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CONSUMER RESPONSES TO ONLINE FOOD DELIVERY SAFETY VIOLATIONS IN CHINA

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INTRODUCTION

There is a large market for online food delivery in China. Statista (2020) data indicate that China has the largest users of online food delivery services in the world, which reached about 419 million people by the end of 2020. The outbreak of coronavirus increased 15% of the restaurants shifting their business from offline to online. As the development of this trend, food safety of online food delivery has been surfaced as a major issue. According to the China Quality Million Travel Complaint Platform (Li, 2020), which the State Council supports, there were 1,436 food and beverage takeout complaints in 2019. There is a significant gap between the number of food safety violations and actual customer complaints. As not many restaurants always follow the food safety policies and regulations in China (Harris, Depietro, Klein & Jin, 2020), in September 2019, the State Council called for establishing systems such as "whistle-blowers" and placing internal informants. This new system provides high rewards and strict protection for meritorious personnel who report any serious violations against laws and regulations or major risks and hidden dangers for public food safety. Researchers have also been emphasizing the critical role of consumers in minimizing food safety problems. Zhang (2013) indicates that reporting food safety violations is one of the most important and effective public participation approaches, especially. Moreover, the Chinese government does not have enough resources to regularly monitor the implementation of food safety regulations for restaurants offering online order and food delivery. Thus, it is crucial to understand consumers' responses to online food delivery safety violations.

Protection motivation theory (PMT) is a framework developed by Rogers (1975) to explain how people choose to behave when facing threats. Under the context of online food delivery, the general food safety violations and negative information about online ordered food delivery might act as threats for consumers, while reporting violations is one way for consumers to respond. The theory suggests two sources of information, environmental sources and intrapersonal sources, followed by two cognitive mediating processes, threat appraisal and coping appraisal (Floyd, Prentice-Dunn & Rogers, 2000). Threat appraisal includes intrinsic (e.g. pleasure) and extrinsic (e.g. social approval) rewards, severity, and vulnerability, while coping appraisal is composed of response efficacy, self-efficacy, and response costs (Connor & Norman, 1996). PMT is widely used in different fields related to health research, such as functional food consumption (Henson, Masakure & Cranfield, 2008) and safe food choices (Chen, 2016). However, food-safe issues of online food delivery have never been viewed from the consumers' responses applying the PMT in the past. This study also considers customer subjective knowledge (SKW) about online food delivery and food safety violation as source of their appraisals. Only when consumers receive and feel the threats from the information sources will prompt them to take coping approach against the threats (e.g. not buying the product and reporting the violation). Besides, moral obligation is another construct included in PMT by some researchers to enhance the prediction of intention.

Thus, the objectives of this study are 1) to test the effect of food safety-related subjective knowledge on threat appraisal (severity, vulnerability), coping appraisal (response efficacy, and self-efficacy), 2) to identify the effect of threat appraisal (severity, vulnerability) and coping

appraisal (response efficacy, and self-efficacy) on protection motivation (intention not to order food online from the restaurants that have violated food safety and intention to report the restaurants), and 3) to test the effect of moral obligation on protection motivation.

LITERATURE REVIEW

Environmental and intrapersonal sources of information combine to pose a potential health threat, and these threating messages will then initiate threat appraisal and coping appraisal (Ying, Stanton, Xiaoming, Galbraith & Cole, 2005). Subjective knowledge is considered in this study as the source of threat information, which leads to consumers perceived risks/threats. Only when consumers have the food safety information and violations, then their perception of risks (severity and vulnerability) will be initiated (Floyd et al., 2000). As subjective knowledge (SKW) refers to self-assessments of knowledge (Lehberger & Becker, 2020), it is understood as individual consumers' perceived knowledge and understanding of online food delivery and its food safety risks in this study. The increasing number of violations will also increase respondent's perceived vulnerability and response efficacy (Choi, Nelson & Almanza, 2011). Subjective knowledge is the antecedent of PMT and will influence both threat appraisal and coping appraisal (De Kimpe, Walrave, Verdegem & Ponnet, 2021). Perceived vulnerability measures the probability of the threat occurring (Wang, Huang, Liang & Bai, 2021), and means consumers' belief about the likelihood of online food delivery violations occurring. It is a significant predictor of intention to consume natural functional foods and supplements (Cox, Koster & Russell, 2004). Individuals' perceived vulnerability to food safety scandals plays an essential role in their protection motivation to mitigate food safety problems (Chen, 2016). Perceived severity refers to "the degree of physical harm, psychological harm, social threat, economic harm, and danger to oneself and others" (Kala, Wamba-Taguimdje, Wamba & Kake, 2021, p6). It is considered as how serious consumers believe that the food safety violations with online delivery will be. The perceived severity of the threat in a restaurant with foodborne illness outbreaks negatively influences consumer's choices to dine in that restaurant (Ali, Harris & Ryu, 2019). Self-efficacy is a person's belief in his/her ability to execute recommended actions to prevent harmful events (Choi et al., 2011). Self-efficacy is considered as consumers' belief about their own ability to initiate recommended behaviours to reduce the risk of online food delivery violations. Self-efficacy is an essential predictor of intentions to consume natural functional foods (Cox et al., 2004). A person's protection motivation is enhanced by perceived self-efficacy to deal with food safety problems (Chen, 2016). Response efficacy concerns consumers' beliefs that whether the recommended coping response will effectively reduce the threats (Maddux & Rogers, 1983). It is considered as consumers' perceived effectiveness of the recommended behaviour to reduce the risk of online food delivery violations. Both response efficacy and self-efficacy are significant predictors of protection motivation (Choi et al., 2011). Moral obligation refers to people's feeling of their guilt or responsibility to perform or refuse to perform a particular behavior (Yoon & Kim, 2013). It is related to consumers' feeling of responsibility to report restaurants with online delivery food safety violations or not buying delivery from these restaurants. Ibrahim & Al-Ajlouni (2018) indicate that moral obligation significantly affects people's green purchase intention as threat and coping appraisal. Lee (2011) includes moral obligation in PMT to investigate the intention to adopt anti-plagiarism system. Thus, this study proposes the following hypotheses:

- *H1(abcd)*: Subjective knowledge has significant influences on consumers' perceived vulnerability (severity, response efficacy, and self-efficacy).
- *H2(ab)*: Moral obligation has significant influences on consumers' intention not to buy from the restaurant with food safety violations/intention to report the restaurant.
- *H3(ab)*: Vulnerability has significant influences on consumers' intention not to buy from the restaurant with food safety violations/intention to report the restaurant.
- *H4(ab)*: Severity has significant influences on consumers' intention not to buy from the restaurant with food safety violations /intention to report the restaurant.

- *H5(ab)*: Self-efficacy has significant influences on consumers' intention not to buy from the restaurant with food safety violations /intention to report the restaurant.
- *H6(ab)*: Response efficacy has significant influences on consumers' intention not to buy from restaurant with food safety violations/ intention to report the restaurant.

METHOD

In 2019, most food delivery app users in China were young people, that 53% of them are under the 30s (Statista, 2020). This study will use convenience sampling to collect data among people in universities and office buildings, where groups of people ordering food online are easily found. Individuals who are over 18 years old and had the experience of ordering food from online food apps in the past two months will be qualified to participate in this study. The two months are given considering it is short enough for people still can remember and share their opinion and feelings about their online food delivery experiences. As many campuses and businesses have returned to normal from the COVID-19 in the major cities in China, it will be feasible to enter universities and business districts. A paper-pencil questionnaire includes two parts: questions based on each variable's measurement items and respondents' demographic information. Most of the measurement items for the key constructs have been adapted from the previous studies. Subjective knowledge is measured by three items (e.g., in comparison with an average person, I know a lot about the online food delivery system) (Ali et al., 2019). For PMT items, severity is measured by three items (e.g., if I encounter online food delivery safety violations, it would seriously affect me) (Choi et al., 2011). There are three items for vulnerability (e.g., I know many people who have suffered from an online food delivery safety violation) (Choi et al., 2011), six items for self-efficacy (e.g., I am able to report restaurants with online food delivery safety violations to prevent encountering these violations) (Witte, 1996), and six items for response efficacy (e.g., reporting restaurants with online food delivery safety violations works in preventing encountering these violations) (Witte, 1996). Finally, protection motivation is measured by seven items for the two dimensions of intentions (e.g., I am likely to report to government authorities about the violations) (Ali et al., 2019). As for moral obligation, it is measured by six items (e.g. I have a moral obligation to report restaurants with online delivery food safety violations) (Ibrahim & Al-Ajlouni, 2018).

All measurement items are based on a seven-point Likert scale (1 = definitely less likely; 7 = definitely more likely). This study takes a two-step approach to analyze the collected data. First, Confirmatory Factor Analysis (CFA) is used to analyze the reliability, measurement model validity, and model fit. Second, Structural Equation Model (SEM) will be used to test the paths proposed in the hypotheses.

IMPLICATIONS AND CONCLUSION

This study can contribute to the current literature by applying PMT to learn two consumer protection motivations: reporting food safety violations done by restaurants offering online order and delivery services and not buying food from them. Only a few empirical studies have investigated consumers' intention to report food safety violations from restaurants (Harris et al., 2020; Yin, Li, Chen, Wu & Yan, 2018) but never viewed with a strong theoretical base such as PMT from online food delivery. This study also includes subjective knowledge as the sources of risk information, while previous researches rarely include the source information in their models, let alone subjective knowledge in online food delivery context. Besides, this study also includes moral obligation in the model as one of the predictors to enhance the explanation of PMT on intention. Practically, the findings of this study can suggest some practical implications to the foodservice industry specifically for those restaurants offering online food delivery services and the policymakers involved in food safety violations and public health in China.

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A QUALITATIVE STUDY ON THE MOTHER'S EXPERIENCES OF SCHOOL MEAL SERVICES FOR CEREBRAL PALSY CHILDREN

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INTRODUCTION

In the Charter on the Rights of Persons with Disabilities (1998), 'A person with a disability should not be denied or restricted the rights, honors, and privileges enjoyed by others in the same society in the same era. It is stipulated that the special needs and circumstances of persons with disabilities must be considered in policies and facilities such as education established and implemented by the state.' However, it is a reality that eating that influence the quality of life of the disabled are far from full social participation and equality. In particular, the special school meal service, which is especially important for the growth and development of children with disabilities, is centered on ordinary students, so some students are difficult to eat the provided meals (Myeng & Han, 2007).

Among the various areas of disability, cerebral palsy is a sensorimotor disorder and is accompanied by various disorders related to movement, posture, and balance due to brain damage or brain development abnormalities occurring before birth, during birth, or within several years after birth (Sullivan & Rosenbloom, 1996). Decreased eating capacity due to physical disability limits food intake, which can consequently affect nutritional status, leading to underweight or poor growth. In general, growth sluggishness and malnutrition in children with cerebral palsy are known to be inevitable consequences, but it is known that correction is possible and more effective correction is possible if appropriate intervention is taken early (Park et al., 2003). Therefore, the proper intervention of school meals in special schools that spend most of the growth and development period is very important.

However, in the case of school meals, which are an important part of the eating of children with cerebral palsy, sufficient research has not been conducted for their importance. To provide meals that consider the characteristics of children with cerebral palsy, it is necessary to first identify the needs of children with cerebral palsy, the beneficiaries of school meal services. Therefore, exploratory research through qualitative research methods approaching the school meal experience of children with cerebral palsy is needed. However, since most of the children with cerebral palsy are unable to communicate due to their physical characteristics, this study aims to target parents who know the child's physical and mental state best and have extensive experience in school meal services.

The purpose of this study is to examine the essential meaning of school meals for children with cerebral palsy through exploration of the mother's experiences of school meal services.

Research Question: What experiences do mothers of children with cerebral palsy have in school meal service, and what does that mean?

LITERATURE REVIEW

Status of students with cerebral palsy

According to the special education statistics (2020), special education students are classified into 10 groups by disability types: visual impairment, hearing impairment, intellectual disability, physical disability, emotional/behavioral disorder, autistic disorder, communication disorder, learning disability, health impairment, developmental delay. Total number of special needs students are 95,420, of which 9,928 (10.40%) are students with physical disability. Special schools by disability category are classified into five schools: intellectual disability, physical disability, hearing impairment, visual

impairment, and emotional disorder. There are total of 182 special schools, of which 22 (12.09%) are schools with physical disabilities. Among students with physical disabilities, 3,751 (37.78%) attend special schools, 6,081 (61.25%) attend general schools, and 96 (0.97%) attend special education support centers. According to a study by Jeon and Do (2002), more than 80% of students in special schools with physical disabilities are students with cerebral palsy with various and complex disabilities.

Physical exercise characteristics of children with cerebral palsy

The motor characteristics of children with cerebral palsy differ depending on the degree of individual paralysis, but they have a common point in which head control and stability of the trunk (center of the body) are generally poor. Head control and stability of the trunk (center of the body) are important factors in the development of movement, sight, hearing, breathing, eating, speaking, sensory and cognitive development (Bobath, 1991). These physical characteristics have a great influence on the movement when eating food. Due to the disorder of the central nervous system, the hands and arms cannot be moved voluntarily, and the lips and tongue cannot move smoothly, resulting in an eating disorder. Normal nutrient intake is difficult due to a series of problems in the process of picking up food by hand, putting it in the mouth, and chewing and swallowing it (Fung et al., 2002). In addition, deformation of joints or muscles and related posture instability, limitation of movement in which both hip joints cannot be sufficiently bent forward, and difficulty in maintaining a posture holding objects with hands cause many problems in normal eating. Moreover, it is almost impossible for children who cannot bring their hands to their mouths or have difficulty in hand-eye coordination to consume food on their own (Sullivan & Rosenbloom, 1996).

Nutrition of children with cerebral palsy

In a study of 100 children with disabilities, a quarter of the subjects were under normal weight, 11% were skinny, and 9% were very skinny. Most children with disabilities had severe nutritional problems, and children with cerebral palsy were the most severe (Bax, 1989). In a study of 41 children with cerebral palsy, most children were in various nutritional deficiencies. Vitamin B complex deficiency was 90.2%, vitamin A deficiency was 75.6%, Low vitamin D level was 65.9%, severe anemia was 12.2%, and moderate anemia was 63.4% (Hariprasad, Elizabeth, Valamparampil, Karpana, & Anish, 2017). Since the energy requirement is greatly affected by the type of disability, the degree of disability, individual differences, etc., it is difficult to accurately estimate the energy requirement of children with disabilities. Berg and Isaksson (1970) estimated that children with cerebral palsy who have normal physical activity have an energy requirement of 15 kcal / cm based on their height, and children with cerebral palsy who have reduced physical activity have an energy requirement of 10 kcal / cm. Cully and Middleton (1969) found that children with moderate cerebral palsy had an energy requirement of 13.9 kcal / cm and children with severe cerebral palsy had an energy requirement of 11.1 kcal / cm.

METHOD

Phenomenology as a research method

In this study, a phenomenological study will be conducted to explore the mother's experience and its meaning, who experienced school meal service for cerebral palsy children. Phenomenological research reveals the meaning of phenomena experienced by humans through analysis of research participants. And it is a research method to understand the meaning or nature of experiences in specific situations (Park & Seo, 2014). Among the phenomenological methods, this study intends to use the essentialist research method of Edmund Husserl, which observes the phenomena as they are without addition or subtraction. Through this, the parents' experiences of school meal services for children with physical disabilities will be dealt with in a comprehensive and in-depth.

As a data analysis method, A six-step analysis method will be used developed by Colaizzi (Colaizzi, 1978). Colaizzi's method is a suitable method to derive the common attributes of all participants rather than individual attributes (Kim et al., 1999).

Research participants

The study will be conducted on mothers at Y Special School in Seodaemun-gu, Seoul. Y

Special schools is physical disability school which consist of 17 classes from kindergarten to vocational training program. The grade levels in which parents participate in meal guidance are kindergarten, elementary school, and vocational training program. So, participants in this study will be selected kindergarten, elementary school, and vocational training program's mothers. Total 6 mother (2 in each grade levels) will be selected through the mother's voluntary support and homeroom teacher's recommendation. Interview questions for this study and methods of selecting study participants will be approved by the Institutional Review Board and prior consent from the study participants.

How to collect data

The main methods of data collection are participant observation and in-depth interview, and the implementation plan is as follows. For participant observation as a passive participant, the researcher will observe and record how each mother helps students eat. During the month of July 2021, each mother will be subject to participant observation for two days.

In-depth interview will be conducted twice per person and about 60 minutes per session after participant observation. The content of the interview is planned to be approved by the participant in advance. The interview will be recorded in MP3 to use it as the original material. The interview location will be conducted in the school cafeteria, school meal management room, and quiet cafe in consultation with the participants. After the second interview, if additional interviews are needed, a third interview can be conducted.

How to secure validity and reliability

Triangulation is a method to increase the reliability and validity of qualitative research. This is a technique that re-examines research through a multi-faceted method. Mathison (1988) presents data triangulation, researcher triangulation, and methodological triangulation. In this study, the data triangulation to verify reliability using various data and researcher triangulation that exclude excessive prejudice and subjectivity by involving many researchers will be used. In addition, the methodological triangulation that applies three methods: participatory observation, interview, and document analysis will be used. In other words, a variety of materials related to school meals, such as participant observation, interviews, and school life records, will be used for research, and the research results will be shared with teacher and mother to secure reliability and validity.

EXPECTED FINDINGS

This study will be conducted to examine the school meal service experience and meaning of mothers of children with cerebral palsy using qualitative research methods. As a result of the study, a common meaning will be found along with the personal experiences of the participating parents.

The mothers of kindergarten and elementary school, whose children's school life remains for a long time, are expected to convey their demands and expectations for school meals. The mothers of vocational training program, whose children already become an adult are expected to convey the overall experiences and meanings of the school meal service that have been experienced for a long time. And it is also expected to convey the fear of the future eating of children who will leave school after graduation. Through this, the essential meaning and needs of school meals of children with cerebral palsy twill be identified.

IMPLICATIONS

The results of this study will provide as the basis for the necessity of research on school meals for students with disabilities, such as children with cerebral palsy, and can be used as basic data for institutional supplementation such as the school meal law. In addition, it will be the basis for the proper implementation of the free school meal system, which is a universal welfare service.

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THE TAMALES OF GUAGUA AND SASMUAN: ENDURING EXISTENCE OF A KAPAMPANGAN CULINARY HERITAGE

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INTRODUCTION

Heritage food is a powerful medium in the expression of the identity of a place or a nation. The Philippines has a wealth of food products and dishes representative of each of the provinces across the seventeen regions. The dishes usually have characteristics distinct of the province where they come from. Heirloom recipes have been disseminated mostly by passing them down orally from the older generation to the next. Literature about the majority of these dishes are scarce, if not non-existent.

According to historical records, the Galleon Trades brought with them influences on the different aspects of society, the culinary aspect included. In the course of history, these culinary influences became acculturated in the local cuisine, thus producing dishes that have adapted and assimilated to the way-of-life and environment of the different areas in the early Philippines. Most of the dishes from the lowlands such as Central Luzon are reminiscent of the Hispanic influences from the Spanish colonizers.

Background and locale of the study

The tamales have its origins from Meso-America dating from 7000B.C. (Barksdale, 2018). The Mexican tamales are made from corn-based dough with meat, chili beans, or vegetable fillings, wrapped in a corn husk and then steamed to cook (Hoyer, 2008). It is an example of a dish that was introduced to the Philippines by traders from New Spain. The tamales have since been indigenized into the local palate. They are sometimes referred to as tamalis, tamalos, or bobotu, depending on which province or region is highlighted (R.O., 2014). In the central plains of Luzon island, a province called Pampanga is known for their tamales, among various other dishes. Several municipalities in this province have a lot of tamales producers and the dish is regarded as part of Kapampangan daily life. This research will focus on the tamales that are produced in the municipalities of Guagua and Sasmuan only.

