Chinese tourists' motivations for engaging in drug tourism using interviews. As with other studies such as Winkelman (2005), this paper points to the necessity of applying quantitative surveys to explore this issue in the future. Secondly, as the study site of this research was Amsterdam, other destinations that are associated with cannabis consumption were not covered in this study. Future studies to examine other destinations associated with cannabis consumption such as Jamaica, Florida's beaches and Thailand. In addition, future studies may also adopt quantitative investigations with a big number of participants on the Chinese tourists' drug taking behaviour at the destinations to examine the findings in this current research.

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A STUDY ON THE ASSESSING MODEL OF POTENTIAL FOR ORGANIC AGRITOURISM DEVELOPMENT

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ABSTRACT

Concern for the environment has significantly increased; meanwhile, people's attitudes towards nature and healthy eating have changed substantially. Environmental awareness has an impact on the development of organic agriculture and organic agricultural products. Tourists tend to choose the idea of relaxing in agriculture-oriented property and enjoying day-to-day lifestyle.

In order to build an assessing model, this study aims to analyse the potential of organic agritourism development. By reviewing previous studies and conducting field exploration, an empirical study of Yuli Township presents the results which build indicators for developing organic agritourism. Four primary guiding principles for assessing model are constructed as follows: attractiveness of tourism resources, market potential, community capacity building, and multiple value creation. The Analytic Hierarchy Process (AHP) uses derived weights which show the importance of four primary guiding principles and twenty-three secondary guiding principles. The result implies that attractiveness of tourism resources was received the highest weight, followed by multiple value creation, market potential, and community capacity building. The results of this study can provide Yuli Township an important reference for developing strategy of organic agritourism.

Keywords: Organic Agriculture, Tourism, Analytic Hierarchy Process (AHP)

INTRODUCTION

In recent years, there have been rapid developments in technology which have led to a prosperous society. However, technology negatively affects the environment by endangering natural ecosystems. Environmental pollution has been caused due to industrial development. People living in urban area tend to choose the idea of relaxing in clean, nice, and a comfortable environment. Concerns for the environment have notably increased. In addition, people's attitudes towards nature, healthy eating, and regiment have changed considerably. Considering the necessity to protect the environment and the importance of maintaining ecological balance, organic agriculture becomes an attractive option (Chang, 2009; Yen & Zhu, 2013).

The organic food market experienced a rapid expansion. Consumer demand for greener is clearly increasing and organic agriculture scores highly on environmental credentials; therefore, organic farming, organic agricultural product, organic village, and organic agritourism are presented as market opportunities for organic market. Organic agriculture began in 1996 in Taiwan. According to the statistic published by Taiwan Organic Information Portal, a plot of farmland has spanned from 159.6 hectares to 6489.96 hectares (Taiwan Organic Information Portal, 2015). Raising awareness on eco-friendly, healthy lifestyle, sustainability, and slow movement indicate that the prospects of the organic agriculture in Taiwan are brightening.

In recent years, domestic travel within Taiwan has become more popular with the increase of income. From 2010 to 2015, the number of visitors has increased from 191,302,739 to 293,647,336 in five years (Tourism Bureau, 2015). Additionally, when comparing 2011 with 2015, there was an 81.64% increase in tourist arrivals for experiencing farm life. In sum, tourists tend to choose the idea of relaxing in agriculture-oriented property and enjoying day-to-day lifestyle. Hence, more attention has been given to organic agritourism which become an important market to be developed.

In 2002, Taiwan's government spared no

efforts to promote organic farming by establishing organic villages. Taiwan's first organic village was set up in Luoshan Village, Hualien County. Organic village aims to promote community development in various ways. In economic aspect, a strong agriculture sector contributes to a strong economy. In life aspect, organic villages are to enhance farmers' welfare. As for ecological aspect, setting up organic villages is not only to preserve the pristine environment, but also to improve the relationship between human and nature.

The four principles proposed by International Federation of Organic Agriculture Movements (IFOAM) are as follows, health, ecology, fairness, and care. The principles point out that the health is the integrity of living systems. Organic agriculture sustains the health of soil, animal, human, and planet as inseparable and should ensure fairness at all levels. For the generation to come, organic agriculture should protect and care for the health and well-being of current and the environment.

Organic agritourism can benefit organic producers by providing markets in rural areas. Selling farm produce is a crucial way to support local farmers and to supplement farm income. Meanwhile, tourists are provided with opportunities to experience farm-based products and services thereby benefitting the local people socio-economically. Organic agritourism activities also create relaxing atmosphere which helps reduce stress and strengthens the sustainability of rural areas. There is a dearth of research on critical factors for developing organic agritourism. The focus of this study is to build an assessing model for organic agritourism development by reviewing previous studies and conducting field exploration. Using Analytic Hierarchy Process (AHP) will derive weights which imply the importance of each guiding principles. It is hoped that these findings will serve as a reference for developing strategy of organic agritourism.

LITERATURE REVIEW

Organic Agriculture

World Commission on Environmental and Development (WCED, 1987) defines states that "Sustainable development requires meeting the basic needs of all and extending to all the opportunity to satisfy their aspirations for a better life". In other words, sustainable development requires meeting essential needs in harmony with the ecosystem, economic growth, and perceived needs are socially and culturally. Food and Agriculture Organization (FAO) has formulated the definition which approved by the FAO Council in 1998 as follows:

Sustainable development is the management and conservation of the natural resource base, and the orientation of technological and institutional change in such a manner as to ensure the attainment and continued satisfaction of human needs for present and future generations. Such sustainable development (in the agriculture, forestry and fisheries sectors) conserves land, water, plant and animal genetic resources, is environmentally non-degrading, technically appropriate, economically viable and socially acceptable.

Leopold (1949) proposes the concept of land ethic dealing with human's relation to land and to animals and plants. The land ethic expands the boundaries of the community to include soils, waters, plants, and animals and it has been interpreted as biotic community. Walck and Strong (2001) constructs a model based on Aldo Leopold's concept of the land ethic. The idea of this model concerns land ethic, land health, and land use which is the factor to cultivate sustainable development in community.

In order to achieve the balance between profitability and human and natural resources, FAO suggests that sustainable development has five major attributes which are resource conserving (of land, water, plant and animal genetic resources), environmentally non-degrading, technically appropriate, and economically and sociably acceptable (Lee, 2005).

The form of organic agriculture was first introduced in 1924 by the Austrian, Dr. Rudolf Steiner. Organic farming is a form of agriculture in which agricultural land is cultivated without using artificial fertilisers. However, it was during the period of Industrial Revolution which changes occurred in agriculture. The world was preparing for expansion of economy by providing enough food to maintain sufficient workforce. Advances in agricultural techniques resulted in an increase in supply of food. Improved techniques and practices

made it possible to feel all people. By using farm machines, there was a massive increase in agricultural productivity. Meanwhile, many farmers used chemicals to keep pets from destroying their crops.

The 1970s energy led to a stagnant economic growth along with concerns of resources scarcity. High energy consumption has damaged the environment. Therefore, improving quality of life for present and future generations has become a global issue. People have a positive attitude towards healthy food consumption and more attention has been given to food quality. Enhancing food security and health is the ultimate objective since then. Sustainable Agriculture or Organic Agriculture is the practice of farming using principles of ecology. It focuses on providing the food on the long-term, avoids to use artificial fertilisers and pesticides, and minimises the use of non-renewable resources (Hsieh, 1999).

FAO (1999) defined organic agriculture as "a holistic product management system which promotes and enhances agro-ecosystem health, including biodiversity, biological cycles, and soil biological activity. It emphasises the use of management practices in preference to the use of off-farm inputs, taking into account that regional conditions require locally adapted systems. This is accomplished by using, where possible, agronomic, biological, and mechanical methods, as opposed to using synthetic materials, to fulfil any specific function within the system."

It is a system that avoids to use synthetic fertilisers and pesticides. The system enhances biodiversity, biological cycle, and soil biological activities. It helps maintain and increase long-term soil fertility which will benefit producing high quality product. Organic agriculture can be seen as a development strategy for rural communities to benefit from. The principles, researches, regulations, and policies are the foundation for developing organic agriculture. Four principles have been created to identify organic agriculture by IFOAM: the principle of health, the principle of ecology, the principle of fairness, and the principle of care.

Principle of health indicates that organic agriculture should bolster and enhance the health of soil, animal, human and planet as indivisible. Principle of ecology roots the organic agriculture within living ecological systems. Principle of fairness suggests that organic agriculture should ensure fairness among humans and the relations between humans and other living beings. Finally, for the generation to come, organic agriculture should protect and care for the health and well-being of current and the environment. National Research Council (2010) identified goals regarded as key in achieving sustainable agriculture: (1) enhancing environmental quality and the resource base; (2) sustaining the economic viability; (3) improving the quality of life for farmers, farm workers, and society as a whole.

Assessing Model of Potential for Organic Agritourism Development

A business model is a conceptual structure describing a company generates revenue from its service or product. It explains how to deliver value to customers and make profit from company operations (Margretta, 2002). Volepel, Leibold, Tekie, & Krogh (2005) states dynamic new organizational capabilities and sensing the configuration of industry value chains and business system infrastructure can either strengthen the existing business model, or reinvent one. The six elements of a business model are proposed as value proposition, business strategy, revenue mechanisms, resources management, value network and sustainability (Yang, Wu, Su, & Kao, 2009).

Chen and Peng (2016) identifies five dimensions of a business model, including product value proposition/service value proposition, business strategy, revenue mechanisms, stakeholders (value network) and sustainability. This study discusses the business model practiced by Aurora Social Enterprise and Manna Organic Culture and Living Association. The research conducts two case studies that Aurora Social Enterprise constructed a value-chain for the aboriginal tribes and their organic products in Ali Village, Chiayi County. Meanwhile, Manna Organic Culture and Living Association helped promote organic farming, encourage eco-friendly practices, and solve indigenous problems.

Agriculture industry provides economic contribution. On top of that, the industry can integrate with the idea of organic farming, ecotourism, awareness of ecological conservation

along with presenting the concept of sustainable development to community. The category of tourism, agritourism based on farm-based products and services, farm culture and ecology is developed. Wu (2007) identifies six critical issues for developing community-based ecotourism in a rural community. They are (1) identifying values for core resources, (2) educating conservation concepts, (3) full supports from the community, (4) organizing community's ecotourism development group and operational mechanisms, (5) responding strategies for the commercialization process and induced problems, and (6) rewarding devices for participants and community. The study constructs a model for rural communities to develop community-based ecotourism. The aspects of this model include community management, resource management, and tourism management. Chang (2008) suggests that farm-based relaxing atmosphere, including beautiful natural scenery and harmonious culture attract tourists the most.

Shen, Tseng, Lin, Chen, & Chen (2009) proposes an assessing model of potential for ecotourism and indigenous community development. There are six guiding principles, including community resource management, resources in peripheral area, community capacity building, potential for ecotourism development, themes for community development, and development mechanism for ecotourism development. Firstly, community resource management contains ecological conservation, natural scenery, biodiversity, and cultural facilities. Secondly, resources in peripheral area consists of community support network, public facilities, eco tours, peripheral area, and adjacent recreation facilities. Thirdly, community capacity building composed of sustainable development, version planning, sense of community, self-improvement, community coordination, and characteristics of tourism products. The fourth principle includes package tour planning, regulation of public funds building, one-stop service, and marketing management. The fifth comprises culture of Tsou tribe, in-depth tour experience, community recognition, and area planning and reconstruction. Lastly, the development mechanism for ecotourism development identifies convenient transportation, multi-industry business development, community development, customer value creation, and target market management.

To sum up, an assessing model of potential for organic agritourism development should contain the following four primary principles: (1) multiple value creation; (2) attractiveness of tourism resources; (3) market potential; (4) capacity building. Multiple value creation stands for how to provide value when multiple stakeholders are involved. Secondly, attractiveness of tourism resources defines environmental resources, including organic agriculture, recreation and leisure, nature, agricultural asset, and relaxing atmosphere which constitutes a crucial element in attracting tourists. Thirdly, it explains the concept of uniqueness and diversity of tourism resources bring out destination uniqueness. Integrating tourism resources with convenient transportation network to tourism destination enables tourists and visitors to get around, and strengthens tourism destination's identity. Finally, sense of community builds strong community capacity for organic agritourism development. Organic agritourism advantages visitors to learn more about agriculture, provide benefits to preserve farms, generate additional income for local farmers, and provide quality products.

ASSESSING MODEL

Construction of the Assessing Model

According to previous studies, sustainable development makes use of environmental resources: organic agriculture, recreation and leisure, nature, agricultural asset, and relaxing atmosphere, which constitute a crucial element in attracting tourists. The concept of uniqueness and diversity of tourism resources bring out destination uniqueness. Integrating tourism resources with convenient transportation network to tourism destination enables tourists and visitors to get around, and strengthens tourism destination's identity. Implementing innovative means and managing service excellence help ensure marketing execution.

The attention to sustainability brings tourists to focus on organic agritourism. Sense of community builds strong community capacity for organic agritourism development. Organic agritourism advantages visitors to get to know about agriculture, provide benefits to preserve

farms, generate additional income for local farmers, and provide quality products. With the above benefits, multiple value creation is realized as a principle in sustainable business. This study indicates four guiding principles for assessing model are constructed in figure 1.

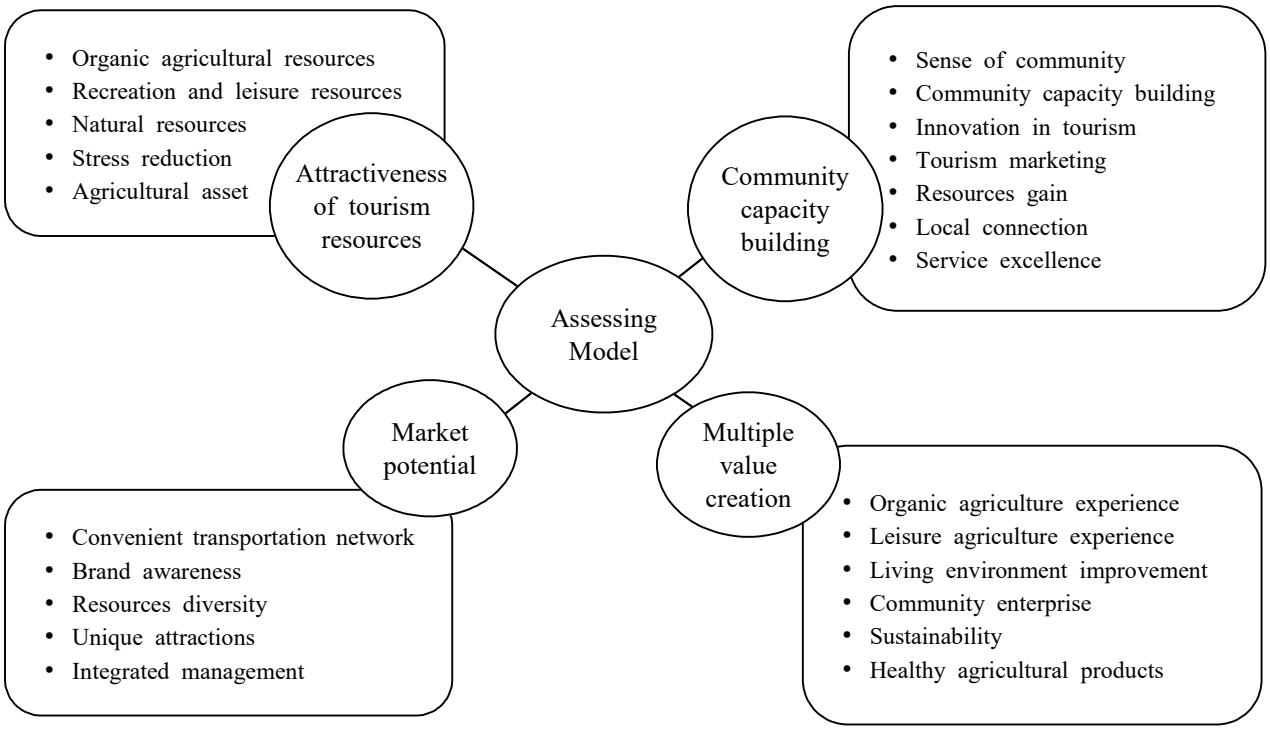

Figure1: Assessing Model of Potential for Organic Agritourism Development

Explanation for Guiding Principles

Four primary guiding principles and twenty-three secondary guiding principles for assessing model are presented in table 1.

Table 1. Explanation of Guiding Principles

Primary Guiding Principles	Explanation	Secondary Guiding Principles	Explanation
Attractiveness of tourism resources	Tourism resources that attract tourists	Organic agricultural resources	e.g. rice plants, pomelo
		Recreation and leisure resources	e.g. orange daylily, waterfall
		Natural resources	Natural scenery
		Stress reduction	Exposure to scene of nature reduces stress
		Agricultural asset	Agricultural heritage, history
Market Potential	Gain competitive advantage through diversity of tourism resources	Convenient transportation network	e.g. 193 county road near provincial highway 9 and Yuchang highway − provincial highway 30
		Brand awareness	Improve brand image and raise awareness
		Resources diversity	Resources diversity meet different type of customer needs
		Unique attractions	Unique attractions grab visitor's attention
		Integrated management	Integration of local recreation resources: Antong hot spring, water rafting in Ruisui, Wuhe tea plantation

Primary Guiding Principles	Explanation	Secondary Guiding Principles	Explanation
Community Capacity Building	Capacity of industrialization, innovation, and marketing	Sense of community	Residents feel a sense of belongings and actively engage communities
		Community capacity	Building community of capacity enables communities to develop agritourism
		Innovation in tourism	To execute innovative approach to bringing out destination uniqueness
		Tourism marketing	Ability to attract visitors
		Resource gain	Receive government support and resources, and involvement of local community
Multiple Value Creation	Values of agritourism to visitors, residents, community, and environment	Local connection	To connect local agriculture to tourism sector
		Service excellence	To provide excellent service and high quality facilities
		Organic agriculture experience	To experience farm-based and services e.g. festivals, rice planting, wheatland music festival
		Leisure agriculture experience	To provide leisure experience
		Living environment improvement	To improve the living environment for the locals
		Community enterprise	To enhance high environmental credential and quality
		Sustainability	To achieve sustainable development
		Healthy agricultural products	To provide organic products

Data Collection

26 out of 27 questionnaires were completed by experts' comments and consensus during the period March 1st, 2014 to April 14th, 2014.

EMPIRICAL ANALYSIS

Analytic Hierarchy Process (AHP)

In this study, Analytic Hierarchy Process, introduced by Thomas Saaty (1971), is used to assign weight to the qualitative criteria. The experimental results presented in table 2 show that the consistency ratio values are less than 0.1. Therefore, the responses maintain completely consistent.

Table 2. Consistency Ratio of the Hierarchy

Primary Guiding Principles	Attractiveness of tourism resources	Market potential	Community capacity building	Multiple value creation
0.0389	0.0325	0.0396	0.0428	0.0339

Weight Analysis of Guiding Principles of Assessing Model

As illustrated in Table 3, the top guiding principles was attractiveness of tourism resources (0.3566), followed by multiple value creation (0.2273), market potential (0.2111), and community capacity building (0.2051). Organic agritourism refers to activities conducted on agricultural lands and utilizes tourism to further bolster sustainability development. The results indicate that attractiveness of tourism resources and multiple value creation are the crucial elements of development organic agritourism. Wu (2007) discovers that environmental resource is one of the important factors to develop community-based ecotourism. Chang (2008) suggests that farm-based relaxing atmosphere, including beautiful natural scenery and harmonious culture attract tourists the most. Magretta (2002) discusses a business model is a conceptual structure explaining how to deliver value to customers and make profit from company operations.