Guagua is a first class municipality in the south-western part of Pampanga. It is situated in a strategic location along the major river known as the Rio Grande de Pampanga, which served as the primary route and trading port during the pre-colonial era. Because of this, the area became a melting pot of different cultures that came along with the trading activities (History of Pampanga, n.d.). Sasmuan, on the other hand, is a 4th class municipality that is a neighboring town of Guagua. It is one of the three towns in the province of Pampanga whose shores touch Manila Bay. The name was said to have been derived from the ancient Kapampangan root word, “sasmo”, which means to meet, and is synonymous to “pitagmuan”, which means meeting place of the datus. The municipality was christened as such because it was said that the Pampangeños then, secretly met in this place whenever “they were at war with the Chinese settlers in Guagua” (Adrian, 2019).

Tamales in both of these towns are being sold in the marketplace and along the streets every morning and afternoon. Some families have their own small pop-up stalls along the streets. Local folks and students buy them on a regular basis as snacks for school or for breakfast (Sasmuan Tourism Officer, personal interview, February 21, 2019). The dish is also served during special occasions or during town “fiestas”. In spite of the complexities in preparation and cooking, the tamales remain to be part of the daily food fare of the communities

in Guagua and Sasmuan.

Research question and objectives

This research aims to investigate how the foreign tamales came to be acculturated in the way-of-life of Guagua and Sasmuan. It aims to trace the history of the dish in the two localities as well as the social, economic, and cultural adaptations and transformations that the dish underwent as it remained part of the everyday lives of the locals and have since become associated with Kapampangan cuisine. Ultimately, this study aims answer the question: how and why the tamales was able to maintain its existence and value as a foreign dish towards a transformation to a common and popular dish in the municipalities of Guagua and Sasmuan?

Theoretical Background and conceptual framework

The author used Pierre Bourdieu's concepts on habitus, distinction, field and capital, practice, and relations as theoretical lenses to examine if tamales is a product of the dynamic assimilation of memory, identity, traditions, adaptations, and economics to define how the dish endured the test of time.

Habitus is a way of portraying the embodiment of social structures and history in people. It could be a set of dispositions that are inherent to individuals. These dispositions are both reflective of social structures external to a person and, at the same time, shape his perception of the world. However, habitus is not solely the product of said structures and producers of practices, but more importantly, it is the means by which said structures are replicated. In so doing, some modifications may happen along the way (Power, 1999). The author posits that this idea of transformation and modification may be one of the underlying reasons why the tamales of Guagua and Sasmuan have maintained its existence across generations.

As each of the concepts of field, practice, and habitus exist, they also relate to one another to give meaning to experience and way-of-life. The interaction of each concept to one another may create a set of dispositions that may propel the communities in Guagua and Sasmuan to carry on the tradition that is the tamales. Habitus, according to Pierre Bourdieu, is "the physical embodiment of cultural capital, the deeply ingrained habits, skills, and dispositions that a group of people possess due to their life experiences". As habits form, it eventually becomes what a person is. Bourdieu noted that habitus was "so ingrained that people often mistook the feel for the game as natural instead of culturally developed" (Social Theory Rewired, 2016). Thus, in consideration of the attributes of cultural capital, the author argues that experiences and other symbolic heritage acquired from cultural memory may form part of cultural capital.

Bourdieu's theories on "distinction" in connection to habitus (1979) is also taken into consideration. Distinction is a manner of classifying people according to their class, along with the corresponding values and tastes that are acquired or assigned by belonging to a particular class. This idea of predisposition of choices according to the habitus of a certain social class puts the spotlight on the possible stratification of the people residing or have resided in Guagua and Sasmuan with regard to the production and consumption of tamales over the years.

The idea of distinction may also be viewed from the perspective of generational differences, in consideration to the changing landscape of taste across time. According to Lee and Packer (2014), taste is an iteration of lifestyle. Lifestyle in turn may be symbolically reflected in food choices, clothing, language, and the like. Moreover, taste is socially constructed according to the habitus formed and acquired in a particular class (Lee, 2014). The varied age group of the population of Guagua and Sasmuan, together with the influences and changes on the lifestyle of younger residents, may bring about differences in taste and preferences in the different aspects of daily life. This would include the perceptions on tamales. The conceptual framework of the research is as follows:

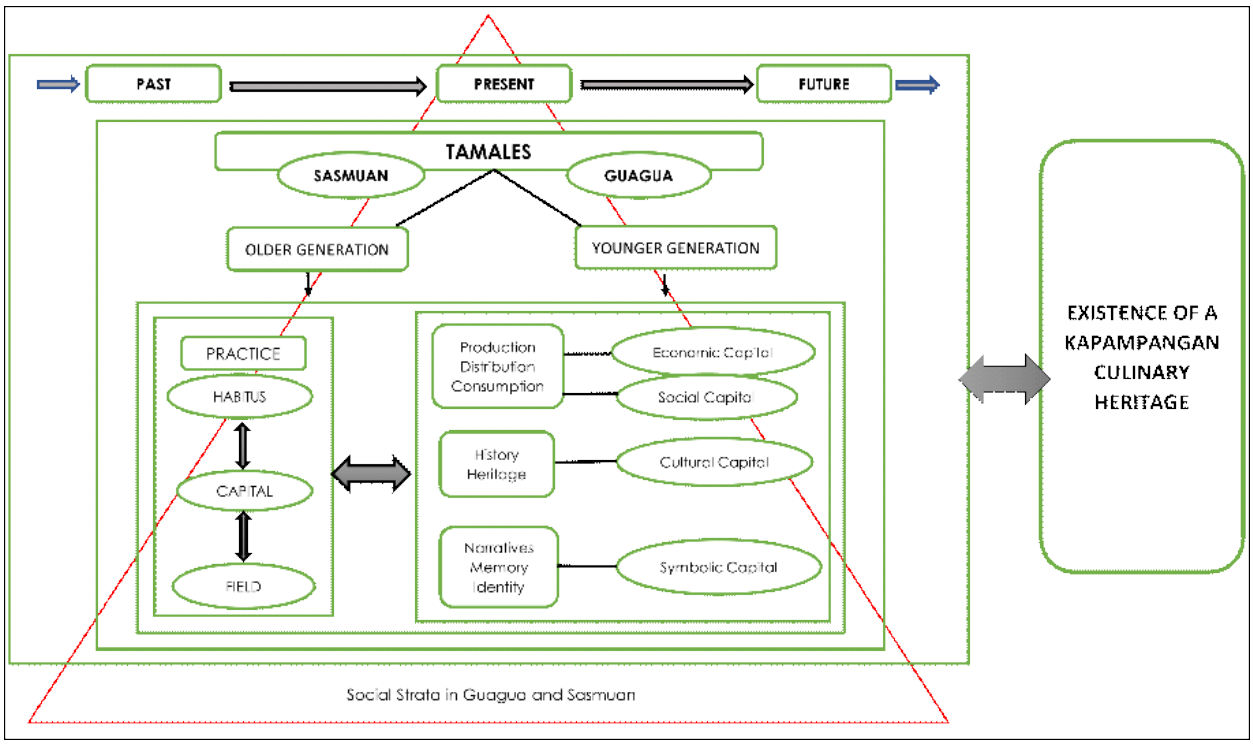

Figure 1. Relational model for the continued existence of tamales in Guagua and Sasmuan

Significance of the study

The findings of this study are worthwhile contributions to the preservation of tamales which are part of the cultural memory and identity of the Kapampangan people residing in Guagua and Sasmuan. An inquiry and investigation about the history of this dish can facilitate the transcendence of its relevance to the consciousness of not only the locals, but also of those from neighboring municipalities and provinces. More importantly, valuable knowledge may be gained on how to guarantee the continued preservation of a heritage cuisine which plays a big role in keeping culinary traditions like that of tamales-making alive for the next generations of producers and consumers. This can further lead to greater public awareness about tamales-making in the said areas which, in turn, may enhance entrepreneurship opportunities for the tamales-makers and encourage domestic tourism. This aspect, however, would require a separate study.

METHOD

The author used a qualitative case study research design in the implementation of this research project. Emphasis was given on in-depth insights, meanings, and contexts. The dish's history, symbolic relationships, and development were analyzed vis-à-vis the interaction between social units, belief systems, and everyday practices. Participants of the study were 4 tamales makers from Guagua, 3 tamales makers from Sasmuan, 1 tamales maker from another town (Cabalantian, Bacolor), 3 town elders, 1 culinary historian, 2 Kapampangan chefs, 1 historian from the Center for Kapampangan Studies in Holy Angel University, 1 Kapampangan linguist, Guagua town Mayor, Sasmuan Tourism Officer, and 157 community residents plus 46 online participants as survey respondents. Thematic analysis and coding, aided by NVivo qualitative data analysis software was undertaken to dissect and give meaning to the data collected. A mix of deductive and inductive approaches to analysis were employed coupled with a latent approach to coding. This hybrid approach to analysis was due to a number of emergent themes aside from the identified variables in the framework. Below is a summary of the different questionnaires and guide questions used for data collection:

Table 1. Comparison of questionnaires or guide questions for each type of respondent for the study

Questionnaire / Guide Questions	Who they are	What information is needed	Why the information is needed	How this will be implemented
Producers	• Targeted tamales producers from the locales of study: Guagua with 4 producers Sasmuan with 3 producers	• How they came to be tamales makers • Length of time that the recipe was with their family • Motivations in making tamales on a daily basis • Personal narratives about tamales	• To analyze the responses according to the researcher's framework • To categorize responses into themes • To develop additional themes for cases that do not fall into any of the given themes as indicated in the framework • Interpret data and give a thorough analysis guided by the framework and objectives of the study	• Online interviews
Food Historians Culinarians Holy Angel University Town elder	• Culinary historian • Kapampangan Chef • Kapampangan Historian • Kapampangan linguist • Sasmuan Tourism Officer • Mayor, Municipality of Guagua • Culinary instructor • 3 town elders	• History of Pampanga and its people • Changes in the Kapampangan way-of-life and environment • History of tamales in Pampanga • Adaptation of tamales in Kapampangan cuisine • Heritage cuisine • Heritage preservation • Known narratives about tamales • Initiatives in the preservation of heritage cuisine • Initiatives in organizing the community of tamales makers		• Virtual discussion
Consumers	• Locals of Guagua and Sasmuan • Online respondents	• Tamales consumption • Reasons for eating tamales • Occasions when tamales are eaten or served • Manner of eating tamales • Personal narratives about tamales consumption		• On-site survey • Online implementation

FINDINGS

Preliminary findings from partial coding of interview and survey data show that the emergent themes are family heirloom recipes, family livelihood, habits from childhood, food choices, and distinction, among others. Based on the emergent relationships, the three important components of the existence of tamales are the art of tamales making, the tamales producers, and the tamales consumers. From these three major components, a myriad of connections and interrelations between family traditions, economic livelihood, and habitus, among others, become evident. The author has yet to continue with the analysis of data in order to arrive at sound conclusions and make recommendations.

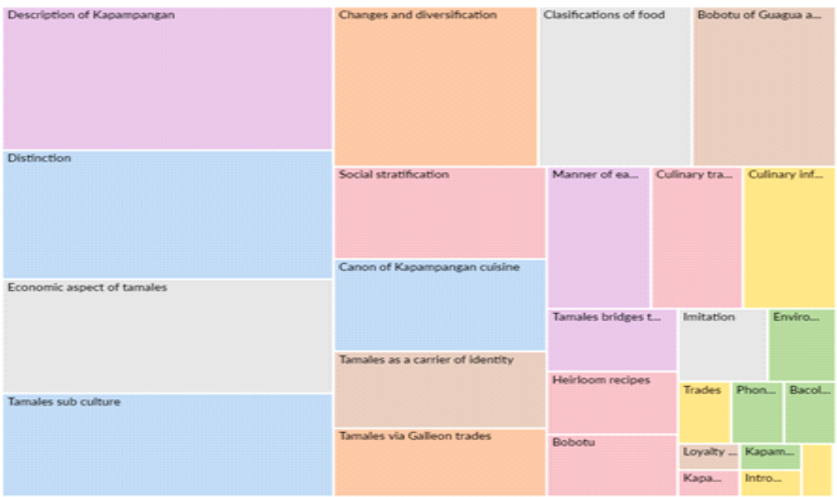

Figure 2. Initial coding hierarchy of collected data

IMPLICATIONS

The hallmark of a heritage cuisine is that it is a gift from the past that the present values and strives to preserve for the future. This case study on the existence of tamales in small pockets of communities in the municipalities of Guagua and Sasmuan in the province of Pampanga will answer questions about how the tamales transcended through time and adapted to the changing socio-economic, cultural, and environmental setting. The findings may prove that it is the dynamic interrelatedness of habitus, capital, and field, as well as transformational change that bring forth an enduring existence of a Kapampangan tamales culinary heritage.

The results of this study have implications on the preservation of heritage cuisines if upon completion of the analysis and recommendations, the framework and methods are deemed replicable in other locales and with other Filipino dishes. It may likewise create a jump-off point in the development of organizational policies for the tamales makers as well as rural tourism projects. These aspects can be studied in future research endeavors.

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THE ROLE OF NEGATIVE EMOTIONS EMBEDDED IN ONLINE REVIEWS ON CUSTOMER DECISION MAKING: DO ONLINE REVIEW PLATFORM MATTERS?

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INTRODUCTION

a. Problem Statement

Due to the rapid development of information and communications technology (ICT), social media marketing takes the most critical role in customers' and operators' mindsets (Lee et al., 2021; Xiang et al., 2017). Social media enables customers to actively create, search, and transmit various kinds of information and content (Liu et al., 2017), and as a result, exert influence on their behavior. Consequently, hospitality firms are paying increased attention to analyzing social media data (e.g., online reviews) (Zhao et al., 2015). The customer decision-making process is complex in the hospitality context because of diverse options, including accommodation, transportation, attractions, and restaurants (Filieri et al., 2015). As a result, customers actively seek information from others in social media and engage in consuming, producing, and sharing online reviews (Filieri et al., 2015; Kim and Hyun 2021). Therefore, there have been efforts to explore the role of online reviews on customer decision-making. For example, recent research demonstrates that customers perceive negative online reviews as more helpful, but extreme negative reviews adversely affect review helpfulness (Lee et al., 2017).

As prior research demonstrated, distinct review characteristics depend on the type of online review platforms (Kim and Hyun 2021; Yan et al., 2018). The two representative types of online review platforms are social networking sites (SNS) and integrated websites. SNS (e.g., Facebook, Instagram, Twitter) serve the primary purpose of creating and sharing contents with peers (Kim and Hyun 2021), whereas integrated websites (e.g., TripAdvisor and Yelp) display travel information and reviews for attractions, restaurants, and hotels (Yan et al., 2018). Social networking with existing relationships is a distinct function in SNS, which generates social tie strength (Chen et al., 2016). Thus, each platform's unique nature can affect the reviewer's different writing patterns regarding negative emotions and the reader's evaluation of the reviews. However, little attention has been paid to investigating platform type's impact on customer's decision-making processes regarding negative online hotel reviews.

b. Research Justification

Prior research finds that online customer reviews or emotional motivation are likely to be positive and short in SNS but long and negative in the integrated websites (Kim and Hyun 2021; Yan et al., 2018), leading to the difference in characteristics and popular topics (Xiang et al., 2017). In addition, each review platform has different user groups and relationships in terms of individual preference, review purpose, and pursuing values (Xiang et al., 2017). Thus, online reviews can be written, used, and interpreted differently and influence potential customers' decision-making process differently in each review platform. However, there is no attempt to compare SNS and integrated websites in terms of review style, review

helpfulness, and the relationship between a reviewer and a reader. Therefore, theoretical and practical approaches are needed to understand how and why those differences occur in writing and evaluating online reviews due to review platform types.

c. Purpose of Study

Our study aims to explore the impact of negative online hotel reviews in different platforms on customer decision-making by analyzing aspects of reviewers and readers. We address the following three research questions to accomplish our research purpose: 1) is there any difference between SNS and integrated websites expressing extreme negative emotion in online reviews? 2) how can the intensity of extreme negative emotions affect review helpfulness in two different platforms? and 3) does tie strength moderate the negative effect of extremely negative emotion on review helpfulness in SNS? In response to these research questions, we propose three research hypotheses based on the dramaturgical theory (Goffman, 1959) and a social group utility maximization framework (Chen et al., 2016). This research adopts a mixed-method approach to test the three hypotheses.

LITERATURE REVIEW

a. Theoretical Background

Online customer review is defined as "as peer-generated product evaluations posted on company or third party websites" (Mudambi& Schuff, 2010, p.186). The widespread online customer review causes information overloading issues, which contributed to inventing the concept of review helpfulness (Zhao et al., 2015). Review helpfulness evaluates online customer reviews based on helpfulness (Mudambi& Schuff, 2010). Review helpfulness not only increases customer's convenience to find useful information, but it also influences customer decision-making. Therefore, there have been many efforts to explore antecedents of review helpfulness, such as the impact of review sentiment on review helpfulness (Kim and Hwang 2020; Lee et al., 2017; Li et al., 2020).

Prior research finds that expressing positive and negative emotions is perceived differently considering SNS types (Waterloo et al., 2018). Compared to positive emotion, negative emotion is perceived as less appropriate to be shared on SNS and is more preferred in a private chat on SNS (Waterloo et al., 2018). We propose that reviewers are unwilling to share negative emotions on SNS because of the desire to create a positive image. The dramaturgical theory explains an individual's intended behaviors to develop a preferred image when someone watches by applying theater circumstances into human life (Goffman, 1959). According to the dramaturgical theory, an audience (e.g., readers) creates the impression of the performer (e.g., reviewers) by observing the performance of the performer on stage (Goffman, 1959).

The readers who evaluate a negative review as too extreme deem it less helpful (Lee et al., 2017), but the relationship between reviewers and readers can affect the evaluation of the review in a different way. Tie strength is defined as a "combination of the amount of time, the emotional intensity and intimacy (mutual confiding), and the reciprocal services which characterize the tie" (Granovetter, 1973, p.1361). Many studies demonstrate that social ties can change customers' emotions or behavior. For example, a strong tie has positive impacts on reducing negative emotions and intention of spreading negative WOM caused by dissatisfaction with service (Yang and Mattila, 2012). A social group utility maximization framework (Chen et al., 2016) specifically explains what occurs between strong-tie relationships. When the relationship is based on a strong tie, each user considers the other's wellbeing (Chen et al., 2016).

b. Conceptual development

According to the dramaturgical theory, readers predict the reviewer's moral character through performance (e.g., online reviews) (Goffman, 1959). Therefore, reviewers gently express their negative emotions in the SNS because reviewers are likely to prove their morality and good personality through the reviews. On the other hand, reviewers of integrated websites easily express their extreme negative emotions because their moralities or personalities are not judged by readers due to anonymity. In other words, integrated websites create a more comfortable environment for reviewers to express extreme negative emotions than SNS.

- *Hypothesis 1: Reviewers of SNS tend to express less extreme negative emotions than integrated websites.*

As the previous study demonstrated that the impact of overly extreme negative information lowers the review helpfulness (Lee et al., 2017), readers perceive excessively negative reviews as less helpful regardless of platform types because extreme emotional contents are undiagnostic and uncertain (Lee et al., 2017). Therefore, the intensity of negative emotion negatively affects the review helpfulness in both platforms.