Table 3. Weight Analysis of Guiding Principles of Assessing Model

Primary Guiding Principles	Weight	Secondary Guiding Principles	Weight
Attractiveness of tourism resources	0.3566	Organic agricultural resources	0.2359
		Recreation and leisure resources	0.1789
		Natural resources	0.1856
		Stress reduction	0.1751
		Agricultural asset	0.2244
Market potential	0.2111	Convenient transportation network	0.2113
		Brand awareness	0.2104
		Resources diversity	0.1723
		Unique attractions	0.2238
		Integrated management	0.1822
Community capacity building	0.2051	Sense of community	0.1951
		Community capacity	0.1412
		Innovation in tourism	0.1379
		Tourism marketing	0.1436
		Resource gain	0.1224
		Local connection	0.1337
		Service excellence	0.1261
Multiple value creation	0.2273	Organic agriculture experience	0.1781
		Leisure agriculture experience	0.1662
		Living environment improvement	0.1444
		Community enterprise	0.1508
		Sustainability	0.1821
		Healthy agricultural products	0.1785

Attractiveness of Tourism Resources

Organic agricultural resources scored the highest, followed by agricultural asset, natural resources, recreation and leisure resources, and stress reduction. The results indicated that natural resources in the Eastern Taiwan and the relaxing atmosphere attract the tourists the most. According to Hsu (2010), a rich variety of natural and cultural resources and organic agriculture activities can be developed as a travel pattern for organic agritourism.

Market Potential

Unique attractions is the most important secondary guiding principles for market potential. Convenient transportation was 0.2113, brand awareness was 0.2104, integrated management was 0.1822, and the last one, resources diversity was 0.1723. Hence, integrating tourism resources with convenient transportation facilities is beneficial for attracting visitors. Previous study also identified tourism resources should be considered to be critical factor (Saleh and Ryan, 1993). Liu, Huang, and Lai (2000) suggests that the uniqueness and rareness of tourism resources are the key characteristics of tourism resources.

Community Capacity Building

The results of community capacity building value from 0.1226 to 0.1951. Among these, sense of community ranked the highest, followed by tourism marketing, community capacity, innovation in tourism, local connection, resource gain, and service excellence. Organic agritourism utilizes tourism to further bolster sustainability development. Combining the organic farm-based products with tourism, organic agritouurism will become a hot issue among the general public and the press.

Multiple Value Creation

Among the secondary guiding principles, sustainability ranked the highest, followed by healthy agricultural products, leisure agriculture experience, organic agriculture experience, community enterprise, and the last is living

environment improvement. The results indicated that organic agriculture not only can benefit providing the idea of healthy eating to the public, but also benefit local generating income for the locals. The idea of sustainability coincides with the previous which National Research Council (2010) addressed ecological sustainability, sustainable produce and sustainable living. Farm-based products and activities and relaxing atmosphere of organic agritourism can provide a unique travel experiences for tourists.

CONCLUSIONS AND RECOMMENDATIONS

Most people are aware and concerned about environment recently. Additionally, people's attitudes towards environment, nature, and green products have changed considerably. In brief, tourists tend to choose the idea of staying in agriculture-oriented property. Raising awareness on eco-friendly, sustainability and healthy lifestyle show that organic agritourism in Taiwan are brightening. The results indicated that the top guiding principles was attractiveness of tourism resources, followed by multiple value creation, market potential, and community capacity building. Thus, the study's findings highlighted the importance of agricultural assets and the sustainability of agritourism. The unique features that tourists would not normally get to see attract tourists the most. Meanwhile, agritourism also attracts people looking for tranquility, peace and quiet. Tourists prefer staying in place where they can reduce stress rather than staying in a polluted place.

Yuli Township is a township in Hualien County. It is located in central East Rift Valley. Yuli Township is facing Xioguluan River and lying grand Central Mountain Range in the west. With the rich natural resources, there is ample potential for organic agritourism in Yuli Township.

Symbiosis between organic agriculture and organic agritourism can benefit organic producers by providing markets in rural areas. Sense of community builds strong community capacity for organic agritourism development. Organic agritourism provides benefits including educating visitors about agriculture, preserving farms, generating additional income for local farmers, and providing quality products.Tourists are provided with opportunities to experience farm-based products and services thereby benefitting the local people socio-economically. Organic agritourism activities also create relaxing atmosphere which helps reduce stress and strengthens the sustainability of rural areas. With the above benefits, it creates a win-win situation for all the stakeholders involved, whether it is the tourists, the locals, or the natural environment.

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ECO-CULTURAL TOURISM DEVELOPMENT IN THE PHILIPPINES: THE CASE OF BOJO (ALOGUINSAN) RIVER ECO-CULTURAL TOUR

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'Ecotourism' or ecological tourism, as a form of tourism, first came into prominence in the 1980's when the concept of 'sustainable tourism' became the new paradigm for tourism development (Jafari, 2001). Ecotourism could be considered as an 'alternative paradigm' (Jafari, 2001), wherein the development of tourism is not only dependent on enticing mass numbers of tourists but also accessing the carrying capacities and capabilities of tourist destinations.

By definition, 'ecotourism' is 'an environmentally responsible travel to relatively undisturbed natural areas in order to enjoy and appreciate nature that promotes conservation, which has low negative visitor impacts, and provided for beneficially active socio-economic involvement of local populations' (The International Ecotourism Society, 1991; p). Yet in an ever-evolving tourism framework, ecotourism has also changed to include and emphasize cultural sustainability as an integral part of ecotourism development. Hence, the concept of '*eco-cultural tourism*' came into prominence as a subset of ecotourism where culture and natural resource-based tourism are integrated as a sustainable form of tourism (Cajee, 2014).

Further, Cajee (2014) defines 'eco-cultural tourism' as 'travel to destinations where both the natural and cultural endowments are the prime attractions and considered to be the potential strategy to support conservation of natural habitats, exhibition of indigenous cultures, and an alternative to economic sustainability' (p. 2).

In the case of the Philippines, ecotourism, and more so, eco-cultural tourism development have been emphasized in the past years, especially since the country is blessed with numerous natural and cultural wonders. One such development program is the Bojo, Aloguinsan River Eco-Cultural Tour, a 45-minute mangrove forest and river boat-rider tour in Cebu, central Philippines (Cacho, 2015). Bojo, Aloguinsan is a fishing village on the mid-western part of Cebu in the central part of the Philippine archipelago. The village sits on the shores of the Tañon Strait, the biggest marine protected area in the Philippines (Ranada, 2015). The partnership of the Aloguinsan local government and the Bojo, Aloguinsan Ecotourism Association [BAETAS] runs the Bojo River Cruise (Estacion, n.d.). The river cruise has reaped various international recognition, including the 2015 UN Tourism INsPIRE Awards for Best Community-based Tourism Initiative in Asia-Pacific (Cacho, 2015), the 2016 TOP 100 Sustainable Destinations in the World, and the 2017 ASEAN Tourism Awards for Best Community-Based Tourism (Aloguinsan River Eco-Cultural Tour, n.d.).

The tour is greatly participated by the local community, highlighted by a ride on the river with local fishermen interpreting the local history, the flora and the fauna of the river ecosystem (Estacion, n.d.). The women and children serve local cuisine and weave grasses for mats as souvenirs. Because of its outstanding ecotourism initiative, the surrounding communities were inspired to take its river tourism as a model.

The main objective of this research is to give an exploratory analysis on the said eco-tourism program. Aside from this, this research is intended to describe the present policies and strategies being implemented and to develop a proposed framework for eco-cultural tourism development in the Philippines. This study is a qualitative exploratory research based on both primary and secondary data. Primary data have been collected through field experiences, observation, and in-depth interviews of selected program resource persons. Secondary data have been collected from various relevant books, journals, websites, and other conceptual and research references.

At present, there are limited descriptions or researchers about the prominence of eco-cultural tourism in the Philippines. Hence, this research

could be an essential bridge to promote research in the stated field, to create awareness as to the nature and importance of eco-cultural tourism, and to help promote eco-cultural toruism as an alternative tourism development strategy in the country, especially in the rural communities.

REVIEW OF LITERATURE

Sustainable tourism development

Tosun (2001) described sustainable tourism as development that contributes to the satisfactions of the basic needs of the stakeholders, reduces inequality and absolute poverty in local tourist destinations, helps host communities be free from alienating material conditions in life and from social servitude to nature, ignorance, misery and dogmatic beliefs, accelerates the growth of the local and regional and regional economy, and achieves the objectives in an indefinite period of time without compromising the ability of the future generations to meet their own needs.

The UNEP and the UNWTO (2005) in *'Making tourism more sustainable: A guide for policy makers*', emphasized that 'all forms of tourism should strive to be more sustainable' (p. 2). This means that tourism should not only just be about controlling and managing negtive impacts of the industry but also provide economic and social benefits for the local communities, and raise awareness and support for the conservation of cultural and the environment (UNEP & UNWTO, 2005).

Yet, the UNEP and the UNWTO (2005) also emphasized that sustainable tourism development depends on the strong partnership between and among the stakeholders: the tourism enterprises, the local communities, the environmentalists, the tourists, and the government. Since tourism is fragmented and usually the sustainability issues are of public concern, governments must take the lead role in making tourism more sustainable. This means that the governments must establish and implement policies for tourism development and management that place sustainability at its center and provide an environment that enables and encourages the private sector and other stakeholders to respond to issues (UNEP & UNWTO, 2005).

In the Philippines, the challenge for sustainable tourism development is evident with the increasing popularity of natural protected areas as well as the spread of negative impacts felt in these areas (Alampay, 2005). Alampay (2005) proposed that local communities, with the help of the local government units and other stakeholders, should play a key role in ensuring that the destinations are developed in a sustainable manner. Strong government regulation over eco-cultural tourism areas is therefore necessary, as in the case of the Bojo (Aloguinsan) Eco-Cultural Tour. But as emphasized, it is also essential for the government to consult all necessary stakeholders to make sure that the development is sustainable (UNEP & UNWTO, 2005)

Eco-cultural tourism as a form of tourism

As a subset of ecotourism, eco-cultural tourism integrates ecotourism as a sustainable form of nature-based tourism and the prevalent cultural characteristics in the natural area (Cajee, 2014). With emphasis to sustainable tourism, this form of tourism activity leads to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining the cultural integrity, ecological processes, biological diveristy, and life support systems (United Nations Environment Programme [UNEP] and World Tourism Organization [UNWTO], 2005).

The emphasis on both natural and cultural sustainability is what eco-cultural tourism is all about. This unique tourism activity makes it an ideal set-up for developing countries like the Philippines. As Cajee (2014) points out, this recent offshoot of tourism sector has grown to be a potential business in its own space as it showcases the natural beauty of the area, endemic flora and fauna, wildlife, local culture, traditional cuisines, dress and ornaments, art and heritage thereby strengthening the local communities socially and economically.

METHOD

The study employed a qualitative exploratory method to meet the objectives of the study. The author used observation and on-site experience to collect some primary data. Purposive in-depth interviews were done to collect the primary data of the study. Among the eight (8) semi-structured interview respondents were the

tourism officer of the local government unit, a local town official, a boatman, guides, community members, and local tourists. Responses, along with secondary data sources, were then coded to produce the qualitative themes.

FINDINGS

Local government initiated the program.

The local government in 2009 sought to offer an alternative mode of livelihood to the mostly fisherfolk inhabitants of the coastal communities in Aloguinsan. With PHP1 Million (approximately USD20,000) investment, with help from the Cebu provincial government, the LGU initiated the project to cover training, consultation, and infrastructure costs. At present the LGU has already established a municipal ordinance, in order to make sure that there is a clear-cut policy to support to project.

Community participation is essential.

Most program beneficiaries were residents of the area where the eco-cultural tour occurs. With the help from the LGU, the community established the Bojo Aloguinsan Ecotourism Association (BAETAS), that is responsible for the management, monitoring, and rehabilitation of the ecotourism site. In the beginning, community members resisted due to concerns on lifestyle changes and lack of understanding but when the residents were trained and educated, they were able to involve more and more community members to the program. At present, the organization has 54 members, all of whom are residents of Barangay Bojo.

Community members have felt the need for conservation.

Before the program started, most residents used destructive fishing activities like dynamite or cyanide fishing. But because of training and education the residents have received from the LGU and BAETAS, they have strongly practiced conservation activities especially mangrove protection and sustainable fishing activities. As part of the tour, tourists are also given lectures about conservation before they embark on the river cruise.

Residents note increase in income.

Before the program, most residents barely made the ends meet, since they only depended on fishing. When the river cruise tour was introduced and the residents were given an alternative livelihood, they started earning more, as tour guides, cooks, entertainers, craftsmen, repairmen, or environmental officers. At present, BAETAS earns around PHP 3-5 Million (approximately USD60,000-100,000) a year. This number is expected to grow with the increased awareness and international recognitions that the community have received.

Sustainable policies are critical to the success of the program.

The program started with intense planning and preparation. The local government sought the expertise of an environmental architect and marine biologist to assess the capability of the resources. After the policy was laid out, the LGU sought to make it sustainable through a municipal ordinance, which laid out the policy statements and guidelines. The next step was the creation of the community organization that led to training and education of residents. After this, it was successfully implemented in 2009. Over the years, the stakeholders have incorporated monitoring and evaluation programs to be able to make it more sustainable.

IMPLICATIONS or CONCLUSION

The experience of the Bojo (Aloguinsan) Eco-Cultural River Tour demonstrates that adopting tourism as an economic activity can achieve the dual objectives of preserving the environment and generating employment for the community. More importantly, the participatory approach they adopted ensures local ownership and social equity.

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ASSESSMENT OF THE BPSU FOOD TECHNOLOGY SITUATION

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ABSTRACT

Food Technology (FT) has become a very powerful field in dealing with the processing of food making it available, safe, tasty and convenient. Bataan Peninsula State University (BPSU) has been offering FT as a major of the Bachelor of Science in Industrial Technology, both in the Main and Orani campuses since the 1970s. With the different orientation of FT offered in state universities and colleges, whether it is skill or science-based, this study aims to assess the current FT situation in BPSU. Curriculum, faculty profile and facilities of FT in BPSU were assessed and compared to the other FT related program in three state universities in Region III; Nueva Ecija University of Science and Technology, Pampanga Agricultural College and Central Luzon State University. Data were gathered through structured interview, ocular inspection for the facilities and questionnaires for the teacher and students' personal interest. Results show that BPSU's FT program is more likely similar to the one offered in NEUST. PAC is offering a similar course but is more business and management-oriented BS Home Economics while CLSU is offering a science and technology-related course, BS Home Economics while CLSU is offering a science and technology-related course, BS Food Technology. BPSU students are more interceded in cooking and baking while doing sales report, dishwashing and food packaging are the activities faculty and students are least interested. Mechanized machines in cooking and baking are also suggested by the majority of the students in BPSU. In conclusion, BPSU's program in BS IT major in Food Technology must be improved in the aspects of curriculum, faculty profile and facilities. It is recommended for the department to consider the curriculum, faculty profile and facilities. It is recommended for the department to consider the curriculum of NEUST in the BS IT major in Food Technology.

INTRODUCTION

Food Technology in many parts of the world has evolved to become a multidisciplinary field that has been instrumental in the development of abundant food supply. Food Technology, for many years now has turned traditional foods into a variety of specialty products that is more available, safe, tasty and convenient (Arnold, Berry, Bradley, et al, 2000). The role of Food Technology has also evolved depending on the needs of the society – providing convenient and available food supply to innovation of more nutritious and safe food products. To date, more people are resorting to food as therapy to cure health problems, lose weight and increase lifespan. This may be in the form of raw, natural and organic food or processed food supplements. The latter has become popular in certain groups of people like ampalaya tea and capsules for diabetics, garlic for hypertensive patients, high protein diets for gym enthusiasts, etc. Food Technology as a science is very dynamic and with the accompanying trends in food, society has ever since become supportive.

To date, a variety of food products are present in the market and society has always been enthusiasts of new tasty, innovative and healthy food products. However, the growth of food science and its technology has not been well-supported in the country despite the early affiliation of the Philippines with the Institute of Food Technologists (IFT, founded at USA in 1939). Philippines became the fourth charter organization of IFT as the Philippine Association of Food Technologists in 1966 (Mermelstein, 1989). At present, the image of food technology gives confusion to people of different academic backgrounds. For instance, premiere universities like the University of the

Philippines (Diliman and Los Baños) and University of Santo Thomas offer a multidisciplinary curriculum in Food Technology that covers basic sciences including chemistry, microbiology, economics and even engineering. But in most state universities and colleges, Food Technology would only mean basic technical skill such as cooking and baking. This may be one of the reasons why Food Technology has become immature for the past decades especially in the provinces where food technologists are badly needed. Food technologists that are supposed to process local produce are incapable of creating new food products and improving existing food products for the dynamic market despite the abundance of local produce in the provinces resulting to a limited variation of food products in the local market.

In line with the University's vision in generating appropriate knowledge to promote sustainable resource development, this program study aims to develop Food Technology as a research and development-oriented curriculum with a primary purpose of creating and improving flagship food products for the Bataan Peninsula State University (BPSU).

RESEARCH OBJECTIVES

General Objectives:

The program aims to develop a research and development-oriented curriculum for Food Technology to create flagship food products for BPSU.

Specific Objectives:

1) assess the current situation of Food Technology in BPSU (curriculum, facilities, output)

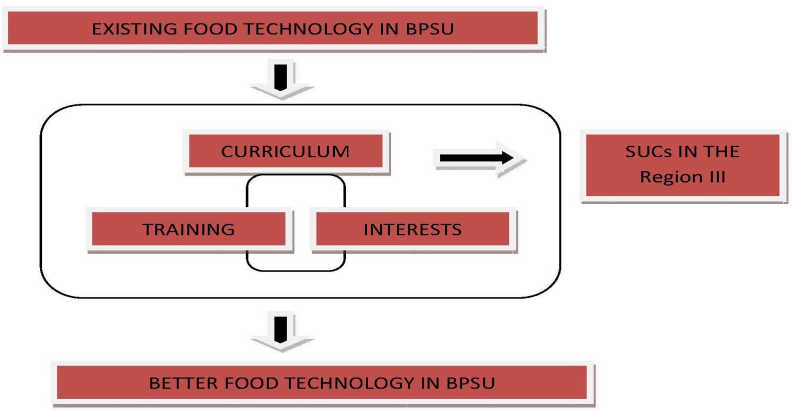
2) provide recommendations for the installation of Food Technology laboratory and for the necessary trainings, seminars and/or workshops needed for the development of a flagship food product(s)

METHODOLOGY

The Food technology (FT) program in BPSU is being offered in Main and Orani campuses. The BPSU Food Technology program in both campuses were assessed in terms of the offered curriculum, faculty and student profiles, and food processing/ technology facilities in both campuses. Findings in the current situation of the FT program were compared to other state universities that are also offering the course program. Food Technology programs in Pampanga Agricultural College (PAC), Neuva Ecija Science and Technology (NEUST), and Central Luzon State University (CLSU) were assessed the same parameters and instruments used in assessing the FT in BPSU. The state universities mentioned were selected based on the Food Technology program they are offering. As mentioned earlier in the introduction, the FT program in the Philippines is not being standardized. Some universities might offer the same cpurse title of BS Food Technology while others might offer the course only as a major under a course such as BS Industrial Technology.

CONCEPTUAL FRAMEWORK

Figure 1. Conceptual framework of the assessment of Food Technology Program in BPSU



Upon the approval of the Research and Development Office of the research study, questionnaires were validated. The results of the validation of questionnaires yielded a positive response among the respondents, both faculty and students. The questionnaire consists of 18 questions that reflect on the personal information, interests, curriculum, and training of the respondents and also the facilities present in their respective campuses. Questions in student questionnaires are the same as with the teacher's questionnaire. The questionnaires were given to students in Orani campus and teachers in Main campus (Table 1). Out of the 20 students questionnaires floated, 14 were retrieved having a 70% recovery of the questionnaires. For the teacher questionnaires, the recovered questionnaires are at 100%.

Table 1. Validation of the questionnaires for Food Technology students and teachers.

Respondents	Questionnaires		Percentage of retrieved Questionnaires (100%)
	Released	Retrieved	
Students	20	14	70
Teacher	5	5	100

The questionnaires were being validating using face and content validity. The questionnaires were also validated by the time it takes to finish answering the form. It takes around five minutes to finish answering the questionnaire. No questions were found to be irrelevant. No questions were recommended for omission and both the teachers and students respondents found the questionnaires to be answerable by all means. With a high percentage of retrieval and satisfactory comments on facts and content validity, the questionnaires were then reproduced and floated to the respondents for final data gathering.