- *Hypothesis 2: As the reviews contain more extreme negative emotions, readers evaluate them as less helpful in both SNS and integrated websites.*

However, the way readers evaluate the reviews can differ according to the tie strength between reviewers and readers. This gap occurs because customers tend to change their behaviors and attitudes positively when a strong tie is involved (Mattke et al., 2020; Yang and Mattila, 2012). According to the social group utility maximization framework, a strong tie makes users take care of each other to maximize the positively tied group's revenue (Chen et al., 2016). Readers who observe extreme negative emotions of reviewers sharing a solid tie with them are more likely to care about the reviewer's negative experiences and sympathize with their feelings, rather than considering the irrationalities or personalities of reviewers. In this case, readers may still evaluate too negative reviews as helpful due to strong tie effects. On the other hand, weak or no tie would have no impact on review helpfulness because there is no connection between readers and reviewers. We assume readers would objectively evaluate reviews and be indifferent to the reviewer's feelings or situations because of an absence of emotional intensity and intimacy (Granovetter, 1973).

- *Hypothesis 3: Readers perceive reviews embedding extreme negative emotions as helpful when a strong tie exists with reviewers, while readers perceive reviews embedding extreme negative emotions as less helpful when weak or no tie exists with reviewers.*

c. Research Model

We propose the following conceptual framework based on social tie theory and dramaturgical theory to address the proposed research questions.

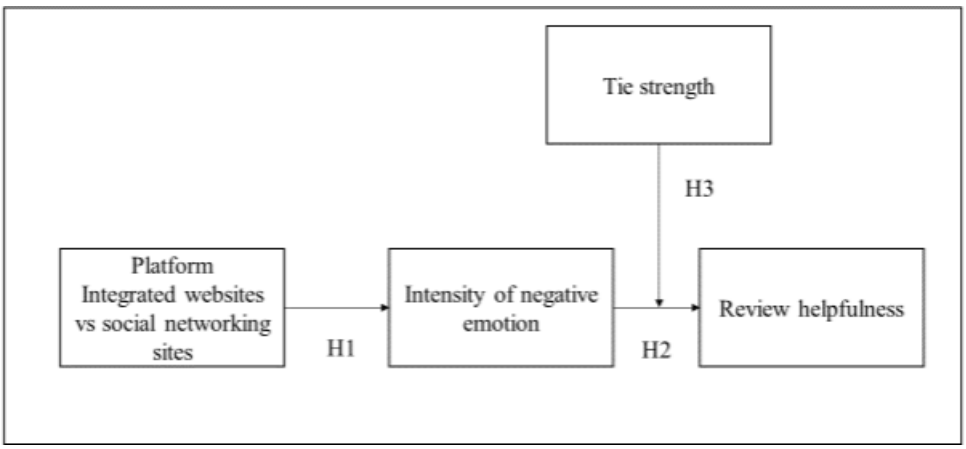

Figure 1. Conceptual Framework

METHOD

We adopt the mixed method to test our research hypotheses. Study 1 measures the different intensity of negative emotions (i.e., research hypothesis 1) using big data analytics. We measure the intensity of negative emotions by the frequency of negative words when the number of positive words is fixed (Lee et al., 2017) using text mining techniques of XLminer. We conduct ANOVA to compare the intensity of negative emotions in Facebook and TripAdvisor.

Study 2 consists of two approaches to see the impact of negative emotions' intensity on review helpfulness (i.e., research hypothesis 2). In big data analytics, we conduct regression analysis with a dependent variable as review helpfulness being coded helpful reviews 1 and non-helpful reviews 0 in both websites. In the second approach, we adopt a quasi-experimental design approach with a 2(negative emotion intensity: weak vs. strong) ×2(Platform type: SNS vs. Integrated website) factorial design to confirm the second research hypothesis. We recruit participants from the random sampling process. We conduct ANOVA analysis with review helpfulness as the dependent variable for the data analysis of the experimental design test.

Study 3 examines the moderating role of social tie strength (i.e., research hypothesis 3). We use the random sampling process to select samples from the population. We conduct a quasi-experiment with a 3(Social tie strength: no tie vs. weak tie vs. strong tie) × 2(negative emotion intensity: weak vs. strong) factorial design. We adopt the method of Mattke et al. (2020) to manipulate the social tie strength. The method categorizes the social tie strength by defining a close friend as a strong tie, an acquaintance as a weak tie, and people who don't know each other as no tie (Mattke et al., 2020). We set the dependent (i.e., review helpfulness) and independent (i.e., negative emotion intensity) variables to test the moderating effect of tie strength and conduct ANOVA analysis.

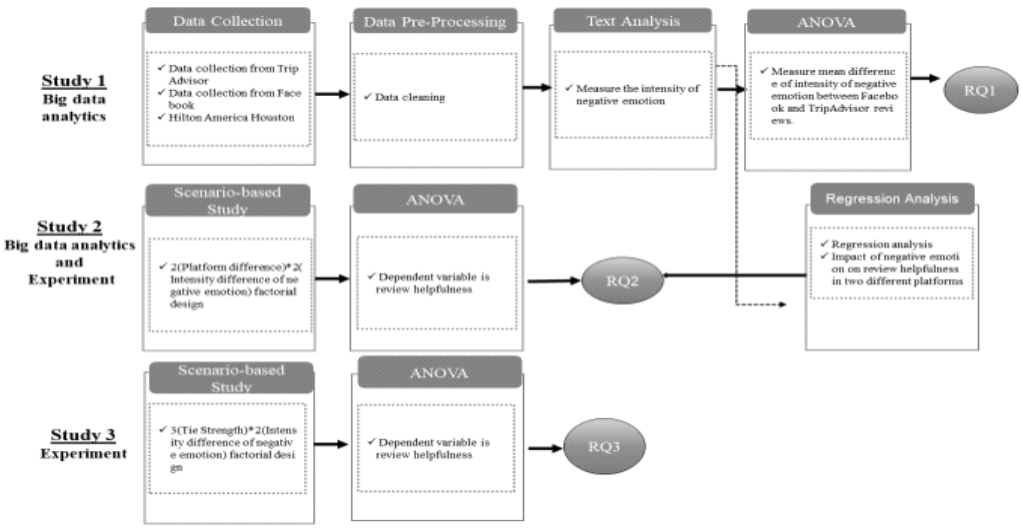

Figure 2. Overall framework of research methodology

IMPLICATIONS

Several theoretical implications in the online review of the hospitality context are demonstrated. First of all, this research is the first attempt to measure negative emotions' different intensities across two platforms. Secondly, the study investigates the moderating role of tie strength in SNS in the relationship between negative reviews and review helpfulness. Finally, this research includes both readers' and reviewers' approaches to online reviews in two platform types, allowing both a deeper and broader understanding of online reviews' production and use. This research has several practical implications regarding a manager's priorities for engaging and responding to negative reviews. First of all, hotel managers should encourage customers to post reviews on SNS rather than integrated websites because reviewers tend to express less intense negative emotions on SNS than on integrated websites. Secondly, hotel managers should prioritize SNS when reviews include extreme negative information because readers may perceive the extreme negative online reviews of a strong tie as helpful without further consideration. The direct use of negative reviews without evaluation reviews can severely impact the hotel's brand image or sales. Finally, managers can better shape their engagement with online reviews by knowing what platforms are most important for customer reviews.

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CUSTOMER-RELATED SOCIAL STRESSORS, SELF-ESTEEM AND TOURISM INVOLVEMENT FOR FRONTLINE-SERVICE EMPLOYEES IN INTEGRATED RESORTS

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INTRODUCTION

Nowadays, integrated resorts have been vigorously developed in the worldwide, such as America, Singapore, Macao, Malaysia, Mexica, Vietnam and so forth, which offer casinos, exclusive shops, star hotels and upscale restaurants to tourists. Integrated resorts are good complexes to keep tourists' expenditure within their boundaries (Andriotis, 2008). Thus, frontline employees as service providers in integrated resorts are endeavored to provide high-quality service to secure customer loyalty. Even facing disliked customers with unreasonable requirements, they are required to react with positive attitudes and warm smiles. However, unpleasant interaction with customers may lead them under work stress, which is known as customer-related social stressors (CSS) (Zhang et al., 2016; Dudenhöffer and Dormann, 2013). Past studies indicate CSS has a bad influence on employees' emotions and psychology (Dormann and Zapf, 2004; Zhang et al., 2016; Dudenhöffer and Dormann, 2015; Kim et al., 2012). Self-esteem is an important determinant of psychological health, which has been verified that can be lowered by work stress that may lead to feelings of incompetence and pessimism (Golembiewski and Aldinger, 1994; Kivimäki and Kalimo, 1996). Previous studies usually investigate the relationship between stress and self-esteem focusing on generic works. However, CSS has been one of the most important sources of work-related stress, the significance of how CSS affects self-esteem should be heeded by scholars (Dudenhöffer and Dormann, 2013).

Tourism involvement is a process of getting pleasure, enjoyment and refreshment (Suhartanto et al., 2018). Past studies identify tourism involvement as an antecedent to positively predict frontline employees' work engagement, job satisfaction and service performance, while stress is regarded as a motivation for tourism that people are eager to seek relief and recovery by involving in tourism activities ((Yeh, 2013; Suhartanto et al., 2018; Amara, 2018; Chen et al., 2016). Moreover, people involve in tourism to maintain self-esteem and keep psychological health (Todd, 2001). Consequently, CSS and self-esteem are drivers for people to engage in tourism. It is therefore reasonable to treat tourism involvement as an outcome variable in this study.

The aim of this paper is two-fold. First, we close the research gap by exploring the relationship among CSS, self-esteem and tourism involvement, which provide both theoretical and practical contributions to the tourism literature. Second, our study confirms that tourism involvement is positively affected by CSS and self-esteem, which could be a good reference for human resource managers of integrated resorts to have a better understanding about relieving employee's CSS and improving their psychological health so as to maintain sustainable development of the industry.

LITERATURE REVEIW

As one kind of work-related stressors, CSS is firstly identified by Dorman and Zapf (2004) that consists of four dimensions – disproportionate customer expectation, ambiguous customer expectations, disliked customers and customer verbal aggression. Previous research demonstrates that CSS not only has a negative effect on work performance and job satisfaction but also causes bad psychological issues for service providers, such as emotional exhaustion burnout (Dormann and Zapf,

2004; Zhang et al., 2016; Dudenhöffer and Dormann, 2015; Kim et al., 2012).

Previous literature suggests that work stress is closely related to self-esteem (Golembiewski and Aldinger, 1994; Kivimäki and Kalimo; 1996). Self-esteem is an important personality trait that has a significant influence on individuals' daily life, which reflects a person's subjective self-evaluation (Zhang, 2009). Lee et al. (2012) confirm that work-related stress lowers self-esteem and leads to depression. Despite CSS being an inevitable factor to reduce employees' self-esteem, there is a lack of related research that formally study their relationship to the best of our knowledge. We therefore contribute in the present study by testing the effect of CSS on self-esteem under the first hypothesis

• H1: CSS is negatively related to self-esteem.

Havitz and Dimanche (1990) identify the definition of tourism involvement as "a psychological state of motivation, arousal or interest between an individual and recreational activities, tourism destinations or related equipment, at one point in time, characterized by the following elements: importance, pleasure value, sign value, risk probability and risk consequences". Individuals experience the freedom of getting away from work and enjoy the feeling of self-control while involving in tourism (Yeh, 2013). Existing studies show that stress is a motivator of tourism and tourism experience helps people to gain refreshment and recovery (Amara, 2018; Chen et al., 2016). Moreover, Todd (2001) points out that people want to maintain self-esteem needs or improve self-concept by 'showing off' their tourism experience. Different from simply participating in tourism activities (e.g. vacation), tourism involvement not only has long-term effects on tourists' attitudes and behaviors but also profound influences on people's lifestyle (Yeh, 2013). Therefore, relationships among CSS, self-esteem and tourism involvement, rather than short-term travel or vacations, are valuable to explore with the goal of improving the psychological health of the integrated resort employees. In this research, we thus examine how tourism involvement is affected by CSS and self-esteem. Accordingly, we present the second and third hypothesis with the proposed model (Figure 1) shown as below:

• H2: CSS is positively related to tourism involvement.
• H3: Self-esteem is negatively related to tourism involvement.

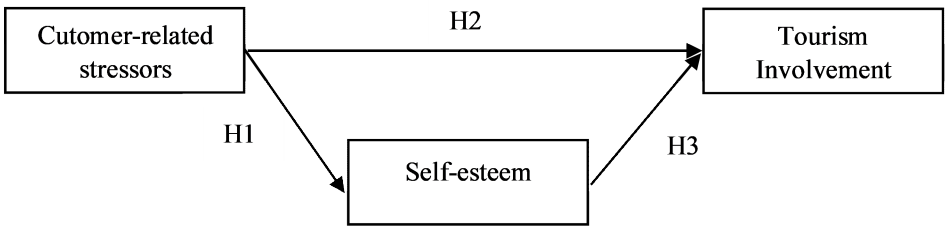

Figure 1. The proposed model

METHOD

The target respondents are employees who have full-time customer-facing jobs in the 6 integrated resorts of Macau, as a tourist jurisdiction in the world that is developing the industry most aggressively. After deleting the invalid ones, 788 questionnaires are used for the study. The questionnaires consist of 3 sections to measure CSS, self-esteem and tourism involvement respectively and all items are measured with a 7-point Likert-type scale (1 = "strongly disagree", 7 = "strongly agree"). Structural equation modeling (SEM) with maximum likelihood estimation is applied for data analysis using AMOS21.0.

FINDINGS

Before the data analysis, confirmatory factor analysis is conducted. The overall goodness of fit of the estimated model indicates an acceptable fit (Chi-square = 753.87, p = 0.000, CFI = 0.917, TLI

= 0.906, RMSEA = 0.050, SRMR = 0.070, CD = 0.870). The standardized factor loadings of all items are above 0.40, while the average extracted values and composite reliability of each latent construct are larger than 0.5 and 0.7 respectively, which show good validity and reliability (Fornell and Larcker, 1981). The SEM helps to examine the effects among CSS, self-esteem and tourism involvement. As we can see from Table 1, results are supportive of our proposed Hypotheses 1, 2 and 3. CSS indeed has a significantly negative influence on self-esteem. More importantly, while CSS exerts a significantly positive impact on tourism involvement, self-esteem significantly affects tourism involvement negatively.

Table 1. Estimated results

Hypothesis			Coefficients	Accept/ Reject
CSS	→	Self-esteem (H1)	-0.12***	Accept
CSS	→	Tourism involvement (H2)	0.48***	Accept
Self-esteem	→	Tourism involvement (H3)	-0.11***	Accept

Note: ***p < 0.001

CONLUSION

In this research, we use customer-facing employees of integrated resorts in Macau as sample participants and identify the negative relationship between CSS and self-esteem. Low self-esteem is not only bad for employees' work performance in a short time but also has profound negative impacts on subjective well-being in a long time. More strategies should be put forward by managers to encourage employees to transfer CSS into the motivation of self-improving, such as offering more professional job training and psychological counseling. Meanwhile, one of the results shows frontline employees are more involved in tourism with a higher level of CSS. Tourism as a good stress reliever should be aware by managers, which could be welfare offered to encourage employees to gain both physical and psychological relaxation. After all, the good condition of employees is the guarantee of service quality and firm success.

Another finding of this research indicates self-esteem has a negative relationship with tourism involvement. People with low self-esteem are more eager to get away from stressful work and gain recovery from tourism. Word of mouth of tourism experience, sharing tourism photos on the social network are good ways for them to fulfill self-esteem needs. This research helps human resource managers of integrated resorts to better understand of relieving employee's CSS and improving their psychological health. Meanwhile, a good reference for tourist industries and travel agents to understand the psychology and decision-making process of tourists who under CSS and what they want to pursue from tourism activities, which is beneficial to make marketing strategies and commercial advertising more accurately.

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SUPPORT FOR NATURE-BASED TOURISM DURING THE PANDEMIC: CONSIDERING BOHOL

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INTRODUCTION

In 2020, COVID-19 spread across the world, causing global, national, and local interruptions to society and tourism. Island nations such as the Philippines are especially vulnerable given isolation as well as tourism dependence. As of March 14, 2021, the Philippines have confirmed 631,320 cases, resulting in 12,848 deaths (World Health Organization, 2021). According to WHO, nearly one-tenth of those cases (i.e., 46,776) are found within Central Visayas, which includes the highly tourism-dependent island of Bohol. Government mandates forced many islands and communities into lockdown through the majority of 2020. COVID-19 restrictions resulted in many businesses ceasing normal operations, causing significant economic losses. For residents and communities that are primarily dependent on tourism (like Bohol), resuming tourism is an essential part of their economic recovery. Residents' perceptions and willingness to support nature-based tourism (NBT) are critical for tourism as the Philippines' unique natural landscape draws tourists into numerous rural communities. The tactically located Mactan Cebu International Airport in Lapulapu Cebu facilitates a large volume of tourists to the region (Abocejo, 215). The Bohol's capital city of Tagbilaran hosts the Panglao International Airport (also known as New Bohol International Airport) regional airport, which further connects the island with domestic and international tourists based on statistics from the Cebu Airport statistics from passenger declarations, the number of passengers indicating Bohol was their destination has more than doubled in two decades from 81,040 in 2001 to 1,581,904 in 2019 (Visitor Arrivals, 2020). The support and revitalization of these businesses will impact the success and sustainability of relaunching the Bohol NBT industry. Using constructs from both the Value-Belief-Norm (VBN) model and the Theory of Planned Behavior (TPB), the proposed study will gauge residents' intentions to support NBT and psychological drivers of this support post-COVID-19.

Global health pandemics have occurred multiple times throughout history. Examples include the Black Death/Bubonic plague (1346-1353), Spanish Influenza (flu) (1918-1920), Severe Acute Respiratory Syndrome (SARS) (2003), Middle East Respiratory Syndrome (MERS)/Middle East Respiratory Syndrome Coronavirus (MERS-CoV) (2012), Ebola (2013), and more recently, the Zika outbreak (2015). Originating in China, COVID-19 has resulted in strict and heavy regional restrictions on tourism travel which has greatly impacted the region, its residents, and businesses. After enduring the year-long global restrictions on travel and peoples' movement across the Asian Pacific region, the tourism industry, both domestic and international, has been significantly impacted. Just in China alone, the pandemic has killed millions of residents and is credited with significantly impacting some tourism sectors in China and heavily injuring others. (Hoque et al. 2020)

The full extent that COVID-19 has had on the Philippines tourism and residents is largely unknown, especially within more rural regions of

the country that are highly dependent on NBT. The island of Bohol is home to multiple NBT attractions, many of which are UNESCO World Heritage Sites. This study will explore residents' perceptions and attitudes of the tourism industry and, ultimately, their intentions to support NBT on the island of Bohol. This study aims to fill this knowledge gap by identifying and predicting residents' intentions support for NBT after the COVID-19 pandemic based on the VBN/TPB models (considering numerous psychological antecedents). This information can help communities, and the Philippines government better understand residents' intentions to support tourism as plans begin to reestablish tourism are underway.