Curriculum assessment was basically done by assessing the current curriculum of the FT in BPSU. The researchers conducted structured interviews. Questionnaires were drafted and floated within the Food Technology department for both faculty and students of BPSU and the involved state universities. A few questions pertaining to the curriculum were also included in the floated questionnaires. Same process was done in all other state universities involved in the study.

Faculty and student profiles were collected in the form of CV and/ Personal Data Sheets (PDS) and questionnaires were floated to gather the in-depth information on the interests and capability of the FT department in developing a curriculum that would potentially be research oriented that would later develop flagship food products.

Facilities were also assessed on their availability and condition. This would enable the researchers to recommend possible research topics on what food products BPSU can develop with emphasis on the immediate facilities and tools on hand.

Overall, the study determined the present situation of the Food Technology department. Questions included the department's interest, capability, and readiness in creating and developing marketable and sound food products. Statistical analyses were done to determine the significant differences of the faculty and student's interests and perception on the overall situation of Food Technology in BPSU. ANOVA and correlation analyses were done to determine the significance of the data gathered.

RESULTS AND DISCUSSION

A. CURRICULUM ASSESSMENT

Food Technology courses are being offered in different course titles and even as majors. For this research study, curriculum assessment serves a very important role in determining the level of adjustments to be recommended at the end of the study.

Bataan Peninsula State University

In BPSU, Food Technology is being offered as a major of BS Industrial Technology (BS IT) under the College of Industrial Technology. This course is being offered in the Main Campus as well as In Orani. The BS IT program in BPSU was developed based on the curriculum by the Ministry of Education and Culture in 1975 and was adopted by the school in the same school year 1975-1976. Later on, in pursuant to CHED Memorandum Order No. 59, s. 1996, newBSIT program was im-

plemented during the school year 1998-1999 and still being implemented in the current curriculum (see Appendix A). The subjects in the current curriculum are industry-oriented. The professional and technical courses are arranged to enable the students to develop a mastery of the fundamentals of specialized skills of the occupation (CIT Research Agenda, 2013).

The Bachelor of Science in Industrial Technology is a four-year degree program that has a total of 162 units. The program offers the following areas of specialization in The Main Campus: automotive technology, electrical technology, electronics technology, food technology, drafting technology, machine shop technology, and refrigeration technology and welding technology. The program includes general courses and specialized courses depending on the specialization of the enrolled students. Listed on Table 2 are the specialized subjects of Food Technology majors.

Table 2. Specialized subjects for the BS Industrial Technology (BSIT) major in Food Technology at the Bataan Peninsula State University (BPSU)

Descriptive Title of the Course	Year/ Semester to be Taken	Units
Food preparation & Service Technology	1st Year –First Semester	3
Occupational Health & Safety	1st Year –First Semester	3
Waitering and Bartending	1st Year –Second Semester	3
Basic Commercial Baking	2nd Year –First Semester	3
Culinary Arts	2nd Year –First Semester	3
Advanced Baking	2nd Year –Second Semester	3
Food Preservation	2nd Year –Second Semester	3
Quality Cookery Regional	3rd Year – First Semester	3
Quantity Cookery International	3rd Year –Second Semester	3
Supervised Industrial Training/Industry Immersion	4thYear-FirstSemester	3
Technical Second Semester (OJT)	4thYear-SecondSemester	3

The specialized subjects offered by BS IT major in Food Technology are intended to equip the students with the basic skills and knowledge as needed by the industry they supposed to end up working with. Since the course curriculum is industry- oriented, graduates of BS IT major in Food Technology are expected to land on jobs that requires skills and technicalities. On the contrary, a similar course program is being offered at BPSU that is the Bachelor of Science in Hotel, Restaurant and Management.

Apparently, the subjects listed in Table 2 are quiet similar to the subjects offered by the Bachelor of Science in Hotel, Restaurant and Management (BS HRM). Some subjects in the BPSU's FT program also seem to be redundant such as the Quantity Cookery Regional and International which is offered on a different semester while some SUCs are offering it in only one semester. With that in mind, the administrators of BS IT major in Food Technology are still finding ways in improving the course program to provide more competent graduates that would stand out in the food industry. Thus, it must be proposed that a revision of the BS IT major in FT curriculum - which was last revised in 1998 - should be done immediately to be able to prepare the forthcoming BPSU students in a very competitive environment of the industry.

In addition, Food Technology in BPSU is offered as a major in a two-year trade technician curriculum. With a total of 93 units, the two-year trade technician curriculum offers almost the same major subjects (28 units) with the bachelor's degree (4-year course). Major courses offered in the two-year trade technician course are listed in Table 3.

Since the curriculum for trade technician is offered for only two years, the subjects should match the industry's needs. With that in mind, some subjects offered in the two-year course do not seem to be needed such as Engineering Drawing which should be taken every semester for two years. Food Technology majors does not necessarily need Engineering Drawing for their major. It should be more advantageous to the curriculum to offer Food Technology subjects rather than Engineering Drawing. Engineering Drawing will be replaced by FT subjects; it will give four semesters of specialization to the FT majors.

Table 3. Research-related subjects of the Two-Year Trade Technician Major in FT curriculum

Course Code	Descriptive Title of the Course	Year/ Semester to be taken	Units
FOOD-115	Food preparation and Service Tech I&II (Hot Kitchen)	1stSemester-FirstYear	5
FOOD-115a	Occupational Health and Safety Practices	1stSemester-FirstYear	2
FOOD-125	Food and Beverage Preparation and Services (Waitering and Bartending)	2nd Semester- First Year	5
FOOD-125a	Bartending	2nd Semester- First Year	2
FOOD-215	Introduction to Food Trade Practices Food Preservation	1stSemester-SecondYear	5
FOOD-215a	Food Processing, Packaging and Labeling	1stSemester-SecondYear	2
FOOD-225	Basic Commercial Baking	2ndSemester-SecondYear	5
FOOD-225a	Advance baking	2ndSemester-SecondYear	2

This research study is part of a research program that aims to develop a Food Technology degree program that is capable of producing food products that would later serve as possible BPSU's flagship food products. As for the present curriculum, the FT department can still conduct researches on food product development since the curriculum has research and training-related subjects (Table 4). But if BPSU will continue to offer this program without revising the program, most of the students might get lost in understanding the process of food product development.

Table 4. Research-related subjects o the current BS IT major in FT curriculum

Course Code	Descriptive Title of the Course	Year/ Semester to be taken	Units
IPDD-313	Industrial product Design and Development	1stSemester-ThirdYear	3
ITTR-313	Industrial Technology Trainers Training program	1stSemester-ThirdYear	3
ITRH-323	Industrial technology Research	2nd Semester- Third Year	3

Nueva Ecija University of Science and Technology

In all of Region III, Nueva Ecija University of Science and Technology (NEUST) is one of the state universities offering a program in Bachelor of Science in Industrial Technology major in Food Technology (BS IT major in FT) under the College of Industrial Technology. BS IT in NEUST is also being offered as a four-year, degree. With the college's goal to prepare and fit individuals for gainful employment in the professional, skilled and semi-skilled trade, crafts or occupation, properly equipped with manipulative and technical skills guided by proper values and attitudes as they respond effectively to the needs of local and international community's - BPSU's FT course program deems very similar to that of NEUSTs. Moreover, the College of Industrial Technology also offers a five-month Accelerated Vocational Training Program (AVTP) major in Culinary Arts. The College also offers program for professionals who wish to Increase their cooking skills. The program lasts for about two to three months with 10 to 15 students. The program is offered with a minimum fee. Ingredients to be used in class will be provided by the students.

The current curriculum of the BS IT major if FT in NEUST Is approved through the Board Resolution No. 87-D, s. 2007. Food Technology majors of BS IT in NEUST has 17 major subjects compared to the 11 major subjects of the FT majors of BS IT in BPSU. It must be noted that with the same degree title under the same college, NEUSTs FT program are found to be more industry-oriented than with BPSU's FT program. Subjects such as Nutrition Education, Consumer Education, Personality Development, Meal Management, Food Chemistry and Food Service Management are found in the NEUSTs program but not in BPSU's program. If BPSU will adopt this curriculum and add these subjects to the curriculum, BPSU's FT program will be more competitive and the program will deem more as a degree that would fall in between Food Science and HRM. Graduates of this program will be more industry-exposed and technically-equipped that would match the industry's needs.

Central Luzon State University

Being the lead agency of the Muñoz Science Community and the seat of the Regional Research

and Development Center in Central Luzon, the Central Luzon State University is an excellent institution for assessment in this research study. To date, CLSU is one of the premiere institutions for agriculture in the Philippines and in Southeast Asia known for its researches in aquaculture, ruminants, crops, orchard, and water management researches (CLSU Official Website, 2013).

In CLSU, Food Technology is offered as a degree (Bachelor of Science in Food Technology; BS FT) itself - a curriculum different from the three universities discussed earlier. BS FT is offered under the College of Home Science and Industry with a total of 185 units. BS FT is a four-year curriculum that has subjects to be taken in 3 summers. Unlike the programs discussed in BPSU, NEUST and PAC, CLSU's Food Technology program offers 69 units of major FT subjects. Aside from the thesis requirement of the curriculum, the students are also required to take up intensive chemistry, math, and microbiology and food technology subjects that are basically teaching scientific method and reasoning. It is deemed that CLSU's BS FT curriculum is similar to the BS FT offered at the University of the Philippines (UP) and University of Santo Thomas. Although BPSU only offers FT as a major, we can still learn from the curriculum of CLSU on how FT can be more research-oriented. Turning BPSU's BS IT in FT to that of CLSU's BS FT would require tedious work not to mention the requirement in terms of laboratory rooms and other infrastructure. After this research study, BPSU may be found to be unprepared to offer BS FT like CLSU, but this study may be able to recommend an approach in introducing research-oriented subjects that is more useful for the students and to the University as well. Listed on Table 7 are the major subjects in the BS FT program in CLSU.