The other gap in knowledge pertains to surmising support for NBT from the residents' perspective. For NBT to be successful and sustainable, the views and opinions of the locals who are typically employed and supported by the industry need to be considered and explored. Though some recent work (Lee & Jan, 2018; Meng, Chua, Ryu, and Han, 2020) has considered the VBN and TPB in tandem to gauge behavioral intentions related to sustainable forms of tourism, such work has centered on tourists' perspectives. Research should be undertaken on the topic from the residents' viewpoints. This study aims to address such a need by focusing on residents of Bohol to determine not only their degree of support for NBT but also the extent to which psychological antecedents (through the VBN and TPB frameworks) contribute to their support. This study will follow a proposed design where the researcher will administer an online digital questionnaire survey (hosted by Qualtrics). In the survey, residents will be asked to respond to numerous multi-item scales corresponding to VBN and TPB constructs shown in Figure 1.

LITERATURE REVIEW

Theoretical background.

This study formulates and tests a model based on established VBN and TPB constructs. Stern et al. (1995) published his seminal work on the VBN model and further validated its measures in subsequent work (Stern, 2000). The VBN, adopted and adapted in countless studies since its inception, examines a causal chain of construct relationships moving from values → environmental worldview (NEP) → , awareness of consequences (AC) → , ascription of responsibility (AR) → pro-environmental personal norms → behaviors (Stern & Dietz, 1994).

The first construct within the VBN model is comprised of three value dimensions: egoistic, altruistic, and biospheric (Stern & Dietz, 1994). The second construct in the VBN causal chain is ecological/environmental worldview. Since the late 1970s, the 'New Ecological Paradigm' (NEP) scale has been used successfully by many researchers to identify and measure the ecological/environmental worldviews of adults (Dunlap & Van Liere, 1978; Dunlap et al., 2000). Understanding this worldview of an individual allows the researcher to see if the participant views nature/environment as a limited resource or a resource to be subjected to humans as explained by the Dominant Social Paradigm (DSP) (Dunlap & Van Liere, 1978). The NEP was structured and designed to measure participants' views of the environment. Understanding the idea of the human-environment relationship provides insight if they have high or low environmentally protective values.

The third VBN construct is personal Awareness of consequences (AC); this is "when the individual realizes the negative consequences of not conducting pro-environmental behaviors" (Nordfjaern et al., 2019, p. 2383). Ascription of responsibility (AR) is the fourth construct within the VBN model, and it is described as the perceived personal responsibility for the consequence of a choice to be made (Nordfjaern et al., 2019). The fourth construct in Stern's (2000) VBN model is personal norms seen as the results of the previous three constructs, ecological/environmental worldview NEP, AC, and AR. (Chen, 2015). The final construct is behavioral intentions to support NBT.

The Theory of Planned Behavior (TPB) is another framework that explains behavioral intentions (Ajzen, 1991). The framework was initially based on Fishbein and Ajzen's (1975) Theory of Reasoned Action. The core intent of TPB is to explain all behaviors over which people can exert self-control. Core constructs within the model are behavioral intentions, attitudes towards the behavior, subjective norms, normative beliefs, and

perceived behavioral control. The TPB distinguishes between three types of beliefs--behavioral, normative, and control--and between the related constructs of attitude, subjective norm, and perceived behavioral control. (Ajzen, 1991).

This study will adopt three of the five constructs of the TPB. The first construct is the (perceived behavioral control (PBC)); Ajzen added this component to the theory of reasoned action to better predict both the intention and the actual behavior. The PBC is influenced by the level of the individual ability to perform the behavior in question. (Ajzen, 1991). The second construct is the (subjective norms (SN)); SN is an individual's perception about the particular behavior, which is influenced by the judgment of significant others (Amjad & Wood, 2009). The final two constructs from the TPB are the Negative (NA) and Positive attitudes (PA) about NBT.

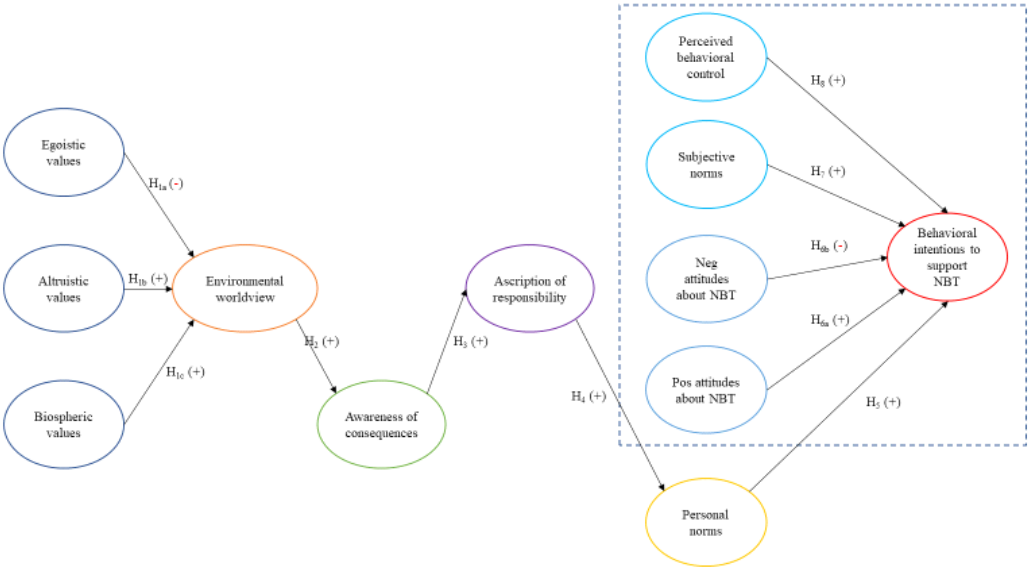

Figure 1: Proposed research model. The four blue ovals inside the dashed box are the TPB constructs

Research merging the VBN and TPB has explained a high degree of variance in individuals' behavioral intentions. Han et al. (2015) revealed that psychological antecedents within both models were significant predictors in explaining tourists' intentions to choose green hotels. More empirical support for the dual use of these two models is shown to be instrumental in identifying the relationship and importance of global climate change as predicted by undergraduate students' beliefs, norms, and pro-environmental behavior intentions using both the VBN and TPB (Yu, 2017)

Conceptual development.

In order to ultimately explain behavioral intentions to support NBT, a research model was formulated by integrating the causal chain of the VBN model with constructs from the TPB into an overarching model (Figure 1). The VBN constructs adopted into the model are values (i.e., egoistic, altruistic, and biospheric values), ecological/ environmental worldviews (NEP), Awareness of consequences, ascription of responsibility, and personal norms. The study also includes constructs from the TPB: perceived behavioral control, subjective norms, positive/negative attitudes about NBT.

PROPOSED RESEARCH METHODS

This study will be undertaken using a survey design. The study population will include Bohol residents who are at least 18 years of age. Multilingual (in English, Tagalog, and Visayan and Cebuano dialects of the Tagalog language) online questionnaires (housed in Qualtrics) will be self-administered in-person using a tablet or phone between June and July of 2022. Participants will

be compensated USD 1. Ideally, between 400 and 500 individuals will complete the questionnaire. In an effort to assess logistical considerations with data collection as well as to determine any potential difficulties participants may have with completing the questionnaire, a pilot test will be conducted among residents in one community at each of the four cardinal points on the island of Bohol to act as a representative sample pool of the residents throughout the rest of the main island of Bohol. The pilot test will consist of 25 surveys in each of the four communities and will be conducted and analyzed for accuracy before the primary data collection is started so that any changes to the survey can be completed.

The researcher will administer the surveys after travel restrictions have been removed during the summer semester of 2022 in communities around popular tourist attractions throughout the main island of Bohol. The questionnaires will include numerous Likert scales measuring each of the constructs proposed in the research model (Figure 1) as well as socioeconomic/sociodemographic variables.

THEORETICAL AND PRACTICAL IMPLICATIONS

This work will test a conceptual model developed from two complementary theoretical frameworks to examine psychological antecedents of residents' behavioral intentions to support NBT. This work will not only give a voice to the residents of Bohol but also aid tourism planners and policymakers in determining how best to proceed forward in managing and planning for NBT in the wake of the COVID-19 pandemic.

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EFFECTS OF CONSUMER INNOVATIVENESS AND PRICE SENSITIVITY ON BEHAVIOURAL INTENTIONS: MODERATING ROLE OF TEMPORAL DISTANCE

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INTRODUCTION

As industries move toward the Fourth Industrial Revolution phase (Industry 4.0), there is an increasing body of research that considers automation technologies as the basis of Industry 4.0. (Ivanov, 2020; Schwab, 2016; Skilton & Hovsepian, 2018). Robotic serverrs, self-service kiosks, and mobile technology are three types of automation technologies that have been widely studied in the hospitality and tourism literature (Fan et al., 2020; Kim, 2016; Kim & Qu, 2014; Tung & Au, 2018). Since the use of automation technology, especially robotic technology, in the hospitality industry is still in its infancy (Ivanov, 2020), the hotel industry faces various challenges when implementing robotic technology. Applying robotic technology in hotels is costly, and business operators tend to increase the price of their hotel services in order to reach the breakeven point as a result (Oe & Mitsuhashi, 2013). However, these price increases could negatively affect hotels' performance. Price is one of the most important hotel attributes since most hotel customers are price sensitive (Njite & Schaffer, 2017). Previous studies have shown that consumer price sensitivity negatively influences purchase intention, and consumers tend to withhold their purchase intention until the price drops to an acceptable point (Ju & Lee, 2020; Park & Noh, 2012). Therefore, it is predicted that consumer price sensitivity will be a challenge for hotel robotic technology implementation.

Individuals can also have different levels of price sensitivity toward the same products. Consumer innovativeness, a topic widely studied in the consumer behaviour field, can alleviate the negative effect of certain aspects including price sensitivity on behavioural intentions (Fan et al.,2020; Dai et al.,2015). Therefore, consumer price sensitivity towards robotic hotel service may vary based on the individual consumer's innovativeness level.

Although robotic service is recognized as a future trend of hotel development, the timing of robotic hotel service application remains uncertain. Because of this uncertainty, consumers might hold different opinions on the expected timing of robotic service applications in hotels. Specifically, whether robotic service will become popular and widely used in most hotels in the near future or in the distant future is still up for debate. According to Construal Level Theory (CLT), consumers' preferences or evaluations of an object's are significantly influenced by temporal distance (Trope & Liberman, 2010). This study investigates whether consumer innovativeness and price sensitivity are more or less important for guests expecting robotic service to become popular in the near future than they are for those expecting robotic service to become popular in the distant future.

The purpose of the study is to identify the consumer price sensitivity challenge of robotic hotel service and discover whether consumer innovativeness could weaken the negative effect of consumer price sensitivity or not. Hence, the objectives of this study are to assess (1) the negative effect of consumer innovativeness on consumer price sensitivity, (2) the positive effect of consumer innovativeness on behavioural intention to visit, and (3) the negative effect of price sensitivity on

behavioural intention to visit. In addition, the moderating effect of temporal distance on the above three relationships will be tested.

LITERATURE REVIEW

Innovation diffusion theory (Rogers, 2003) explains consumers' intentions to use robotic hotel service. Rogers (2003) studies the diffusion of innovation from four different aspects: innovation, time, communication channels, and social system. When studying the time aspects, Rogers (2003) defines innovativeness as the tendency to welcome and to adopt new things earlier than most members of a social system. Adopters are categorized into five types based on their tendency to adopt new things: innovators, early adopters, the early majority, the late majority, and laggards (Rogers, 2003). The adopter categorization has been widely used in studies about how different level of innovativeness influence consumers' perception of risks, satisfaction, attitudes, and behavioural intentions (Dedehayir et al., 2017; Guttentag & Smith, 2020; Rogers, 2003; Wejnert, 2002; Yi et al., 2006). The previous literature has justified the following relationships that earlier adopters (individuals who have high innovativeness) tend to have a higher education background, tend to enjoy higher social status, and tend to have a greater tolerance for uncertainties brought on by the new products (Dedehayir et al., 2017; Rogers, 2003; Wejnert, 2002).

The direct and indirect relationship between consumer innovativeness and behavioral intention has been widely studied, and the majority of these studies include one or more mediators between this relationship. Yi, Fiedler, and Park (2006) and Park, Gunn, Lee, and Shim (2015) use innovation characteristics adopted from the Technology Acceptance Model (TAM) and the Unified Technology Acceptance and Utilization Theory (UTAUT) as mediators to test the influence of consumer innovativeness on consumers' behavioural intentions. The mediating roles of consumer satisfaction, price fairness, and overall image of the operation have also been studied in the previous literature (Jin et al., 2016; Kim et al., 2020; Natarajan et al., 2017).

This study focuses on the price related construct since customers' behaviors intentions are often related to the price of the product (Njite & Schaffer, 2017). However, a previous study conducted in the context of fine dining revealed that there is no significant relationship between consumer innovativeness and price fairness. The study suggests that innovative consumers may be comfortable paying increased purchase prices for high-quality service (Jin et al., 2016). Several studies support the above assumption that instead of considering price fairness, price sensitivity is influenced by consumer innovativeness. A study about determining antecedents of price sensitivity suggests individuals who have higher innovativeness tend to place a premium on the product, which makes them willing to pay more for new products than customers who have lower innovativeness (Ramirez & Goldsmith, 2009). The relationship between innovativeness and price sensitivity has also been justified with research in the fashion shopping and status consumption context (Goldsmith et al., 2005, 2010). The direct relationship between consumer innovativeness and behavioural intention has further been verified in a study of new information technologies and job performance (Yi et al., 2006). The direct relationship between price sensitivity and behavioural intention has been justified in multiple studies. Liang, Choi, and Joppe (2018) claim that consumers' price sensitivity increases customers' repurchase intentions with regard to Airbnb. This relationship is also supported in the context of fashion shopping and hotel cleanliness (Liang et al., 2018; Zemke et al., 2015).

- *H1. There is a negative relationship between consumer innovativeness and price sensitivity.*
- *H2. There is a positive relationship between consumer innovativeness and behavioral intention to use robotic services.*
- *H3. There is a negative relationship between price sensitivity and behavioral intention to use robotic services.*

According to the Construal Level Theory, individuals' perceptions and intentions differ when their psychological distance is different (Trop & Liberman, 2010). Temporal distance is a type of psychological distance (Kim et al., 2018) defined as a subjective experience that something is close

or far away from the self, here, and now (Trope & Liberman, 2010). Temporal distance is studied by asking about the timing of participants' travel plans (e.g. Do you plan to travel in the near future or in the distant future?). The study shows that temporal distance makes a difference in consumers' assessments of hotel attributes (Kim et al., 2018). Though it is predicted that robotic technologies will serve as the basis of future industry development, the rate of implementation of robotic technologies in the hotel industry remains uncertain (Ivanov, 2020). Therefore, temporal distance in the current study context refers to how soon the consumers think robotic technologies will be employed by most hotels (in the near future or in the distant future).

- *H4a. Temporal distance influences the negative relationship between consumer innovativeness and price sensitivity.*
- *H4b. Temporal distance influences the positive relationship between consumer innovativeness and behavioural intention.*
- *H4c. Temporal distance influences the negative relationship between price sensitivity and behavioural intention.*

The theoretical framework involves the three latent constructs with one moderator and six hypotheses. Fig. 1 displays the proposed conceptual model.

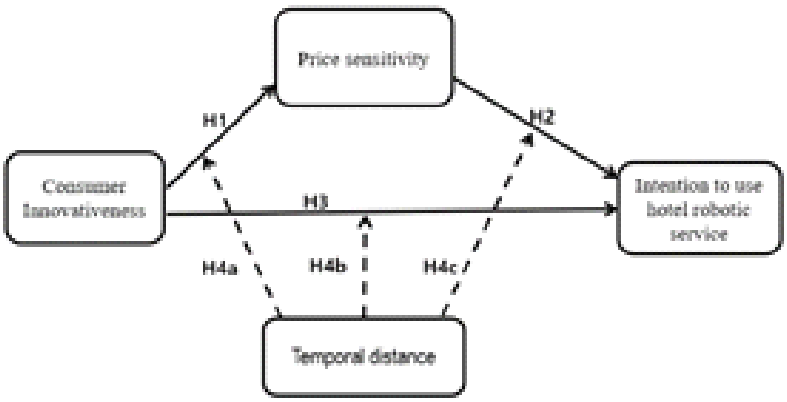

Figure 1. Proposed conceptual model

PROPOSED METHODOLOGY

This study will use a quantitative research method in the format of online surveys. All instruments are adapted from previous literature. To test the moderating role of temporal distance, participants will be separated into two groups by temporal distance (near or distant future). The survey will first ask participants to answer the question, "Do you think robotic technologies will be implemented by most hotels in the next 6 months or in more than 6 months?" (Kim et al., 2018). Consumer innovativeness is assessed with three measurement items (e.g., "I know more about the hotel robotic service before other people do") (Goldsmith & Hofacker, 1991; Jin et al., 2016). Price sensitivity is measured with four items adapted from Goldsmith et al. (2005) (e.g., "I don't mind paying more to try out robotic hotel service"). Behaviour intention is measured with two items (e.g., "I would like to use robotic hotel service in a future stay") (Kim et al., 2017; Shin, 2009). Measurement items will be modified slightly to fit the context of the study. Data collection will be conducted using Amazon Mechanical Turk, targeting a total of at least 500 valid samples. Correlation and regression analysis will be conducted using IBM SPSS 26.0 to reveal the relationships between constructs and to test the moderating role of temporal distance.

IMPLICATIONS

This study has both theoretical and practical

implications. From a theoretical standpoint, first, the previous literature has shown a strong relationship between consumer innovativeness and perceived product innovativeness (Truong et al., 2017; Zhang et al., 2020). This study could potentially provide insights for future research studies about the relationship between perceived innovativeness and price sensitivity through consumer innovativeness. Second, though previous studies demonstrate that automation technologies are ushering in the Industry 4.0 phase (Ivanov, 2020; Schwab 2016; Skilton & Hovsepian 2018), this study will help to find out if consumers have the same opinion or if they think hotel robotic technology implementation is still far in the future. If the latter is supported, investigating why consumer perceptions of the future availability of automation technology lag behind, and identifying solutions to address this discrepancy, could be an area for future research. Third, this study on hotel robotic service could contribute to the literature by providing a verified framework to test consumer intention towards other technologies used in hotels or in other industries.

With the study's aim of increasing understanding of the potential effects of higher pricing driven by technology adoption, practical implications are also expected. Firstly, as Ramirez and Goldsmith (2009) suggested, price sensitivity shows whether the customer is willing to pay for a premium on the product. This study will reveal whether customers would be willing to pay a premium to stay in hotels outfitted with robotic technologies. The results could give suggestions to hotel management on their pricing strategies. For example, suppose the results support a negative relationship between price sensitivity and intention. In order to retain price-sensitive customers, hotels would need to consider possible solutions such as tiered pricing (e.g. price for stays with and without robotic service). Second, hotel planners could also refer to this study before deciding whether to invest in robotic technologies, as they might not break even by increasing the hotel price if most consumers are revealed to be price sensitive.