Food Technology in CLSU opens the door for students who wish to specialize in food technology as a branch of food science which deals with the actual production processes to make foods. Unlike the FT program offered by NEUST, PAC and our university BPSU, CLSU's FT program concentrates more on the science of processing food not the actual processing of foods. BPSU's FT program will come a long way in developing a curriculum similar to CLSU's but one particular subject that would help start the research culture in FT is the Sensory Evaluation of Foods. Sensory evaluation is a scientific discipline that analyses and measures human responses to the composition food and drink, e.g. appearance, touch, odor, texture, temperature and taste and even temperature. With the proper knowledge, sensory evaluation can be used to: (1) compare similarities/differences in a range of dishes/products; (2) evaluate a range of existing dishes/ food products; (3) analyse food samples for improvements; (4) gauge responses to a dish/ food product; (5) explore specific characteristics of an ingredient or dish/ food product; (6) check whether the final dish/food product meet its original specification; and (7) provide objective and subjective feedback data to enabale informed decisions to be made (British Nutrition Foundation website 2013).

B. ASSESSMENT OF FACULTY PROFILE

Faculty plays a very important role in the knowledge acquired by the students, and thus to the overall academic performance of the students, thus to the college and the university. This research study aims to assess the overall Food Technology situation including the capability of the faculty members in providing considerable knowledge in the area of product development.

Bataan Peninsula State Unlversity

Since the BS IT major in FT program is being offered in Main and Orani campuses, faculty members of both campuses were assessed in terms of the highest educational attainment, tenure, seminars and training attended and other relevant qualifications. At present, 3 faculty members are actively participating in the activities of BS IT Food technology in the Main Campus whereas 5 faculty members are in Orani campus. Appendix A shows the list of faculty members teaching in Main and Orani campus.

Faculty members of the FT program in BPSU are generally competitive. The highest educational attainments of all the faculty members are at least in the Masters level and mostly on the educational and administration fields. With that in mind, faculty members in the BPSU FT program must be lacking some technical background on the food technology techniques in the processing of the food and a like. In order to support the techni-

cal background needed by the faculty members to implement a research and product oriented curriculum, they need to be sent to more workshop and trainings that involves in-depth food product development. Moreover, most of the faculty members are permanent which make it easier to send them to seminars and workshops that would be beneficial or their careers and to be able to find the research area they would like to concentrate with.

All of the faculty members in Main and Orani campuses are full time instructors of BPSU. Research activities can then be done outside class ours. Faculty members of the Main campus are actively participating in training/ seminars and workshops but the faculty members in Orani campus are participating less than those in the Main campus. Of course, a lot of factors may contribute to the participation of the FT faculty member in Orani. At the nest phase of the study, the researchers will try to establish a routine seminar/ training and workshop or the FT majors and faculty to enhance the research capability of the faculty members.

Nueva Ecija University of Science and Technology

With a curriculum that is very similar to the BPSU, NEUST has only 3 faculty teaching the Food Technology major of BS'IT. All of the faculty members have attained master's degree level and all of them are in permanent, full time positions. Although the seminars they have attended are quiet less than what we found in the seminars attended by the faculty of BPSU. Appendix B shows the faculty profile of the FT faculty of NEUST.

Pampanga Agricultural College

Food Technology in PAC is offered through Bachelor of Science in Home Technology which has two majors: Home Economics Education and Food Processing. Since the curriculum is based more on home economics, the profile of the faculty are more of in4he business and management side. From the three faculty members we have gathered, two of them graduated in the bachelor level while one has a master's degree. Two of the faculty members are in the business and management field while the other one majored in food technology. Appendix C shows the FT faculty profile of PAC.

Central Luzon State University

Food Technology in CLSU shows a very research- and development-oriented curriculum. The faculty profile of CLSU Food Technology reflects the capacity of the department to produce highly competitive graduates in the field of Food Technology. Although we have only gathered two faculty profile from CLSU, it must be noted that the seminars/trainings and workshops they have attended are highly research-based not to mention the exposure of both faculty members in the global food industry. Appendix D shows the faculty profile of the instructors of CLSU.

C. INTEREST AND BACKGROUND ASSESSMENT OF BPSU STUDENTS

Questionnaires were floated to both teachers and students of all the Universities being assessed. This should determine the background and Interest of the students in the field of Food Technology. This part of the study is the most important element in achieving a curriculum that is capable of producing a high quality food product.

Table 5. Number o respondents in BPSU Main and Orani Campuses

Respondents	Students
BPSU Main Campus	109
BPSU Orani Campus	52
Total	161

Bataan Peninsula State University

Since Food Technology is being offered in Main and Orani campuses, it is better to present the demographics of the two campuses separately. Main and Orani campuses are both distinct in geographic location and has distinct student characteristic. Both campuses can offer different specialty as food product is concerned. Table 6 shows the characteristics of the respondents in Main and Orani campuses.

Table 6. Characteristics of the student respondents in BPSU Main and Orani Campuses

Respondents Characteristics	Description	Main Campus		Orani Campus	
		Frequency	Percentage	Frequency	Percentage
Sex	Male	29	23.61	20	38.46
	Female	80	73.39	32	61.54
	Total	109	100	52	100
Age	16-17	25	25.77	14	28
	18-19	45	46.39	24	48
	20-21	19	19.59	9	18
	22 and above	8	8.25	3	6
	Total	104	100	50	100
Course	Vocational FT	31	29.81	16	34.78
	BSIT (FT)	73	70.19	30	65.22
	Total	104	100	46	100
Years stayed in BPSU	Less than a year	27	25.23	22	44
	1 year	8	7.48	1	2
	2 years	46	42.99	17	34
	3 years	15	14.02	2	4
	4 years	9	8.41	4	8
	More than 4 years	2	1.87	4	8
	Total	107	100	50	100
Major	Food Technology	102	100	22	88
	Others	0	0	3	12
	Total	102	100	25	12

In developing a curriculum that would incorporate the elements of research and development of food products, it is important to determine the interest of the students in the usual tasks involved in the food product development. Table 7 shows the personal interest of BS IT Food Technology students in BPSU Main and Orani campuses. Clearly, the students are more interested in the actual processing/cooking of foods compared to the post processing tasks like dishwashing, doing sales report and food packaging. For proposing a food product and development activity, these results must be taken into consideration. It may be possible that doing sales report be done by the business and management majors and food packaging maybe done by the BS IT Drawing majors.

Table 7. Personal Interest of BS IT Food Technology students in BPSU

Most Interesting Activities in Class	Main Campus		Orani Campus	
	Frequency	Percentage	Frequency	Percentage
Cooking	105	33.02	49	32.50
Baking	71	22.33	39	25.80
Slicing/ Cutting	52	16.35	22	14.60
Least Interesting Activities in Class				
Dishwashing	66	21.09	15	9.87
Doing sales report	37	11.82	15	9.87
Food packaging	35	11.18	-	-
Managing People	-	-	16	10.53
Teaching	-	-	16	10.53

In developing a curriculum that would cater into the development of flagship food product, it is Important to know the thoughts and impression of the students to the curriculum. Two important questions regarding the curriculum were asked in the questionnaires —whether the students have classes that cover the evaluation of sensory attributes of food and research methods that can

be used for the production of high quality and tasty food. Eighty seven percent (87.10%) of the students think that they have a class that covers sensory evaluation of foods. Current curriculum in BSIT major in Food Technology*reflected-that research topics are being covered. As for the impression of the students, 75% of them answered that there is a class that introduces research methods that can be used in the production of high quality and tasty food products (Table 8)

Table 8. Insights on Curriculum of BS IT Food Technology according to the BPSU Students

Description		Main Campus		Orani Campus	
		Frequency	Percentage	Frequency	Percentage
Do you have a class that covers the evaluation of the sensory attributes of your food products	Yes	81	87.10 12.90	43	95.6
	No	12	100	2	4
	Total	93	100	45	100
Do you have a class that introduces research methods that can be used for the production of high quality and tasty food products	Yes	75	84.27	38	88.40
	No	14	15.73	5	11.60
	Total	89	100	43	100

The BS IT major In Food Technology has 4 semesters for elective classes. Based on the answers of the students in BPSU Main Campus, the students in BPSU Main campus would like to take baking, beverage and international cuisine for their elective classes. Student In the Orani Campus would like to take electives classes on baking, beverage and business and management. FT Students in the Main Campus are more interested in improving their skills while FT students in Orani Campus would like to improve their skills and at the same time learn business and management that would help them with possible business and management tasks in the future (Table 9).

Table 9. Past and possible activies of BS IT Food technology students in BPSU

Most Interesting classes to take as electives	Main Campus		Orani Campus	
	Frequency	Percentage	Frequency	Percentage
Baking	78	24.92	32	20.65
Beverage	75	23.96	34	21.94
International Cuisine	62	19.81	-	-
Business Management	-	-	25	16.13

The BS IT Food Technology students have experienced cooking dishes and baking goods to be sold to let them experience the activities of entrepreneurship. These food products were asked in the questionnaire to be listed to gather possible flagship food product. Among the products that the students have tried cooking/baking and selling are:

1. Baked products: cakes, carrot cake, buko pie, brownies, tart, cookies, chocolate mousse
2. Processed food: catsup, ice'cream, gabi chips, banana vinegar.
3. Dishes: rellenong bangus, chicken ala king, chicken relleno, embotido, glazed chicken with cashew nuts, lasagne,siomai.

Seminars/Trainings and workshops attended by the students for the past 12 months were collected through the questionnaires. Results show that most of the seminars/trainings and workshops attended by the students represents the different topics important in skills improvement, business and management, and food processing. When asked about the topics the students would like to have a seminar with, top three answers are beverage, baking and international cuisine (Table 10).

Table 10. Seminars/ Trainings attended by the students for the past six months

ATTENDED SEMINARS/ TRAININGS	TOP 3 TOPICS OR SEMINAR		
	TOPIC	Frequency	Percentage
Skills Improvement	Beverage	66	10.30
Barista	Baking	63	10.80
Bartending	International Cuisine	58	9.50
Cake Deco	Total	187	100
Food Styling			
International Cuisine			
Business and Management			
Cruise Line Management			
Food Processing			
Malunggay Noodles			
Pizza Hut			

To be able to realize a department that would be capable in producing a flagship food product, there should be at least a student association that would continuously organize and uplift the students. At present, there Is no student organization in the Food Technology department. Students have suggested the following names for the soon-to-be organization (Table 11).

Table 11. Suggested names for Food Technology organization in BPSU

SUGGESTED NAME OF ORGANIZATION
Bataan Food Technologist
Bataan's Pride Food Products
Bataan's Wealth
Blue Clubs
Food Tech Baking Products
Food Tech Club of Bataan
Food Technologists of Bataan
Healthy Food Club
Masterpiece o Foods
Newnilivers
Pastry Blend
Perfect Blends
Perfect Match

Table 12 shows the facilities and equipment used in class. Most of the facilities and equipment category listed are being used by the students. Although mechanized food processing equipment such as vacuum sealer, weighing scale, meat saw and sealing machine are seldom used with only 9.30% of the students think they are using them.

Table 12. Facilities/ Equipment used in class based on students' perspective

Facilities/ Equipment	Frequency	Percentage
Mechanized cooking/ baking equipment (e.g. mixer, oven, steamer, emulsifier, burner, gas)	83	27.57
Mechanized food processing equipment (e.g. vacuum sealer, weighing scale, meat saw, sealing machine)	28	9.30
Measuring devices (e.g. cups, thermometer)	61	20.27
Hand tools (e.g. knives, tongs, grater, spatula, Molds)	77	25.58
Small cooking equipment (e.g. pot, pans)	52	17.28
Total	301	100

Listed on Table 13 are the facilities and equipment suggested by the students to be added to the departments. 31.72 % of the students think that an additional electric/gas stove and oven are needed by the department. Dough mixer and rollers, blender and food processors and freezers are the other equipment needed by the department based on the answers of the students.

Table 13. Suggested facilities/equipment in addition to the FT department

Facilities/ Equipment	Frequency	Percentage
Electric/gas stove and oven	46	31.72
Dough mixer and oven	21	14.48
Blender/Food processor	14	9.66
Freezer	12	8.28
Dryer	11	7.59
Steamer	9	6.21
Bartending tools and facilities	7	4.81
All Culinary and baking tools	5	3.45
Canning machines	5	3.45
Vacuum sealer	3	2.07
Refrigerator	2	1.38
Knives	2	1.38
Cake designing tools	2	1.38
Coffee maker	2	1.38
Meat saw and tenderizer	2	1.38
Blow torch	2	1.38
Total	145	100

SUMMARY AND CONCLUSION

The aim of the study is to assess the Food Technology situation of BPSU in terms of curriculum, student preferences and output situation. The study also aims to compare the BS IT major in Food Technology program to the best represented program in three (3) state universities in Region 3. Results of the study have shown that BPSU's program in Food Technology needs to be reviewed and updated in terms of the subjects being offered in the curriculum. From the three universities assessed, NEUST's Food Technology program matches the curriculum BPSU is offering although it is found that NEUST's are more updated and industry-oriented than of BPSU's. Students' preferences also match the need to change to a more industry-oriented curriculum. Facilities must be added to ensure the realization of the future projects of BPSU thus the development of flagship food products.

RECOMMENDATIONS

Based on the foregoing conclusions, the following are recommended for further improvement of the project:

1. Review the curriculum based on CHED requirements and determines the path of the BSIT major in Food Technology to strengthen their skills or provide other choices for their electives.
2. Propose projects for possible flagship food product that the faculty and students may be involved with.
3. Prepare procurement plan for the Food Technology Department that would be utilized by the projects to be proposed in the future

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THE INFLUENCE OF PERCEIVED SERVICE FAIRNESS ON BRAND ASSOCIATION AND BRAND CITIZENSHIP BEHAVIOR IN THE KOREAN RESTAURANT INDUSTRY

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INTRODUCTION

Just to take care of one customer, a restaurant must provide an immense amount of human interaction, which begins with greeting the customer, assigning the customer a table, and an interaction between the customer and service provider (Nikbin, Marimuthu, and Hyun, 2016). Each interaction of serving the customer is subjected to an evaluation of fairness (Namkung and Jang, 2010). While dining out, the customer wants to have a fair experience with a restaurant, and the customer will judge the relationship with the restaurant and its service providers based on if the interactions are acceptable, reasonable, and just (Heo and Lee, 2011). Thus, the fairness of the service and the judgements of the customer surface when he/she senses either uniquely fair service or injustice when his/her dining experience conflicts with his/her fairness standards (Martinez-Tur, Peiro, Ramos, and Moliner, 2006).

A customer evaluates the justice or fairness of the conflict-handling process based on three standpoints: (1) fairness of outcomes (e.g., compensation), (2) fairness of procedures (e.g., structural considerations and formal policies) and (3) fairness of interactional treatments (e.g., politeness, neutrality, and concern) during the process provided by a restaurant (Mattila and Patterson, 2004). However, customers' perception of fairness always tends to be present in a dining experience beyond the small percentage of customers complaining (Namkung, Jang, Almanza, and Ismail, 2009). It is arguable that regardless of service failure, consideration of all restaurant service delivery situations can provide a better picture of service fairness to both scholars and practitioners (Michel, Bowen, and Johnston, 2009). The notion that service quality and fairness are inseparable is commonly accepted (Berry, 1995). However, service quality and fairness are distinct phenomena (Seiders and Berry, 1998). Also, fairness embraces not one dimension of service, but all dimensions of service quality (Namkung and Jang, 2010). For example, Oliver and Swan (1989) suggested that perceived fairness could be an additional factor in predicting customer satisfaction, which was not captured in the expectancy disconfirmation paradigm to measure service quality. In comparison to service quality, fairness principles provide a distinctive framework for explaining the service consumption procedure, and fairness episodes can be employed as a core attribute of service evaluation (Parasuraman, Zeithaml, and Berry, 1985). In spite of the significance of perceived service fairness in a general restaurant context, however, it has been neglected and has lacked empirical findings (Namkung and Jang, 2010; Nikbin et al., 2016).

In addition to a lack of empirical research on service fairness, there have been conflicting perspectives on specifying the multi-dimensions of fairness based on the notion that the fairness perceptions of a customer are context dependent (Colquitt, 2001). The conceptualization of perceived fairness has not been congruent with the service failure situation's perspectives (Colquitt, 2001; Namkung et al., 2009; Nikbin et al., 2016). Thus, Namkung et al. (2009) suggested a new four-factor model of perceived fairness embracing the entire service delivery processes of a restaurant. The four-factor model includes price fairness, procedural fairness, outcome fairness, and interactional fairness. After their research, prior research has examined the influences of perceived service fairness on the positive and negative behavioral intentions of customers for a certain type of restaurant, such as fine dining restaurants (Nikbin et al., 2016) and luxury restaurants (Marinkovic, Senic, Ivkov, Dimitrovski, and Bjelic, 2014).

To our knowledge, currently there is little

empirical research investigating what leads to success in restaurant brand management with an emphasis on the role of perceived service fairness in all brand service delivery situations. Brand management enables restaurant brands to maintain a fair brand image perception among customers, who expect to have consistent service and product fairness regardless of the location of the restaurant brand (Sichtmann and Diamantopoulos, 2013). This approach guarantees economic advantages for restaurants under a same brand due to the economies of scale (Douglas and Craig, 2011). To be successful in the foodservice business, therefore, restaurant brands need to establish and retain strong brand management by focusing on service fairness. In addition, the service brand perception needs to be distinguished from physical product brands because of the intrinsic differences between the two types of brand (O'Cass and Grace, 2003). For example, consumers tend to rely on their memory and experience when perceiving a service brand due to its intangibility and perishability. Aaker (1991) conceptualized everything linked in a consumer's memory to a certain service brand as brand association. Thus, this study considers brand association to be a consequence of perceived service fairness.

From a brand management standpoint, prior studies have led to a deeper understanding of customer-brand relationships based on brand loyalty. However, it is also noteworthy that research on brand citizenship behavior has created its own arena of brand study (Nyadzayo, Matanda, and Ewing, 2015). The brand citizenship behavior dimension is associated with voluntarily supportive activities in two dimensions to fit the external and internal branding context, which enhance brand performance (Nyadzayo et al., 2015): (1) Brand enthusiasm is the willingness to perform extra brand-associated work (Chiang, Chang, and Han, 2012), and (2) Brand endorsement is the willingness to endorse and defend brand values (Chiang et al., 2012). Those behaviors can enhance brand strength (Nyadzayo et al., 2015). To fill the aforementioned research gap, this study investigates the influence of perceived service fairness (i.e., price, procedural, outcome, and interactional fairness), brand association, and brand citizenship behavior (i.e., brand enthusiasm and brand endorsement) in the context of the Korean foodservice franchise industry. Thus, this study emphasizes the significant role of fairness in building strong customer-brand relationships in the fine dining franchise restaurant context.

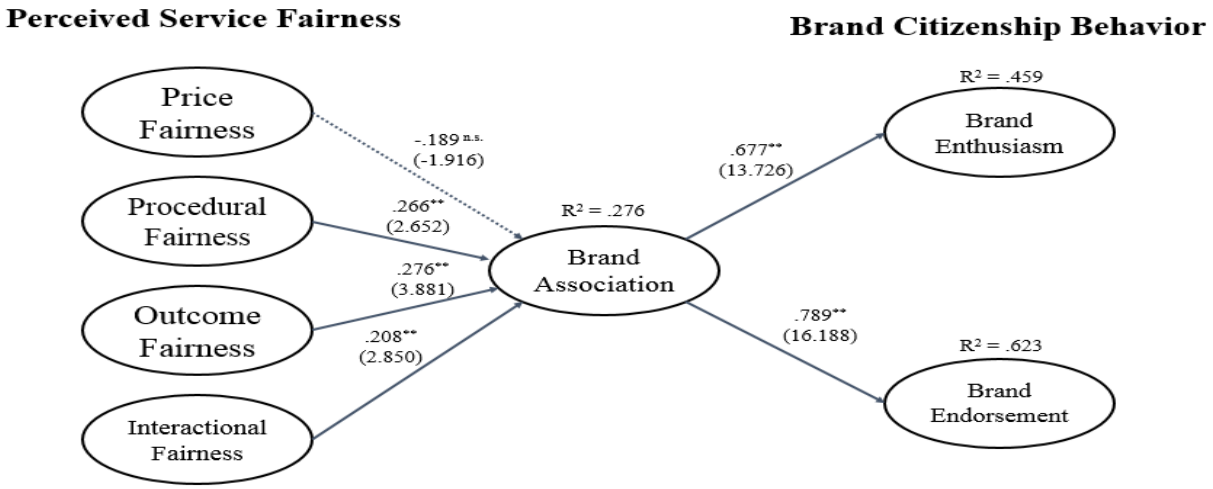
METHOD

Data collection was conducted between August and September of 2015 in Seoul, South Korea. A paper format, cross-sectional, self-administered survey was conducted at a total of 15 fine dining franchise restaurants including Outback Steak House, T.G.I. Fridays, VIPS, and Ashley. The surveys were conducted while the customers were waiting for their check in order to ensure the participants had had an appropriate brand experience. The participants were offered a free beverage or dessert menu item, along with a $10 gift certificate to be used in the restaurant, to avoid non-response bias. Among the 440 responses received, 21 responses were deleted for excessive missing data. Thus, a total of 419 responses were used for data analysis.