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HOW TRUST AND SELF-EFFICACY INFLUENCE FUTURE TRAVEL INTENTIONS? THE MODERATING ROLE OF COMMUNITY TYPES

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INTRODUCTION

The COVID-19 has significantly reshaped the economic, socio-cultural, and political systems all around the globe. The WHO (World Health Organizations) declared COVID-19 as a global pandemic on 12th March 2020. As of now, there are more than 159 M cases reported worldwide, and death counting to 3.3 M (John Hopkins University & Medicine, 2021, Global COVID Cases). Governments and legal authorities undertook various measures worldwide to control the spread of the pandemic. These restrictions and unprecedented crises have made a massive and monumental hit on the global travel, tourism, and hospitality industry. Many of the tourism destinations were closed because of lockdown measures and bans on travel and cancelled bookings, and lack of a supportive environment. In a pandemic, people had taken vacations (domestic or international) with their friends and families, either following or not following the travel guidelines and protocols. From the information sources like social media, newspaper, and television, the travellers belonging to different communities like urban, suburban, and rural areas have mixed responses related to their level of trust while visiting a destination and their self-efficacy to travel. There is no past research that has been explored in this area. So, to address this gap, the current study aims to (1) investigate how the traveller's trust in vaccination and destination and their self-efficacy influences their future travel intentions (2) to identify if there are any moderating effect of community types in the structural relationship among the variables mentioned above.

LITERATURE REVIEW

The federal government, state authorities, policymakers, healthcare sectors, and other support groups must ensure largescale and equitable access to the COVID-19 vaccine. It requires coordinated efforts and well-defined strategies to heighten acceptance and trust among people. Once the public gains trust and confidence in the vaccine, people will be ready to travel (Kim et al., 2021). The concept of "vaccine tourism" also gained popularity, where travellers prefer to visit other states for their vaccine appointment and visit their destinations (Findell & Montes, 2021). The successful acceptance of the COVID-19 vaccine will influence the traveller's future travel intentions and accelerate the travel and tourism industry's recovery stage. Thus, it can be hypothesized that.

- H1. Trust in vaccination significantly influences future travel intentions.

Trust is the individual's willingness and security to depend on other people or other things (Sapienza et al., 2013). It is also a complex neural process that binds diverse representation into a sematic pointer that includes emotions. Destination trust refers to a traveller's willingness to rely on a destination's ability to perform its promised functions (Abubhakar et al., 2017). Due to the changing nature of the tourism and hospitality products and services, destination marketeer must ensure promised service during advertisement and promotion. The integrity and transparency of service offerings of a destination result in the trust that tourist develops for such destinations. As trust is the best method to reduce uncertainty and risk perception, travellers are more likely to visit a destination, which is dependable and trustworthy. In this scenario, the destination trust will generate

a more favourable attitude towards the destination and intention to visit the destinations. Thus, it can be hypothesized that.

- H2. Destination trust significantly influences future travel intentions.

Self-efficacy can be interpreted as someone's ability to act rationally in a physical and social environment. It is also defined as an individual's belief in their capabilities to meet the situation demands (Wang & Xu, 2015). It exists when people believe that an environment can facilitate their activities (Ginting, 2016). In the context of travel and tourism, a traveller's self-efficacy can be related to a kind of belief of how well he/she can execute a course of action using his/her capacity (Hallak et al., 2015). It determines the feeling of ease or difficulty in each situation, and it can predict the intention to adopt behaviour in that given circumstance. Thus, it can be hypothesized that.

- H3. Self-efficacy significantly influences future travel intentions.

Exploring the role of community types (Urban community, Suburban community, and Rural community) has been very rarely explored in the field travel, tourism, and hospitality filed. Singgalen et al. (2019), investigated the role of community participation in rural tourism development and found that the community participation in the rural tourism development showed the control society in the tourism planning, implementing, and evaluating the development programs. Past studies also have identified that the travelers' varying levels of attitude and behavior belong to different. In COVID-19, it was visible that there were varying travel intentions between urban, suburban, and rural communities (Anwari et al., 2021). Thus, it can be hypothesized that.

- H4. Community types significantly moderate the relationship between traveler's trust in vaccination and future travel intentions.
- H5. Community types significantly moderate the relationship between traveler's destination trust and future travel intentions.
- H6. Community types significantly moderate the relationship between traveler's self-efficacy and future travel intentions.

METHODOLOGY

The current study was done among the travellers who had travelled or taken vacation trips since the outbreak of the COVID-19 pandemic in March 2020. To test the hypotheses, a questionnaire was developed based on a comprehensive review of literature, and the measurement items for each construct were adopted and modified to fit the purpose of this study. Qualtrics, an online survey platform, was used for the data collection. Before the actual survey, a pilot study among 50 samples was undertaken to ensure the validity of the survey instruments used in the actual survey. During the data collection, 400 samples were collected, and after removing unwanted and unusable samples, 368 samples have been compiled and analysed using SPSS and IBM Amos.

RESULTS

Out of the 368 samples, 197 samples were males, and 171 were females. The first step is to assess the overall model fit of the measurement model using Confirmatory Factor Analysis (CFA). Each goodness-of-fit indices for our measurement model implied that the model fit well with the data, $\chi2$ (48) = 120.31, $p < 0.001$, $\chi2/df = 2.506$, TLI = 0.94, and RMSEA = 0.64 (90% CI: 0.05 – 0.08). Moreover, all constructs have the acceptable score of composite reliability coefficients ranging from 0.80 to 0.84, suggesting internal consistency. Factor loadings of all items ranged from 0.80 to 0.84, and average variance extracted (AVE) of all constructs exceeded the threshold level of 0.50, thus indicating the ensured convergent validity. Moreover, all squared multiple correlation coefficients were lower than all average variance extracted (AVE) of the constructs, which indicated that discriminant validity was achieved in the model.

Table 1. Convergent and discriminant validity

Constructs	Trust in Vaccination	Destination Trust	Self-Efficacy	Travel Intentions
Trust in Vaccination	0.76 [a]			
Destination Trust	0.56 [b]	0.78		
Self-Efficacy	-0.19	-0.04	0.77	
Travel Intentions	0.59	0.72	-0.03	0.78
CR[c]	0.80	0.84	0.82	0.82

[a] Average variance extracted (values on the diagonal), [b] Squared multiple correlation, [c] Composite reliability.

Table 2. Results of CFA

Construct/Items (Cronbach's α)	Mean	Standard Deviation	Factor Loadings
Trust in Vaccination (α = 0.80)			
Trust in Vaccination 1	3.68	1.08	0.706
Trust in Vaccination 2	3.63	1.07	0.722
Trust in Vaccination 3	3.86	1.05	0.847
Destination Trust (α = 0.84)			
Destination Trust 1	3.68	1.22	0.76
Destination Trust 2	3.58	1.06	0.88
Destination Trust 3	3.65	1.19	0.75
Self-Efficacy (α = 0.81)			
Self-Efficacy 1	3.62	1.21	0.71
Self-Efficacy 2	3.57	1.15	0.86
Self-Efficacy 3	3.80	1.15	0.75
Travel Intentions (α = 0.82)			
Future Travel Intention 1	3.82	1.08	0.84
Future Travel Intention 2	3.88	0.98	0.73
Future Travel Intention 3	3.89	0.94	0.75

χ^2 (48) = 120.31, $p < 0.001$, χ^2/df = 2.506, TLI = 0.95, and RMSEA = 0.64 (90% CI: 0.05 – 0.08).

After assessing the validity of the measurement model, Structural Equation Modelling (SEM) was conducted to analyse the structural model. Each goodness-of-fit indices for our structural model implied that the model fit well with the data, χ2 (51) = 220.828, $p < 0.001$, χ2/df = 4.33, CFI = 0.91, TLI = 0.89, and RMSEA = 0.08 (90% CI: 0.07–0.09). The results of structural equation modelling (SEM) analysis with the standardized path coefficient. Results from the SEM analysis showed that the positive impacts of trust in vaccination on travel intentions (β = 0.31, $p < 0.001$), destination trust on travel intentions (β = 0.60, $p < 0.001$), and self-efficacy on travel intentions (β = 0.05, $p < 0.05$) were all significant, indicating that hypotheses 1, 2, and 3 were supported. Overall, the three variables caused 74.4% variation in travel intentions. The moderating effect of community types on the structural relationship among trust in vaccination, destination trust, self-efficacy, and travel intentions was tested to determine if there were any significant differences among urban, suburban, and rural respondents. Structural equation modelling (SEM) with moderation can assess the significance of relationships between the corresponding latent variables in urban, suburban, and rural communities.

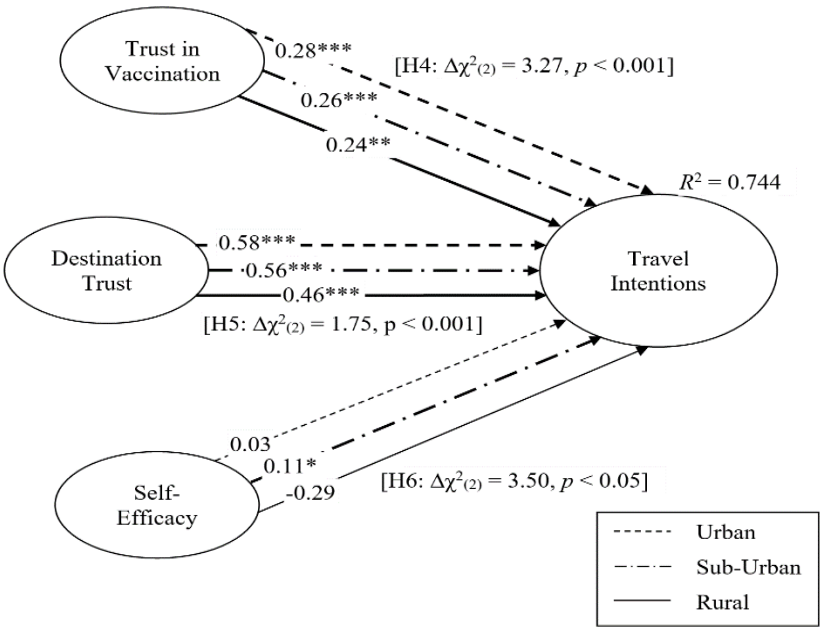

Figure 1. Results of the moderation effects of community types. χ2(153) = 390.71, *p* < 0.001, χ2/df = 2.56, CFI = 0.87, TLI = 0.83, RMSEA = 0.065 (90% CI: 0.057–0.073). * *p* < 0.05, * *p* < 0.001.**

The results showed that there is a significant difference among communities in the relationship between trust in vaccination and travel intentions ($\Delta\chi2(1) = 3.27$, $p < 0.05$) and the relationship between destination trust and travel intentions ($\Delta\chi 2(1) = 3.50$, $p < 0.05$), supporting hypothesis 4 and 5. However, hypothesis 6 was not supported. More specifically, the relationship between trust in vaccination and travel intentions was stronger for urban respondents ($\beta = 0.28$, $p < 0.001$) than for sub-urban respondents ($\beta = 0.26$, $p < 0.001$) and for rural respondents ($\beta = 0.24$, $p < 0.001$). Similar results were observed in the relationship between destination trust and travel intentions. Urban respondents had stronger relationship between destination trust and travel intentions ($\beta = 0.58$, $p < 0.001$) as compared to sub-urban respondents ($\beta = 0.56$, $p < 0.001$) and rural respondents ($\beta = 0.46$, $p < 0.001$). However, the relationship between self-efficacy and travel intentions was only significant in case of sub-urban respondents ($\beta = 0.11$, $p < 0.05$).

Table 3. Test of measurement invariance in urban, sub-urban and rural groups.

	χ2	df	Δχ2	Δdf	RMSEA (90% CI)	CFI	TLI
Unconstrained	269.27	144			0.05 (0.04 − 0.06)	0.93	0.90
Constrained	273.95	150	4.68	6	0.05 (0.04 − 0.06)	0.93	0.91

DISCUSSIONS

The objective of this study was to investigate how the traveller's trust in vaccination and destination and their self-efficacy influences their future travel intentions and to identify the moderating effect of community types. Overall, the findings align with the existing literature and revealed essential implications for the hospitality and tourism industry. First, the study shows a significant relationship between traveller's trust in vaccination and destination and their self-efficacy on their future travel intentions. The moderating effect of community types was identified among the relationship between travellers' trust in vaccination and destination with their future travel intentions. This study helps to understand better the traveller's behaviour and their future travel intentions. The trust in vaccination and destinations trust reveals that the travel, tourism, and hospitality industry is already in the recovery phase. People are more convinced by trusting the destinations they

had visited during the pandemic; it can be assumed that more and more people will be ready to travel in the coming months. The moderating effect of the community types reveals that destination marketers need to design specialized marketing strategies based on the targeted communities rather than a common one. It implies the fact that one strategy will not fit all.

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AMID COVID-19: THE IMPACT OF ONLINE FOOD DELIVERY SERVICE ON RESTAURANT FINANCIAL PERFORMANCE AND CUSTOMER'S INTENTION TO USE SUCH SERVICE

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INTRODUCTION

For restaurant customers, excellent food in conjunction with high-quality service and good atmosphere contribute to an excellent overall dining experience (Ryu et al., 2021). In restaurant industry, service has been recognized as one of the effective tools to gain competitive advantage(Voon et al., 2013). When higher quality service presented on customer "touch points", customers gain better perception of the quality. However, COVID-19 caused acute problems in the service industry, especially for restaurants. Customer's touchpoints were eliminated to the maximize extent to avoid the spreading of disease. To survive in the crisis, the most commonly utilized risk strategy in restaurant firms is to shift focus to food delivery service. Customers also utilized this service more than ever as a risk reduction strategy.

Based on this background, research on the competitive advantage of online delivery service for restaurant business amid COVID-19 is urgently needed. Factors that have impact on food delivery sales need to be identified for restaurant's strategic planning. Besides, restaurant firms need to understand customer's intention to use such service amid COVID-19 to maximize sales revenue. The purpose of this study is to provide suggestive survival and sustainable risk strategies for restaurant firms from the effect of COVID-19. To do so, two studies will be conducted: Study 1 is a preliminary study on the impact of online food delivery service on restaurant's financial performance during COVID-19; Study 2 explores the customer's intention to use online food delivery service during COVID-19 under online payment concerns.

LITERATURE REVIEW

Industrial background.

On March 11th, 2020, The World Health Organization (WHO) declared the novel Coronavirus (COVID-19) outbreak a global pandemic (Cucinotta & Vanelli, 2020). Updated in October, 2020, Center of Disease Control (CDC) announced that the disease mainly spreads between people who are in close contact with one another (within 6 feet) through inhaling droplets or small particles produced by infected person. To reduce of COVID-19 transmission, the World Health Organization (WHO) recommended series of self-protection actions such as wearing mask in public, social distancing, self-isolating to avoid direct and indirect contacts among people (Cucinotta & Vanelli, 2020). This happening led hospitality businesses to a tremendous crisis. Restaurants were forced to close, then some of them reopened with reduced seating capacity in corporation with the social distancing policy. Severson and Yaffe-Ballany (2020) estimated that 75 percent of the independent restaurants that have been closed due to COVID-19 would lose their business. Majority of the restaurant shifted to offering online food delivery service for competitive advantage amid the crisis (Kim & Lee, 2020).

Developing competitive advantage can be considered a critical factor for business (Bressler, 2012). In 2007, the fast-food company, Pizza hut, was the first to focus on delivery service which eventually drove company's growth (Daryanto, Nasution, Fadeli, 2020). Its success has validated the competitive advantage of food delivery service for restaurants before COVID-19 (Statista, 2020). Amid COVID-19, the performance of delivery

service sales and its impact on restaurant's overall business performance could be further studied. This leads to the research question for study 1.

- RQ1: How COVID-19 and derivative business restrictions signify sales from food delivery services and financial performance of restaurant firms?
- RQ2: What factors are contributing to the change of food delivery sales amid COVID-19?

Theoretical background.

Theory of Planned Behavior (TPB) is an extension of the theory of reasoned action (TRA). TRA has been criticized by previous researchers, because the model solely concerns with rational, volitational, and systematic behavior (Fishbein& Ajzen, 1975; Chang, 1998). Ajzen (1985, 1991) then incorporated these considerations into the Theory of Planned Behavior (TPB) by adding the non-volitional control-perceived behavior control factor. With this development, intention could be better examined through personal surroundings (Attitude), social surroundings (Subjective norm) and non-volitional determinants (Perceived behavior control). The TPB model has been validated by many researcher: Hansen, Jensen and Solgaard (2004) predicted online grocery buying intention; Kim, Ham, Yang and Choi(2017) analyzed consumers' intention to read menu labels in restaurant; Han and Kim(2010) investigated the hotel customers' decision formation through an extended TPB model; etc.

Amid COVID-19, customers started to take risk reduction strategies to minimize perceived risks (Mitchell & McGoldrick, 1996). According to Sjoberg (2000), perceived risk means individuals' psychological evaluations of probability and consequences. Yıldırım & Güler (2020) believed that risk perception is an important determinant of people's willingness to engage in certain behavior. In the context of this paper, the perceived risk refers to customer's evaluation of chance of virus infection when purchase from restaurant in COVID-19. Although the original TPB model has gained much support, the unique circumstances caused by COVID-19 will be added to the model to understand consumers' online food delivery service comprehensively. Customer's perceived risk of COVID-19 was proven to have significant impact on customer's attitude social influence and perceived behavior control relatively by previous scholars (Kim and Lee, 2020; Choi, Lee and Ok, 2013; Zhao and Bacao, 2020.)

With the technology development associated with online food delivery service, concerns towards online payment when ordering online was brought to researcher's attention. Brown and Muchira (2004) identified three specific privacy concerns that have been identified as being important to customers: Unauthorized secondary use of data, privacy invasion and errors. Among these concerns, errors and invasion of privacy was proved to have significant inverse relationship with online purchase behavior (Brown and Muchira, 2004).

Based on this background, study 2 will expand the TPB model to include more related variables: the perceived risk of COVID-19 and customer's concern of online payment concerns. Conceptual model and hypothesis for study are listed below:

- H_1: Customer's positive attitude towards food delivery service is positively associated with purchase intention for food delivery service.
- H_2: Subjective norm is positively related to purchase intention for food delivery service.
- H_3: Higher perceived behavioral control is positively related to purchase intention for food delivery service.
- H_4: Increased perceived Risk of COVID-19 is positively related to positive attitude towards the purchase of food delivery service.
- H_5: Increased perceived Risk of COVID-19 is positively related to subjective norms.
- H_6: Increased perceived Risk of COVID-19 is positively related to increased perceived behavioral control.
- H_7: Increased perceived Risk of COVID-19 is positively related to food delivery service purchase intention.

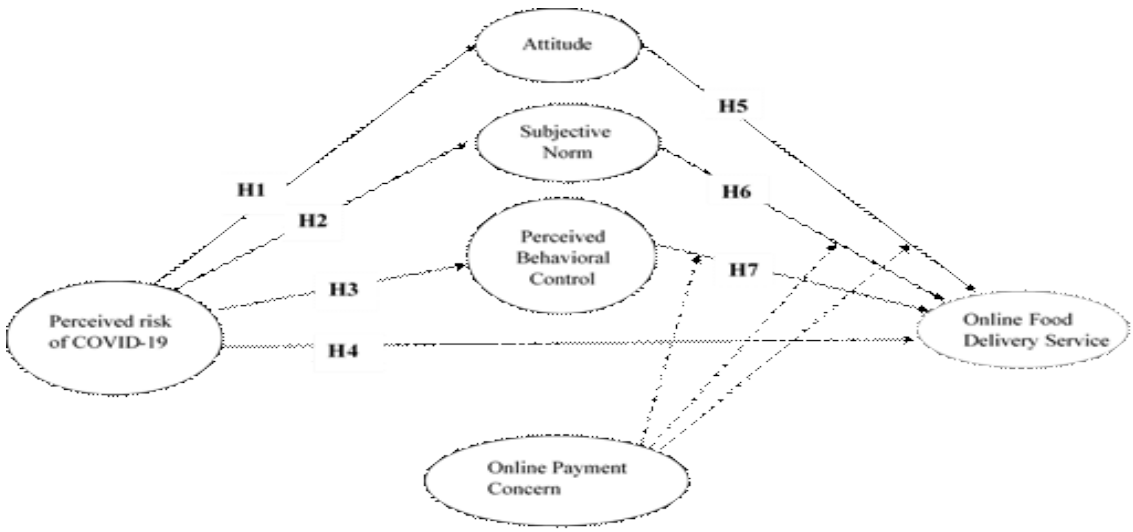

Figure 1. Conceptual Model with Hypothesis

PROPOSED METHODOLOGY

Study 1.

To comprehensively explore potential influential factors that affect impacts of COVID-19 on the restaurant delivery sales, this study will collect the information of restrictive measures that affect restaurant operations from local government. The information includes shutdown period and economic reopening steps at the regional level. The dummy for COVID-19 and different restaurant attributes were regressed against monthly sales. The formulated model was estimated with fixed-effects analysis.

$$lnSALES = \beta 0 + \beta_1 PANDEMIC + \beta_2 REGION + \beta_3 RATE + \beta_4 REVIEW + \beta_5 PRICE + \beta_6 DERLIVERY + \beta_7 FEE + \beta_8 MINIMUMi + \beta_9 BRAND + \varepsilon$$

The average monthly delivery sales of individual operations in 2019 and the first and second quarters of 2020 were collected from Meituan, the largest food delivery service provider in China. To test the influence of business restriction amid COVID-19, this study will include both an area with no business restriction (group 0: Shanghai) and areas with full business restriction (group 1: Hangzhou, and Xian). Dependent variable (SALES) is average monthly sales per restaurant operation. Independent variables include PANDEMIC (0 for 2019, 1 for 2020 (1st quarter)), REGION (1 for cities, where restaurants could not run their business during the shutdown period and 0 for otherwise), RATE (average overall ratings of OCRs per restaurant operation), REVIEW (total number of OCRs per restaurant operation), PRICE (average RMB amount per order), DERLIVERY (average delivery time per restaurant operation), FEE (average delivery fee per restaurant operation), MINIMUM (minimum RMB amount of order for delivery service per restaurant operation), and BRAND (0 for weak brands, 1 for strong brands).

Study 2.

A quantitative research will be conducted to investigate the customers' purchase intention towards online food delivery service during COVID-19 by integrating the Theory of Planned Behavior (TPB) model. A survey generated through Qualtrics will be distributed to samples. The final survey instrument will include items to examine the respondents' socio-demographics (age, gender, marital status, education level, family size) and their behavior pattern illustrated by 6 included constructs. Table 1 lists the total 27 items describing the constructs. All constructs will be measured on a seven-point Likert scale (1= "strongly disagree", and 7 = "strongly agree"). Simple random sampling methodology will be used to recruit participants. To test the moderator factor of customer's concerns towards online payments, ample will be separated

into two groups based on whether or not they are concerned about online payments.

To test hypotheses, the two step-approach suggested by Anderson and Gerbing (1988) was employed. First, confirmatory factor analysis will be conducted to reduce measurement error resulted from construct with various indicators. Several fit indices will be used to access the measurement model fit, including chi-square, Root mean square error of approximation (RMSEA), Comparative fit index (CFI), and Non-norm fit index (NNFI).

Table 1. Measurement items

Measurement items	Adapted from
Attitude towards online food delivery service	
Item 1: I think using online food delivery service is useful	
Item 2: I am strongly in favor of using online food delivery service	Lee, (2009)
Item 3: I desire to use online delivery service when I purchase food	
Subjective norm	
Item 1: People who are important to me think I should use online food delivery service	Lee, (2009)
Item 2: People who influence me would think I should use online food delivery service	
Item 3: People whose opinions are valued to me would prefer that I should use online food delivery service	
Perceived behavioral control	
Item 1: I think that I would be well capable of using OFDS to buy food well.	
Item 2: I think that using online food delivery service would entirely within my control	Lee, (2009), Shin & Hancer (2016)
Item 3: I think that I have the resources, knowledge, and ability to use online food delivery service.	
Item 4: I am confident that I could use online food delivery service if I want to	
Item 5: I think it is easy to use online food delivery service	
Item 6: whether I purchase food through online food delivery service is entirely up to me.	
Customer intention to use online food delivery service	
Item 1: I intend to use online food delivery systems in the future	Venkatesh, et al. (2003), Cho, et al. (2019)
Item 2: I will always try to purchase food through online food delivery service	
Item 3: I will recommend to others to use online food delivery service	
Item 4: Online food deliver service would be among my favorite technologies	
COVID-19 perceived risk	
Item 1: I think the perceived possibility of me acquiring COVID-19 is high	
Item 2: I think the perceived possibility of me acquiring COVID-19 compared to other persons is higher	Yildirim & Guler (2020)
Item 3: I think the perceived possibility of dying from COVID-19 is high	
Item 4: I think the perceived possibility of other disease (e.g. diabetes/asthma)	
Item 5: I fear for myself contracting COVID-19	
Item 6: I fear for a family member contracting COVID-19	
Item 7: I fear for COVID-19 emerging a health issue	
Item 8: I fear for COVID-19 occurring in the region	
Concerns towards online payment	
Item 1: I feel concerned about my privacy when paying online	
Item 2: I feel concerned about my financial loss when paying online	Haddad & Hage (2018)
Item 3: I believe that my personal and financial information I provided when I pay is sensitive	

In this study, individual item reliability will be tested through Cronbach's alpha. The suggested cut off point is greater than 0.7. Reliability of the construct or the latent variables will be tested by composite reliability and the average variance extracted (AVE). The assessment by composite reliability and AVE provides the convergent validity of the measurement model. The composite reliability is a measure of scale reliability, it should be equal or greater than 0.70 (Hair et al, 1998). The AVE reflects the amount of variance that is captured by a construct in relation to the amount of variance due to measurement error. An AVE above 0.50 indicates the convergent validity (Fornell & Lacker, 1981). Construct validity mainly includes convergent and discriminant validity (Shuttleworth, 2009). Factor loadings through CFA can illustrate convergent validity. Discriminant validity expounds whether unrelated measurements are unrelated or different. By comparing the square root of AVEs to correlation coefficient among constructs, we can determine if discriminant validity of the constructs ere supported.

In the second step, Structural Equation Model (SEM) will be conducted to help holistic relationship among latent factors. Structural model fit indices will be employed to test the proposed hypothesis in conceptual model. In the structural model, the coefficient of each relationship will be measured. To offset flaws of any single index and strictly evaluate the model, multiple indices are considered in this study, including chi-square, RMSEA, CFI, and NNFI.

THEORETICAL AND PRACTICAL IMPLICATIONS

Theoretical Implications.

This paper will use mixed methodologies to validate the importance of online food delivery service. Study 1 utilized regression analysis to prove the positive correlation of online delivery service and restaurant sales amid COVID-19. It provides a solid foundation for the study of customer intention to use online food delivery service. Study 2 integrates the up-to-date topics within Ajzen's (1985) theory of planned behavior, such as the impact of COVID-19 and customer's concern towards online payment. The expanded structural model will predict the relationship between customer's perceived risk of COVID-19, customer's attitude towards online food delivery service, subjective norms, the perceived behavior control, and customers intention to use online food delivery service. This will not only contribute to the existing literature of customer intention studies on online food delivery service, but also offer a precedent of utilizing mixed methodologies for future researchers.

Practical Implications.

The result of this paper will confirm food delivery service an effective sales diversification strategy for restaurants business to minimize negative impacts of restricted business environment and to survive from the impact of such pandemic disease as COVID-19. Results of the study 1 can provide explanatory factors that explain how COVID-19 affects food delivery sales and how such sales can be affected by operational characteristics amid business restriction. So, restaurant firms should set risk/crisis strategies and maximize the utility of food delivery options as one of main service delivery process permanently. In addition, from results of study 2 restaurant firms and managers will be able to better understand customer's intention towards online food delivery service and impacts of perceived risks and concerns on online payment method, therefore conduct specific and efficient strategic marketing plan to increase better appeal to customers on the online sales platform, which allows restaurant firms to maximize sales revenues from the food delivery.

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CONSUMER'S SUSTAINABLE CONSCIOUSNESS AND COOKING RELATED FACTORS: THE ROLE OF PERCEIVED CONSUMER EFFECTIVENESS

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INTRODUCTION

Currently, the number of people interested in sustainable consumption has increased tremendously, particularly in developed countries (de-Magistris et al., 2012). Since the 1987 publication of Our Common Future by the United Nations World Commission on Environment and Development (known as the Bruntland Commission) marked the stabilization of the term "sustainable" as a prominent component of the disclourse on the global future (UN, 1987), research on sustainability has emerged as the dominant description (Bansal 2005). Elkington's (1997) triple bottom line approach further emphasized that the three core dimensions of sustainability-environmental quality, social justice and economic prosperity-are closely interlinked. Therefore, requirements of all three dimensions (planet, people, and profit) should, ideally, be met simultaneously (Balderjahn et al., 2013).

Companies increasingly recognize stakeholders' expectations to commit to sustainability, and it has become a prerequisite for firm legitimation (license to operate) and long-term competitiveness (Lubin and Esty 2010). Likewise, consumers are expected to consume sustainably and pave the way for a sustainable development (Caruana and Crane 2008). Thus, a clearly revealed consumer consciousness for sustainable consumption will help motivate and reinforce appropriate activities of companies, as well as impact the activities of political influential role in attaining sustainability goals (Balderjahn et al., 2013).

Although research on sustainable consciousness has been consistently conducted with respect to consumer consumption (Balderjahn et al., 2013; de Carvalho et al., 2015; Ghvanidze et al., 2016), there has been no study of the relationship between consumption and cooking behaviors. Therefore, this study will investigate the relationship between Consumer's Sustainable Consciousness and Cooking Behavior, and the role of perceived consumer effectiveness.

Purpose & Objectives

This study aims to investigate the role that PCE plays in the relationship between consumers' consciousness of environmental, social and economic food consumption, as well as the cooking confidence, cooking attitudes and cooking behaviours. Specific research objectives are: (1) To identify the causal relationships of PCE on sustainable consciousness (2) To identity the causal relationships of sustainable consciousness on Consumer cooking related factors (3) To analyze the effect of PCE on the impact of sustainable consciousness on cooking related factors.

Literature Review

Sustainable food consciousness

The concept of sustainability in general and food sustainability, in particular, entails many aspects and many interpretations (Aiking & de Poer, 2004). Sustainable food consumption was defined by the Food and Agriculture Organization as "diets protective and respectful of biodiversity and ecosystems, culturally acceptable, accessible, economically fair and affordable; nutritionally adequate, safe and healthy; while optimizing natural and human resources" (FAO, 2010). In accordance with the Triple bottom line concept (planet, people, profit) on sustainable development, Balderjahn et al., (2013) presented the consciousness for

sustainable consumption (CSC) scale as an intention to consume in a way that enhances the environmental, social and economic aspects of quality of life. CSC scale consists of consciousness for environment, consciousness for social consumption, and consciousness for economic consumption. (Balderjahn et al., 2013).

Perceived Consumer Effectiveness

Recently, the concept of perceived consumer effectiveness (PCE) has been applied extensively to explain the motivations for environmental behaviour and attitudes. Researchers typically link PCE with social and environmental consciousness (Ghvanidze et al., 2016). Broadly, PCE can be defined as the extent to which the consumer believes that his or her own efforts can make a difference and contribute to solving a social and environmental problems (Ellen et al., 1991; Meijboom & Brom, 2012). If consumers believe that their behaviour will have an impact on the desired outcome, PCE may affect consumer behaviour. Thus, high PCE is needed in order for consumers to translate their positive attitudes into the actual purchase (Vermeir & Verbeke, 2006).

Consumer Cooking Related Factors

Despite the importance of cooking in modern life, little is known about behaviours and perceptons of cooking in the USA (Drewnowski A, 2004); much less is known about this critical intermediate step than is known about either food access or consumption. Available evidence suggests that adults in the USA spend less time cooking now than in the past (Zick and Steven, 2010). Yet, Americans currently report living in households where dinner is cooked on average five nights per week, with over half cooking dinner six or seven times weekly (Virudachalam et al,.2014), and almost half of all food dollars are spent on food consumed at home (US Department of Agriculture, 2014).

Research also suggests that cooking confidence and positive attitudes about cooking are important determinants of cooking behaviour, perhaps even more than specific cooking skills. For example, individuals who report confidence about their cooking are more likely to enjoy cooking, cook a wider variety of foods and experiment with new foods (Wolfson, et., 2016)

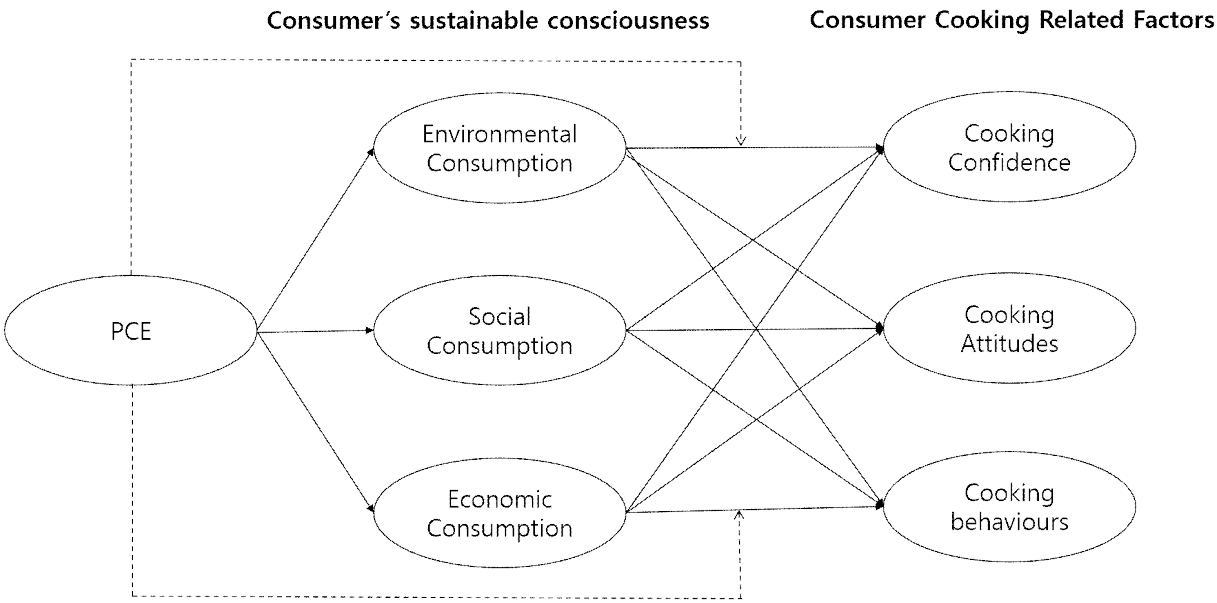

Figure 1. Conceptual Framework PCE

Research Question.

1. To what extent consumers' socio-demographic characteristics predict their perceived consumer effectiveness, environmental consumption, social consumption, economic consumption?
2. To what extent consumers' socio-demographic characteristics can predict the Cooking confidence, cooking attitudes and cooking behaviors?
3. How does PCE moderate the impact of

sustainable consciousness on cooking related factors?

METHOD

Samples

The survey will be conducted through the convenience sampling of 800 adults live in South Korea.

Research Instrument

Based on previous research, a questionnaire will be designed to measure the impact of behavioral factors presented in the conceptual framework of the study (namely, perceived consumer effectiveness, consciousness for environmental consumption, consciousness for Social consumption, and consciousness for Economic consumption) on the cooking confidence, cooking attitudes and cooking behaviors.

In order to test measures, a pilot study will be conducted. The pilot study will be implement as an online survey to a database of food consumers. Initially, the variance and the deviation will be tested and items with less deviation will be excluded from the factor scales.

Next reliability of the scales and the separation efficiency of the items will be tested respectively.

The final survey will be pre-test among 30 respondents and slight modifications to the survey will be made.

Data Collection

The empirical analysis will be conducted through an online survey.

Data Analysis

Initially, the descriptive statistics for the consumer behavioral factors and the consumer cooking related factors will be performing. Means and standard deviations will be test first, followed by a principal component analysis with varimax rotation for the items of behavioral factors and the consumer cooking related factors. Regression analysis will then conduct to investigate the predictors of the behavioral factors and the consumer cooking related factors by demographic variables. In the next step, a series of regression analysis will be conducted to analyze the moderating role of PCE-first, in the relationship between environmental conscious behaviour and Social conscious behaviour and the Cooking confidence and Cooking Attitudes and Cooking behaviours.

FINDINGS

Expected findings

Consumers' environmental, social, and economic food consumption will affect cooking confidence, culinary attitudes, and culinary behaviors. It is also expected that PCE will affect these relationships.

IMPLICATIONS or CONCLUSION

Implications of the findings to the industry and academia

The finding from this study would provide valuable insights into consumers' preferences for the culinary confidence, culinary attitudes. It has been found that motivation evokes consumers' concerns for the environmental, social, and economic. The result of this study is expected to help create a nutritional public health policy which containing sustainable food consumption and cooking.

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UNDERSTANDING CHALLENGES FACED BY FEMALE EMPLOYEES IN U.S. FOODSERVICE OPERATIONS

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INTRODUCTION

Female workers are an important part of the hospitality industry. There were 8,879,000 workers employed in the accommodation and foodservice industry in 2020, and women employees occupied 51.8% of the total employed workers in the U.S. (U.S. Bureau of Labor Statistics, 2021). Ng and Pine (2003) found that the number of female students who majors in hospitality management is more than male students in the same major. It also indicates that the potential of women workforce dominates the hospitality industry. However, according to the report of the Castell Project (2020), women only held 12% of hospitality industry leadership positions in 2019. Menicucci, Paolucci, and Paoloni (2019) also mentioned that women are the major group in the tourism workforce in most regions of the world, yet there is very low percentage of female promoted to the senior management level. According to DATAUSA (2019), there were 5.16 million female workforces and 4.57 million male workforces in the restaurants and food services industry in 2019. However, the average annual salary for male employees was $25,979 and female employees was only $19,280 with the similar workload.

There are many barriers related to female employees' work retention and promotion, such as women's dual role (involving in parenting and household tasks) (Menicucci, Paolucci, & Paoloni, 2019). Other factors, including corporate policies, corporate culture, and negative stereotypes, are also influence women's advancement (Knutson & Schmidgall, 1999). Menicucci and his colleges (2019) found evidence that female hotel executive managers didn't show poor job performance due to being a female. Moreover, female managers do have a better performance in some conditions than male managers. Women leaders are better at developing, inspiring and motivating others, as well as building relationships and promoting teamwork than male leaders. Thus, women leaders are more suitable working in government and social service areas (Gipson et, al, 2017). Besides, Smith and her colleagues (2006) in their study mentioned that the proportion of women in top management jobs positively affects company performance. Nevertheless, there were 53% of female employees worked at an entry-level position in the restaurant industry, and only 18% of them were promoted to the C-suite executives in 2018 (Luna, 2019). Moreover, Zainol and his colleagues (2016) mentioned that female employees have a higher mobility rate in the restaurant industry than males. Thus, there is a urgent need to understand the challenges female employees faced in the foodservice industry and the barriers they have to retain the job and receive the promotion.