A 7-point Likert-type scale anchored at 1 = "strongly disagree" and 7 = "strong agree" was used to measure respondents' perceptions. The perceived service fairness construct (12 items) was operationalized with four dimensions: price, procedural, outcome, and interactional (Namkung and Jang, 2010). Price fairness measures (2 items) addressed a consumer's overall judgment of price based on a comparison of the actual price to acceptable prices determined by both social standards (reference price) and self-interest (adaptation level) (Namkung and Jang, 2010). The procedural fairness measure (4 items) was concerned with the procedures and policies employed by service providers to product outcomes (Namkung and Jang, 2010). Two items were used to measure outcome fairness, and they addressed a customer's evaluation of an outcome in terms of food and service (Nikbin et al., 2016). Interactional fairness measures (4 items) were related to dealing with an interpersonal behavior in the enactment of a procedure and delivery of a consequence (Tax, Brown, and Chandrashekaran, 1998). Brand association was measured with 9 items indicating anything linked in memory to a certain brand (Severi and Ling, 2013). The brand citizenship behavior construct was measured with the two-component model developed by Nyadzayo et al. (2015), which includes enthusiasm and brand endorsement.

FINDINGS

Structural model and test of hypotheses. AMOS 20.0 was used to conduct structural equation modeling (SEM). The results of SEM suggest a good fit: χ^2=771.871, d.f.=262, p<.001, NFI=.930, IFI=.953, TLI=.945, CFI=.952, and RMSEA=.068 (Hair, Anderson, Tatham, and Black, 1998). The SEM results showed that brand association was significantly influenced by procedural (standardized estimate=.266, t-value=2.652, p<.01), outcome (standardized estimate=.276, t-value=3.881, p<.01), and interactional fairness (standardized estimate=.208, t-value=2.850, p<.01). Also, brand association positively affected brand enthusiasm (standardized estimate=.677, t-value=13.726, p<.01) and brand endorsement (standardized estimate=.789, t-value=16.188, p<.01) (See Figure 1).



****p<.01, *p<.05, Standardized coefficient (t-value), solid line: significant path, dotted line: insignificant path**

Figure 1. Estimates of structural equation modeling

CONCLUSION AND IMPLICATIONS

The aim of this study was to investigate the effects of diverse dimensions of perceived service fairness on the franchise restaurant brand in Korea. This study examined the critical role played by brand association in understanding fine dining restaurant customers' brand citizenship behaviors. This study contributes to the existing literature and provides managerial implications for restaurant brand management. From a theoretical standpoint, this study refines the relationship among perceptions of service fairness, brand association, and brand behaviors in the fine dining restaurant context. The existing literature suggested the causal relationship among perceived service fairness, emotions, and positive or negative behavioral intention for a certain type of restaurant. Compared to prior studies, this study considers another perspective on perceived service fairness with a basis in brand context. From a managerial perspective, the empirical findings provide restaurant franchise firms with some implications for how consumers evaluate their services from a fairness perspective. This study can help restaurant brands to better understand how each aspect of service fairness can establish both brand association and brand citizenship behaviors.

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A VALUE-ATTITUDE-BEHAVIOR MODEL EXAMINING CONSUMER WILLINGNESS TO PAY MORE FOR ORGANIC MENU ITEMS

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INTRODUCTION

Organic menus in the restaurant industry have become one of the major trends, following high demand of organic food from consumers (Gagić, Mikšić, & Petrović, 2015; Taksali, 2016). While a number of researchers have done empirical studies regarding organic food (e.g., Krystallis & Chryssohoidis, 2005; Lockie, Lyons, Lawrence, & Grice, 2004; Yin, Wu, Du, & Chen, 2010), to our best knowledge, few studies have focused on consumer behaviors in regards to organic menu items in the restaurant context. This study aims to fill the gap by examining consumers' decision-making process when they choose organic menu items at a restaurant. Specifically, this study centers on the environmental perspective, which is known as one of the most important reasons to select organic foods (Hughner, McDonagh, Prothero, Shultz, & Stanton, 2007). The hypothesized model of this research was built upon value-attitude-behavior model (Homer & Kahle, 1988). According to the model (Homer & Kahle, 1988), individuals' value is an antecedent of attitude and his/her behavior is influenced by the attitude. In terms of a person's sustainable behavior, Stern and Dietz (1994) noted that attitudes regarding environmental issues come from an individual's more general set of values. The general set of values consists of egoistic (self), social-altruistic (other people), and biosphere values (Stern & Dietz, 1994). Therefore, the purpose of this research is to investigate how consumers' general sustainability values impact environmental attitudes and in turn, the attitudes impact willingness to pay more for organic menu items.

METHOD

The data was collected through Amazon Mechanical Turk (MTurk). The survey targeted those who reside in the U.S. and 18 years or older. The survey questionnaire was designed to test the five constructs in the hypothesized model, which are altruistic value, egoistic value, biosphere value, environmental attitude, and WTP. Before proceeding to the main survey, a short description about what USDA certified organic food is (USDA, 2012) and an example of an organic menu item was provided to survey participants. Analysis was done using a two-step approach suggested by Anderson and Gerbing (1988) using Mplus 7. In the first step, a confirmatory factor analysis (CFA) was conducted to confirm whether the measurement items reliably reflected their latent constructs and whether the measurement model has a satisfactory model fit. Next, structural equation modeling (SEM) was conducted to test the relationships among the latent variables.

FINDINGS

The composite reliability values were between 0.83 and 0.95, indicating adequate internal consistency (Fornell & Larcker, 1981). Standardized factor loadings ranged from 0.74 to 0.98, indicating acceptable level of reliability (Hair, Black, Babin, Anderson, & Tatham, 2006). Discriminant and convergent validity were also examined and no problem was detected. The results from CFA using the maximum likelihood method showed that the measurement model fit the data well. After confirming the measurement model, the structural model was assessed with the maximum likelihood estimation. Based on the model fit indices presented in Table 1, the model provided a good fit to the data. Figure 1 presents

the overall structural diagram with standardized path coefficients. Solid lines indicate statistically significant paths and dotted lines indicate non-significant paths.

Table 1. Goodness of Fit Indices for Measurement Model

	χ^2	df	χ^2/df	RMSEA	CFI	TLI
Measurement model	475.72	160	2.97	0.07	0.96	0.96

Note. $\chi 2$=Chi-square, df= degree of freedom, RMSEA= Root Mean Square Error of Approximation, CFI= Comparative Fit Index, TLI= Tucker-Lewis Index

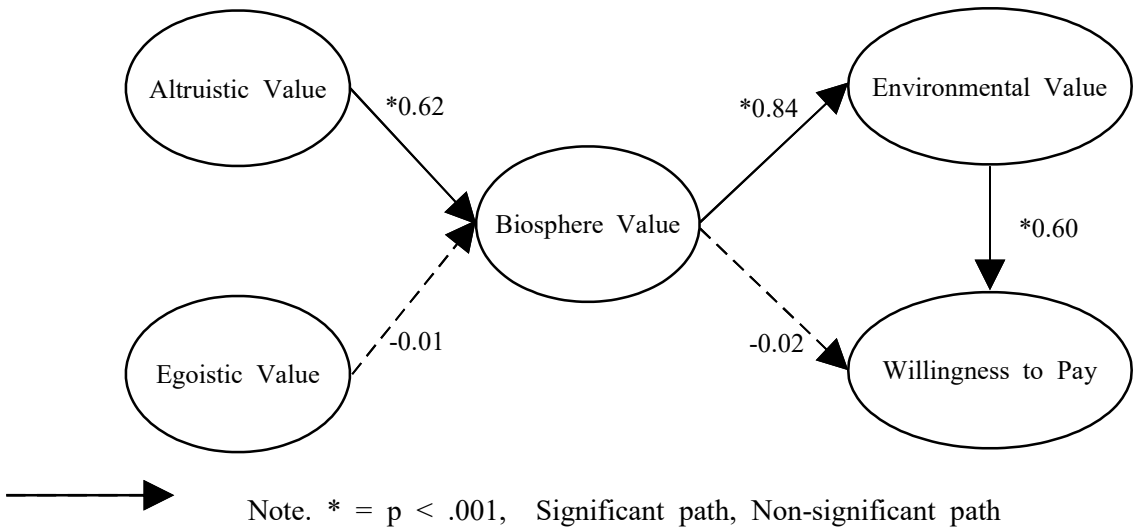

Figure 1. Causal Relationships among Latent Variables

CONCLUSION

Customers' altruistic value, which means that taking care of other people more in general, influences biosphere value that weighs on natural environment and nonhuman living creatures. This finding is consistent with previous findings (e.g., de Groot & Steg, 2008; Steg, Dreijerink, & Abrahamse, 2005). On the other hand, customers' egoistic value that lies on their own goods first, such as achieving power, wealth, and recognition in a society, was not a significant antecedent of biosphere value. Consumers' environmental attitude fully mediated the relationship between biosphere values and WTP. In other words, consumers with higher biosphere values are more likely willing to pay for organic menu items when they dine out because they have a positive environmental attitude.

The outcomes of this study contribute to a better understanding of diners' spending intention in this specific context. Additionally, this study revealed that environmental attitude played a full mediating role between biosphere value and WTP and helped explain how biosphere value influenced WTP more comprehensively. By conducting promotions that can spark people's general sustainability values, organic restaurants can strengthen the eco-conscious attitudes toward the restaurant and attract not only existing consumers, but also potential diners whose values are highly correlated to other people with similar eco-conscious attitudes.

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