Human resource is a valuable asset of an organization (Mohammed, et, al., 2013). Women workers as a part of human resources are also important to the organization's development. Previous studies investigated women employees' working conditions and the promotion environment in the hotel and tourism industry, but no studies focus on the same questions in the foodservice industry. Thus, the current study aims to investigate the challenges female employees faced in the foodservice industry. More specifically, the study will answer the following research questions:

1. What's the current challenges female employees faced in the foodservice industry?
2. What are the factors contributing to female employees' turnover intention and promotion?
3. What companies can do to reduce female

employees' turnover intention and enhance their job satisfaction and opportunities to promotion in the foodservice industry?

LITERATURE REVIEW

Food service industry and female employees

Commercial restaurants and institutional (non-commercial) organizations are two types of the foodservice industry. Commercial restaurants are profit-oriented and aim to earn revenue (EHL Insights, 2020), such as fine-dining restaurants, fast food restaurants, and catering companies. Their primary goal is to sell food products to customers. Differently, the primary goal for non-commercial organizations is not to make a profit on providing food products to the customers but setting the food providing service as a secondary support service (EHL Insights, 2020). This kind of foodservice organization includes hospitals, educational institutions, hotel food service, and other companies providing food service.

After comparing the job description between the commercial restaurants and institutional foodservice operations in the Indeed online website, there are several main differences between female employees working in both settings. Generally, for a similar position, such as kitchen staff, the institutional operations provide more job benefits for their employees than the commercial restaurants. The benefits include but are not limited to provide different insurance types, retirement plans, and supports to professional development. Moreover, the institutional foodservice operations generally have higher job requirements for their employees. For example, some institutional foodservice operations have a certificate requirement list on their job requirement description. Comparing to institutional foodservice operations, restaurant employees do have a longer and unevenly distributed work hours. The different policies, work environments, job benefits, and management supports presents a unique challenge for female employees in both foodservice settings.

The first challenge that female employees may face in this industry is the unequal salary based on gender. Shierholz (2014) reported that females' average hourly rate in the restaurant industry was $9.50, and males' average hourly rate was $10.15. Secondly, sexual harassment is another challenge in this industry. According to Johnson and Madera (2018), 90% of women reported sexual harassment in the restaurant industry. These sexual harassment behaviors were reported not only from their supervisors, but also from the customers. Because the special characteristics of "the customer are the most important" view in the restaurant industry, some supervisors tend to ignore the reports from the employees to maintain the relationship with customers. Moreover, as mentioned earlier, women's dual role is the third challenge for keeping the balance between life and work responsibilities without any support (Menicucci, Paolucci, & Paoloni, 2019).

In terms of the promotion, one barrier that slows women employees' promotion is the "glass ceiling". It includes many different types, such as gender discrimination in a company, stereotypes, and tokenism (Oakley, 2000). This kind of thought insists on believing female employees are lack of capability and skills than male, even though many scholars found there is almost no difference in the innate abilities between female and male managers (Appelbaum, Audet, & Miller, 2003). Appelbaum (2003) and his colleagues found that women leaders have many advantages than men. For example, women have more empathy and easier communicate with others than men; women are highly rated on people skills than men; women leadership also more efficient than men on people-oriented leadership skills; and women employees could better integrate multiple organizational roles and do better on work-life balance than men. Therefore, improving work environment for female employees would provide a great advantage for a company's management.

Strategic human resource management

As human-oriented industry, the hospitality companies may different from others as they provide more intangible products (service experience) than tangible products. The intangible service experience highly depends on the face-to-face interactions between employees and customers (Madera, et. al, 2017). Thus, human resource is a significant part of the whole hospitality companies. Effective use of human resources can better help to improve corporate performance. Strategic human resource

management defined the relationship between employee performance and firm performance (Uysal, 2014). It describes the human resource management affects individuals' performance, individuals' performance affects the business department's performance, and the business department's performance affects the firm performance. It is also a helpful tool to help a company understand how to enhance their performance by increasing their employees' personal performance. With this assumption, this study is trying to seek what companies can do to reduce their female employees work challenges related to retention and promotion. Thus, as a part of human resource management, the appropriate company's policy could improve female employees' job satisfaction and work performance.

Study Model

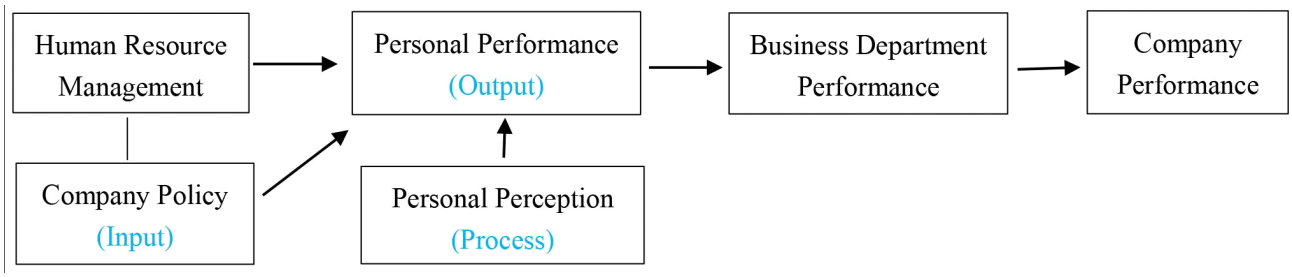

Figure 1. Study Model

METHOD

Participant selection

This study will invite a total of 40 female employees who are working in the foodservice industry. Twenty participants will be selected from the commercial restaurants and another 20 participants will be selected from the institutional foodservice operations (e.g., schools, hospitals, and daycares). A 45-minute individual interview will be conducted among participants.

Interview question development and pilot study

The individual interviews with female employees will be conducted to (a) investigate past experiences, challenges, and barriers related to their job retention and promotion; and (b) identify the appropriate company policies preferred by this group. The interview questions for the study will be developed based on the literature review, input from three female foodservice employees and human resource management experts, and results from the pilot study.

Data collection process and data analysis

Participants will be contacted by telephone and asked to participant in a 45 minutes interview. Upon participant agreement, all interviews will be audio recorded and transcribed verbatim. After data collection, Nvivo software will be used to analyze and summarize the results. Common themes will be identified from the transcribed data.

IMPLICATIONS

This study's results and conclusion will provide a new thought for the foodservice operations to increase female employee's retention and satisfaction. Besides, this study explores what organization policies or support favorite by female employees and would benefit their career success.

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THE MEDIATING EFFECT OF TECHNOLOGICAL INNOVATIONS ON THE RELATIONSHIP BETWEEN WORK-LIFE BALANCE AND EMPLOYEE ENGAGEMENT OF HOTEL FRONT-LINERS

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INTRODUCTION

Many people consider our generation to be the most innovative ever because of the rapid pace of technological change today (Polimenov et al., 2015). Despite the undeniable benefits of technological advancements, the human factor remains a critical and irreplaceable component of the hospitality service process. Despite massive investments in information technology by hoteliers, which have enormous industrial potential, productivity growth has been disappointingly slow in recent years. Evidence of increased productivity is scarce, leading to speculation about a "productivity paradox" (Brynjolfsson, 1993). This research will be carried within this framework to determine the effect of technological innovationss on hotel employees' work-life balance and engagement. Because of the Covid-19 pandemic, technological advancements were used more than ever before.

Employee engagement has become one of the most important concepts in the field of management (Bailey et al., 2017). In light of the fact that companies are keen on leveraging improved individual and organizational success through high levels of employee engagement. It has also been repeatedly recorded that levels of engagement are at an all-time low. Gallup (2017), a pioneering organization that has been monitoring employee engagement in various countries since 2000, found that only 13% of the working population worldwide is engaged. In reality, over the last decade, levels of engagement have barely increased. According to Mann et al. (2016), the current employee engagement crisis is having severe and long-term consequences for the global economy. To maintain a competitive advantage, hotel companies must understand the value of maintaining frontline employees who offer high-quality services to consumers and have a stronger consumer orientation (Afsar et al., 2018; Lombardi et al., 2019).

Research has been conducted in various parts of the world on the impact of technological innovations on work-life balance and employee engagement. The researcher, on the other hand, has not come across any studies on the impact of technological innovations on work-life balance and employee engagement in a local setting. Furthermore, the hospitality industry acts as a valuable human resource in providing service and achieving long-term goals, so if these goals and expectations are achieved, it will have a positive impact on society. Thus, this research is urgently required.

METHOD

This study employed a causal-effect methodology in a quantitative, non-experimental research design. It is a quantitative research design in that the researcher will use measurement to test the hypothesis by collecting data through surveys, which will result in statistical data (Labare, 2009). Employees of hotel establishments in Davao City accredited by the Department of Tourism Area XI (September, 2020) are the respondents, regardless of their employment status. They are the ones who are appropriate for the survey respondents and provide useful information for testing the study's hypothesis. In order to determine the number of employees per hotel establishment, the researcher will use stratified random sampling. In this

segment, the researcher will collect and gather relevant data using a printed and electronic structured questionnaire. These survey questionnaires were believed to be appropriate for it was already treated to be valid and reliable. Furthermore, pilot testing was also done prior to the conduct of the study and has a value of the Cronbach Alpha which is 0.983 for technological innovations, 0.958 in employee engagement and 0.784 in work-life balance. This means that the terms used in the questionnaires were excellently related to each other. The questionnaire followed the 5-point Likert scale, 5 being the highest while 1 being the lowest.

FINDINGS

Level of Technological Innovations.

Shown in Table 1 is the descriptive statistics results on assessing the level technological innovations as perceived by hotel front-liners in Davao City, which has an overall mean of 4.45 (SD=0.575), described as very high. The very high levels surmised of its indicators, to include data management ($\bar{x}$=4.48, SD=0.579), performance targets and achievements ($\bar{x}$=4.46, SD=0.600), accountability ($\bar{x}$=4.40, SD=0.641) and quality of service ($\bar{x}$=4.48, SD=0.626).

Table 1. Level of technological innovation

Indicators	Mean	SD	Descriptive Level
Data Management	4.48	.579	Very High
Performance Targets And Achievements	4.46	.600	Very High
Accountability	4.40	.641	Very High
Quality Of Service	4.48	.626	Very High
Overall	4.45	.575	Very High

Overall, hotel employees believe that their company values data processing and providing high-quality service in their operations. Furthermore, the very high levels of data management and service quality compared to other measures may indicate that situations involving providing quality of service to guests and securing pertinent information are more pronounced in Davao City's hotel establishments.

Level of Employee's Work-Life Balance of Hotel Front-liners in Davao City.

Manifested in Table 2 is the descriptive statistics results in measuring the level of work-life balance of hotel front-liners in Davao City. Overall mean of work-life balance is 3.69 (SD=0.699), assessed to be high. The high level could be attributed to predominantly high ratings given by employees on job stress ($\bar{x}$=3.68, SD=0.810), long working hours ($\bar{x}$=3.90, SD=0.884) and work-family conflict ($\bar{x}$=3.85, SD=0.756) with role overload ($\bar{x}$=3.33, SD=1.107) being the only measure assessed as moderate.

Table 2. Level of work-life balance

Indicators	Mean	SD	Descriptive Level
Job Stress	3.68	.810	High
Role Overload	3.33	1.107	Moderate
Long Working Hours	3.90	.884	High
Work-Family Conflict	3.85	.756	High
Overall	3.69	.699	High

In general, hotel workers are thought to be reasonably sensitive to circumstances that are perceived as adverse or contradictory in their quest to balance work and personal life. Since hotel employees work such long hours, this dimension is more prominent than three other measures of

work-life balance among hotel front-line employees.

Level of Employee Engagement.

Table 3 exhibit the descriptive statistics results on assessing the level of employee engagement as perceived by hotel front-liners in Davao City, which has an overall mean of 4.15 (SD=0.679), described as high. The high level is also reflective of high to very high levels of its indicators, to include leadership ($\bar{x}$=4.37, SD=0.649), communication ($\bar{x}$=4.21, SD=0.693) – both of which are very high –commitment ($\bar{x}$=4.15, SD=0.844), and employee involvement ($\bar{x}$=3.87, SD=0.865).

Table 3. Level of employee engagement

Indicators	Mean	SD	Descriptive Level
Leadership	4.37	.649	Very High
Communication	4.21	.693	Very High
Commitment	4.15	.844	High
Employee Involvement	3.87	.865	High
Overall	4.15	.679	High

It is clear that the hotel employees' approach to implementing management techniques is similar to their activities, which includes the type of leadership and communication. These two steps are at a very high level, indicating that hotel employees in Davao City deal with circumstances like these nearly all of the time, if not all of the time. Furthermore, the high degree of commitment in the remaining two metrics shows that hotel employees have been seen to complete their performance tasks the majority of time.

Correlation between Technological Innovations, Work-Life Balance and Employee Engagement of Hotel Front-Liners.

Displayed in Table 4 are the results of the relationship between the independent (work-life balance), dependent (employee engagement) and mediator (technological innovations) variables. Bivariate correlation analysis using Pearson product moment correlation was employed to determine the relationship between the variables mentioned.

The first zero-ordered correlation analysis between work-life balance and employee engagement revealed a computed r-value of -0.0601 with a probability value of p<0.000 which is significant at the 0.05 level. This indicates that there exist a positive and strong association between the two variables. Thus, the null hypothesis of no significant relationship is therefore rejected.

Table 4. Correlation Analysis of the Variables

Pair	Variables	Correlation Coefficient	P-Value	Decision On Ho
IV And DV	*Work-Life Balance And Employee Engagement*	-0.601	0.000	Reject
IV And MV	*Work-Life Balance And Technological Innovations*	-0.429	0.000	Reject
MV And DV	*Technological Innovations And Employee Engagement*	0.681	0.000	Reject

In the same manner, second bivariate correlation analysis involving work-life balance and technological innovations yielded an r-value of -0.429 with a probability value of p<0.000, which is significant at 0.05 level. This indicates that there exist a positive association between the two variables. Thus, the null hypothesis of no significant relationship is also rejected.

The third correlational analysis between technological innovations and employee engagement yielded an r-value of 0.681 with a probability value of p = 0.000, which is significant

at 0.05 level. This indicates that there exist a positive association between the two variables. Thus, the null hypothesis of no significant relationship is also rejected.

IMPLICATIONS or CONCLUSION

With the high level of technological innovation in the hotel industry, this study is a clear shift in their delivery. Technology has also expanded the reach of how the hospitality industry operates today, and it will continue to do so in the future, assisting in the advancement of strategic competitive advantage within the industry. This can take the form of a new service product, technology, or specific elements of its implementation; the organization of hotel operations; or new approaches to hotel management or marketing. In the hotel industry, innovative innovations are aimed at effectively meeting customer needs and increasing the organization's productivity in terms of service delivery.

Corporate organisations may have different organizational policies, traditions, and stresses that encourage the use of ICTs in a different way than the current academic environment. Furthermore, findings may differ depending on whether employees' perceptions of technology's impact on work-life balance is studied in a large company or a small business. We will have to reconsider how we do business as demand rises as a result of increased competition. We will be forced to adjust the way we use technology if additional resources are not available, or if they are reduced.

There are some things that an organization can do to help workers achieve a better work-life balance, such as maintaining structural stability, promoting a positive work environment, providing leisure time, and providing training or improving their skills. Furthermore, employee motivation is about creating environments under which workers can work more efficiently, not about motivating them to work harder. Long working hours are less likely to trigger this than a good work-life balance.

Employees may bring not only their true selves to work, but also feel valued/engaged while at work, which helps to achieve more favorable individual and organizational results when policies and processes supporting work-life balance are strategically and proactively implemented. In this way, human resource experts and companies will use the work-life balance lens to efficiently solve retention and engagement problems.

Technology has many advantages for hoteliers, but it's important to note that it can't replace the above-and-beyond human experiences that guests have with their favorite hotel workers. Technology will help your hotel run more smoothly and efficiently if implemented correctly, enabling your employees to concentrate on what matters most: your guests.

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RIF

THE EFFECT OF UNESCO'S CREATIVE CITY OF GASTRONOMY ON DESTINATION IMAGE IN MACAU SAR, CHINA

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INTRODUCTION

Over recent decades, tourism has become one of the fastest-growing and most competitive industries in the world (World Tourism Organisation, 2020). Hence, it is important for tourism destinations, Destination Marketing Organisations (DMOs), and tourism providers to identify their competitive advantages, so as to promote and market their distinctive characteristics to stand out from their competitors. The promotion of Special Interest Tourism (SIT) has therefore become important for many destinations. Thus, the research presented in this paper focuses on gastronomy tourism, which is classified within cultural tourism (World Tourism Organisation, n.d.a). According to the World Tourism Organisation (n.d.b), gastronomy is not only about food, it also reflects the culture, tradition and sense of community of different places. Indeed, local culture is an element that is unique to its place, because, it is distinct to every destination, as local culture incorporates the identity, traditions and values of a place. Hence, gastronomy tourism acts as an important protector and promoter of local culture and in recent years, many DMOs have utilised local food as one of their distinctive promotional strategies to differentiate themselves from competitors (Knollenberg, Duffy, Kline, & Kim, 2020).

The proposed location for this research is Macau, one of the Special Administrative Regions of China. The economy of Macau is mainly dependent on the tourism industry and especially the gambling and gaming industry. According to the Tourism Satellite Account of Macau, in 2018, tourism-related industries contributed 50.6% to the total GVA with an amount of MOP 221.2 billion (USD 27.7 billion), while the gambling sector specifically contributed MOP 199.1 billion (USD 24.9 billion), which is approximately 90% of the tourism GVA (Government of Macao Special Administrative Region Statistics and Census Service, 2019a, 2019b). Although Macau has been well-known for its gambling features and the gambling industry has contributed significantly, the Macau government decided to reconstruct itself from a mono-typed tourism destination, based on casinos and gaming, to a multidimensional international integrated tourism destination (Macao Government Tourism Office, 2017). In 2012, Macanese gastronomy was incorporated as part of the intangible cultural heritage by the Macau government and in 2017, Macau was designated with the UNESCO Creative City of Gastronomy classification (Macao SAR Government Portal, 2017). Since then, the local government has put in a substantial effort to promote local gastronomy and has implemented a four-year action plan to promote Macanese cuisine.

The main objective of this research is to understand to what extent the recognition of UNESCO Creative Cities of Gastronomy has impacted the image of Macau from the perspective of various stakeholders. More specifically, the first research objective is to investigate how tourists (demand side) perceive Macau, and the second objective is to explore how the related industry representatives (supply side) promote or project Macau's gastronomy. The last research objective is to compare the data collected from these two perspectives, to identify any existing image gaps and congruency between the perceived and projected destination image of Macau.

LITERATURE REVIEW

Cognitive-Affective-Conative Model

The image of a destination is crucial, because, it directly affects the travel decisions of tourists.

It is important to note that there are two aspects of destination image, the perceived image, which is an image that the supply side creates or maintains, and the projected image, which is the demand side's perception of a destination based on their knowledge and experience. According to Gartner (1993), there are three dimensions in the image formation process: cognitive, affective, and conative. The cognitive component refers to the intellectual and perceptual attributes which relate to an individual's belief and knowledge of the destination (Agapito, Oom do Valle, & da Costa Mendes, 2013; Gartner 1993; Pike & Ryan, 2004). The affective component comprises an individual's feelings and emotions toward a destination (Lai, Khoo-Lattimore, & Wang, 2019; San Martín & Rodríguez del Bosque, 2008), and the conative component refers to the behavioural actions, or the attitudes that influence peoples' future actions (Konecnik & Gartner, 2007; Tasci & Gartner, 2007; Gartner 1993).

Within tourism research, the cognitive-affective-conative model is used extensively to understand destination image (Konecnik & Gartner, 2007; see also Lee, Song, Lee, & Reisinger, 2017; Woosnam, Stylidis, & Ivkov, 2020). Further, a recent study by Lai, Khoo-Lattimore, & Wang, (2018) suggests that there is an imbalance of cognitive-affective-conative image studies from the tourists' and hosts' perspectives, with a much larger number of studies investigating destination image from the tourist standpoint only. Hence, this study aims to examine all three destination image components from both the demand and supply sides.

Consumer-Based Brand Equity for Tourism Destination

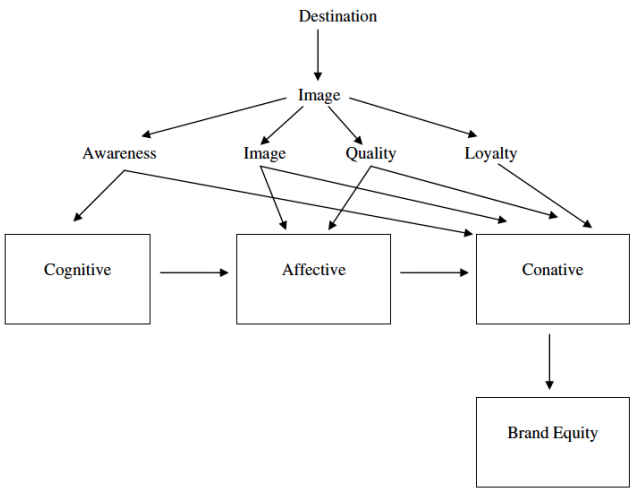

Figure 1. Creation of Brand Equity for a Destination Brand (Konecnik and Gartner, 2007).

Brand equity refers to a set of brand assets and liabilities that connects to the brand name and or symbol (Aaker, 1992). This concept was initially utilised in the fields of finance for assessing and measuring the value of a brand, then it was adopted by the marketing industry which used this concept to understand consumer's perspectives of a brand, and, as a result, the model is commonly known as Consumer-Based Brand Equity (CBBE). Later, Konecnik (2006) applied the CBBE model in the tourism context. Since then, a substantial number of studies have adopted this model to better understand destination brand equity (Gartner & Ruzzier, 2011; Gómez & Molina, 2012; Horng, Liu, Chou, & Tsai, 2012; Konecnik & Gartner, 2007).

There are four dimensions within the CBBE relating to tourism destinations; brand awareness, brand image, perceived quality and brand loyalty. Brand awareness refers to the initial step and recognition stage of a brand (Aaker, 1992). Brand image consists of any association that relates to the brand and which can assist consumers to distinguish one destination from another (Keller, 1993). While perceived quality involves the perceived value of a brand, differentiating it from competitors and capturing the attention and interest of the consumers

and thus, providing the reason to purchase (Aaker, 1992; Oh, 2000). Lastly, brand loyalty implies the level of attachment to the destination and usually refers to the behavioural dimension. (Yoon & Uysal, 2005). Purposely, this study will follow the conceptual framework proposed by Konecnik and Gartner (2007), a framework that combines the CBBE for tourism destination model with the cognitive-affective-conative model to gain a more comprehensive understanding of how tourists perceive a destination from various components. For illustrative purposes, this conceptual framework is shown in Figure 1.

PROPOSED METHODOLOGY

To answer the research objectives, this study will adopt a concurrent mixed methods design. For the qualitative phase, semi-structured interviews will be used to explore brand equity of Macanese gastronomy tourism from the supply side perspective (representatives from government departments and the culinary industry, specifically, Macanese cuisine) in order to gain an understanding of the projected image. Snowball sampling and purposive sampling will be used to reach the target participants and the sample size for this phase will depend on data saturation. Hence, data collection and analysis will happen simultaneously and the proposed data analytical technique for this phase is thematic analysis.

For the quantitative phase, an on-site survey will be implemented to investigate the relationship between perceived brand equity of Macanese gastronomy tourism using the dimensions from the cognitive-affective-conative model, and the CBBE model for tourism destination and travel intentions from the demand side perspective (tourists). This survey will target tourists who are travelling in Macau during the data collection period, aged 18 or above. A disproportionate stratified purposive sampling approach will be adopted. Regarding the sample size and analysis for the quantitative component of this study, the proposed data analytical technique to be used is Structural Equation Modelling. Notably, Bentler and Chou (1987) suggest a ratio value of 5 to 10 individuals per parameter is recommended for obtaining a suitable significant test. Lastly, the findings from the qualitative phase (supply side) will be compared to the results from the quantitative phase (demand side) to gain a better understanding of the perceptions of the destination image of Macau as a gastronomic destination from these different stakeholders.

EXPECTED FINDINGS AND IMPLICATIONS

The study outcomes will contribute both theoretically and practically. From a theoretical perspective, this study will address the literature gap in which there is a lack of research that has applied the cognitive-affective-conative model in understanding destination image from various stances. Furthermore, this study aims to explore the relationship of gastronomy tourism and destination image using the cognitive-affective-conative model and CBBE for tourism destination model, with reference to a city that has recently been awarded with the UNESCO Creative City of Gastronomy title. Hence, the expected outcomes will contribute theoretically and broaden the current literature regarding the impact of gastronomic tourism on destination image.

From a practical perspective, the results of this research can assist the local government, DMO and related tourism sectors to understand how tourists perceive Macau as a gastronomy destination. Additionally, this study aims to explore the context from a range of stakeholders, thus, the results will assist the local government to evaluate the current marketing strategies and further adjust and improve future destination marketing and development.

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THE DETERMINANTS OF REAL-TIME VIRTUAL TOUR ON CUSTOMER'S SATISFACTION AND BEHAVIORAL INTENTIONS: THE CASE OF MYREALTRIP'S GUIDED TOURS IN SOUTH KOREA

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INTRODUCTION

The COVID-19 pandemic was unexpected and caused unprecedented damages to countries and societies all around the world. In attempt to restrain the spread of the virus many countries announced "lockdown" and restricted travels, therefore causing a big shock to many industries. UNWTO (2020a) reports that tourism is one of the sectors most affected by the COVID-19 pandemic. Because of the pandemic from 100 up to 120 million jobs are at risk and the financial loss from the drastic reduction of export of tourism is expected to be between 910 billion and 1.2 trillion US dollars (UNWTO, 2020b).

The outbreak of the COVID-19 brought about major changes in the tourism industry and in tourists' perceptions, behavior, motivation, needs and preferences. In order to survive and prepare for the future, the tourism industry has to comprehend these changes in great details and adjust to them as quickly as possible. Researches related to the COVID-19 and the tourism industry are actively being conducted (Bae & Chang, 2020; Choi & Kim, 2020; Gössling, Scott, & Hall, 2020; Hong, 2020; Kock et al., 2020; Sibi, Arun, & Ashraf, 2020; Sigala, 2020). However, most studies are comprehensive and more specific results are needed. As travels have been restricted for more than a year now, at-present people's desire for travel, especially abroad, is very big. At the same time the risk perception is high and health, safety and hygiene are considered as most important factors when choosing how and where to travel (H. Lee, 2020). For this reason, some of the most notable new concepts that are currently being applied in a lot of industries, including the tourism one are "untact" (non-face-to-face) and "ontact" (face-to-face online). The tourism industry is currently putting forward a relatively new travel product that can satisfy people's desire for both travel and safety - real-time virtual trips. The greatest difference from traditional travel products is that the whole trip is proceeded online. The travel product is drawing bigger popularity all around the world. However, hardly any research papers on this topic can be found. As the pandemic prolongs and travels are highly restricted more and more people search and try different alternatives that can temporarily substitute traveling (H. Lee, 2020). Therefore, finding out more about the new travel products, one of which is real-time virtual trips, that people have interest in and use, should be one of the top priorities for researchers and practitioners in the industry.

The main purpose of this study is to draw out determinants of the real-time virtual tours and examine their effects on customer's satisfaction and behavioral intentions. Doing a research on the real-time virtual tours is expected to bring about great academic and practical implications, because tourism organizations and companies will be able to learn and therefore adjust to the current situation. They will be able to produce better products that meet their customers' needs, as well as make predictions about tourists' future behavior and prepare in advance for it. The study will focus on South Koreans who have bought and experienced at least one real-time virtual tour offered on https://www.myrealtrip.com/.

LITERATURE REVIEW

1. Real-time virtual tours

As the pandemic prolongs a large number of

people all around the world including South Koreans have become very interested in “online traveling” as they use it as a way to relieve their desire for travel. The range of “online travel” is wide. Live and non-live streaming videos, VR/Walk video, even watching promotional videos etc. can be considered as online travel (H. Lee, 2020). Media contents for example on YouTube can also be included as a part of the “online travel”. Because of the pandemic, in order to survive the low-demand of overseas travel packages travel agencies came up with a more specialized product - real-time or live virtual tours.

The real-time virtual tour is defined as a service that allows indirect participation in travel through two-way communication with the tour guides in real time (Kim, 2020). They are similar to tourism media contents that have been available up until now. The greatest difference is the goal. Most tourism media contents were usually used for promotion purposes and the access to them was free, live virtual tours on the other side are contents made for sale. This study only focuses on the real-time virtual tours since they are a relatively new product that gained greater attention after the COVID-19 pandemic depended further. Therefore, there is still a great lack of relevant research on real-time virtual tours.

This kind of online travel experience service is provided mainly by travel platforms like Airbnb, Tours by Locals, and MyrealTrip which is the only provider in South Korea. The elements that the tours include are real-time hosting, two-way communication with the tour guide, and video/VR video. Real-time virtual tours are available for overseas and domestic destinations. There are two main types of real-time travel products that are being offered on the platform. First, the tour guide is in a studio and is presenting videos and photos as he/she explains about the place in real-time (the so-called ‘studio live’). Second, the tour guide is at the place and gives a tour around it live in real-time. This study will include both and examine the moderating effect of the type of tour.

The utilization of these real-time of tours all around the world is becoming more diverse. Real-time virtual tours are being presented in cinemas (Lee, 2021). used for school trips and education, trips for company’s employees (incentive tours) and so on. Therefore, in the future the market is expected to expand even further (Choi, 2020; Oh, 2021). For this reason, research on the topic of real-time virtual tours is highly needed.

2. Real-time virtual tour and the dual process model

On one hand, the real-time virtual tour is a new type of guided tour. One of the significant differences from traditional guided tours is the way the tour is conducted. Real-time virtual tours are online, non-face-to-face. Viewed from a different perspective, the real-time virtual tour is a new type of tourism media content. It can be easily compared with for example tourism video contents on YouTube. For this reason, in order to draw out the attributes of the real-time virtual tours this study referred to previous studies from an online information acceptance and e-commerce perspective, related to different types of information contents.

Smith and DeCoster (2000) state that usually in their daily lives people use "quick-and-dirty" approaches through which they can obtain logical answers easily and efficiently, while sometimes when are highly motivated and given the time and opportunity, people put in greater efforts and think more deeply. Researchers in social and cognitive psychology have developed models based on these two general lines. The way of thinking influences the formation, enhancement and change of individuals’ attitudes. Petty and Cacioppo (1984)’s Elaboration likelihood model (ELM) and Chaiken (1980)’s Heuristic-systematic model (HSM) are two representative models and they have similar mechanisms. HSM argues that individuals can process messages through systematic process and heuristic process. ELM suggests two main routes for processing information. One is the central route, which stands on the content of the message and involves analytical and cautious processing. It is relevant to the systematic process of HSM. The other is the peripheral route, which processes incoming information using simple empirical cues. It is a concept similar to the heuristic process. Teng, Khong and Goh (2015) stated that when it comes to predicting changes in consumers’ behavior on the account of marketing messages on social media the most suitable model is the ELM. In addition, ELM proposes that the information quality is processed through the central route, while

information source's credibility - through the peripheral route. In the tourism context Choi (2020), Chung, Han and Koo (2013), Ha and Lee (2018), and others have applied the ELM in their researches and proved that information quality and source credibility has a significant effect on behavioral intentions. Based on these and other prior researches this study will use information's quality and source's credibility as the determinants of the real-time virtual tour.

Information quality represents the quality of information itself (Jun & Kang. 2013). A variety of dimensions of information quality are used in previous researches. While Shuang (2013) suggested vividness, appropriate amount, reliability, relevance, guidance and interactivity as dimensions of information quality of EWOM, Filieri and McLeay (2014) put forward timeliness, understandability, relevance, accuracy, added value, and completeness. Choi (2020) used relevance, timeliness, completeness/appropriate amount, and vividness to measure the information quality of YouTube videos. The mentioned researches proved that the information quality overall had a significant effect on information adoption, which could lead to favorable behavioral intentions. Source credibility is the endorser's positive characteristics which can enhance the level of acceptance and persuasion (Ohanian, 1990). Adapting Ohanian (1990)'s source credibility's model, which measures source's credibility in terms of trustworthiness, expertise and attractiveness, prior researches examined influencers' and political figures' source credibility and its effect (Li & Yin, 2018; Wiedmann & von Mettenheim, 2020). Choi (2020) measured the Youtuber's credibility with expertise, trustworthiness and familiarity, which is based on homogeneity and favorable impression. Source credibility in this study's context is the credibility of the tour guide the travelers feel. Hence, it is necessary to consider attributes of the tour guide for tourism satisfaction. Previous studies show that service quality and satisfaction with package travels with tour guides depend greatly on the performance of tour guides (Geva & Goldman, 1991; Salazar, 2015). Geva and Goldman (1991) studied the satisfaction of the travelers in guided tour and stressed on the importance of the tour guide, who has to maintain the quality of the tour and keep the participants satisfied. Salazar (2005) suggested that the guide's service quality is vital for achieving tourist satisfaction. Main attributes to assess the role of the tour guide are knowledge, skill, personality (Mehmet & Zafer, 2016). Jin, Cho, and Choi (2019) evaluated the tour guide's service quality by drawing out determinants from the dimensions of service quality, suggested by Parasuraman, Zeithaml, and Berry (1988): professionalism, likeability, empathy, reliability, and responsiveness.

3. Enjoyment

Perceived enjoyment can be defined as the extent that service users perceive enjoyment regardless of the performance and outcome while using contents (Davis, Bagozzi, & Warsha 1992). Lee (2019) stated that through tourism video contents the social media users perceive beauty and enjoyment and furthermore these aesthetic and hedonic responses induce information sharing behavior as a result. Prior researches such as Ha and Stoel (2009) have included perceived enjoyment in the technology acceptance (TAM) model and proved that perceived enjoyment serves as a mediator in the relationships that information quality has with perceived usefulness and attitude, both ultimately enhancing favorable behavioral intentions. In addition, Chung et al. (2013) applied the ELM and found out that the credibility of the online community's source of information affects perceived enjoyment and the perceived enjoyment affects the user's behavioral intentions. Choi (2020) confirmed that perceived enjoyment plays a mediating role in the relationship between source credibility and satisfaction.

4. Customer's satisfaction and behavioral intention

Tse and Wilton (1988) consider satisfaction as "the consumer's response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product (service) perceived after consumption" (p.204). Therefore, satisfaction is formed by comparing the customers' expectations before experiencing the product/service and his/her perception after the consumption. Researchers such as Campo and Yagüe (2009) and Chang (2008) confirmed that satisfaction is vital in achieving success in many tourism sectors. It positively affects attitude and behavioral intentions. In this study

satisfaction will be viewed and analyzed as a single dimension.

Prior researches show that customer experience is related to intentions. Ardani et al. (2019) stated: "High service quality often leads to favorable behavioral intentions while a low service quality tends to lead to unfavorable intentions" (p.86). Olorunniwo and Hsu (2006) asserted that although the direct effect of service quality on behavioral intention is significant, the indirect effect (with satisfaction playing a mediating role) is a stronger driver for the behavioral intention in the context of the service industry. This study will use customer's satisfaction as a mediator between the determinants of the real-time virtual tours and behavioral intentions. Base on prior research (Zeithaml, Berry & Parasuraman, 1996; Casaló, Flavián, & Guinalíu, 2010) behavioral intentions will include intention to repurchase, intention to recommend and last but not least - intention to make a real visit to the destination.

PROPOSED METHODOLOGY

The hypothesizes and the model that the study proposes:

- H1: Information quality has a positive effect on enjoyment.
- H2: Tour guide's credibility has a positive effect on enjoyment.
- H3: Enjoyment has a positive effect on customer satisfaction.
- H4: Information quality has a positive effect on customer satisfaction.
- H5: Tour guide's credibility has a positive effect on customer satisfaction.
- H6: Customer satisfaction has a positive effect on behavioral intentions.
- H7: Type of tour moderates the relationship among determinants and customer satisfaction
  - H7-1: Type of tour moderates the relationship between information quality and enjoyment.
  - H7-2: Type of tour moderates the relationship between tour guide's credibility and enjoyment.
  - H7-3: Type of tour moderates the relationship between information quality and customer satisfaction.
  - H7-4: Type of tour moderates the relationship between tour guide's credibility and customer satisfaction.

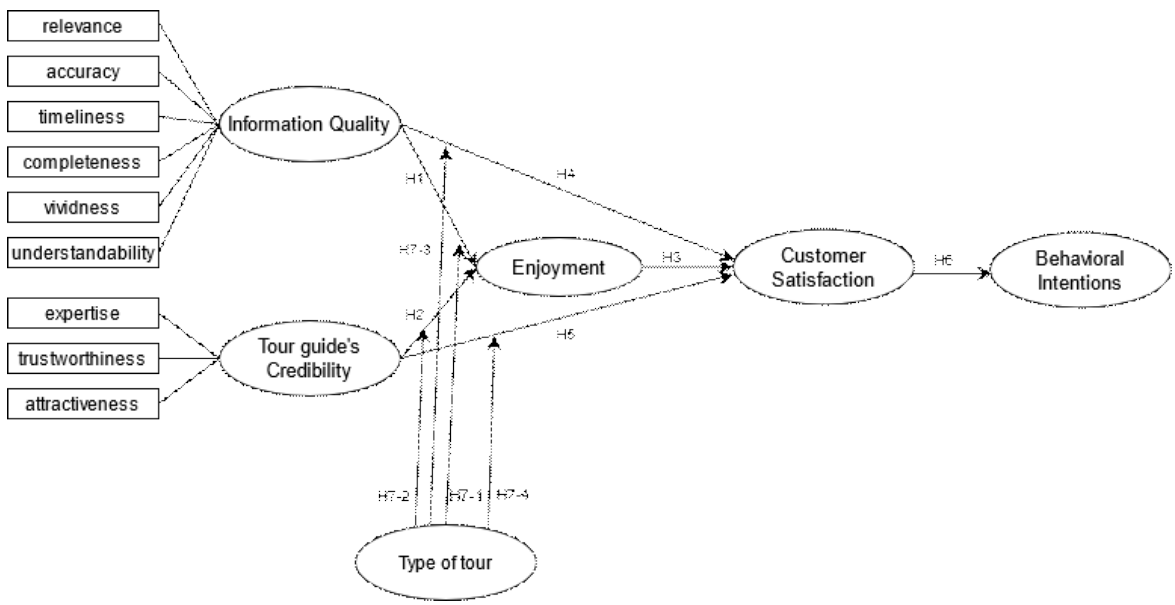

Figure 1. Research model

The research will examine the direct and indirect (through the mediator - perceived enjoyment) effect of information quality and tour guide's credibility on customer satisfaction. The

relationship between satisfaction and behavioral intentions will be verified as well. In addition, the moderating effect of the type of tour will be investigated. Information quality consists of six variables (relevance, accuracy, timeliness, completeness, vividness, understandability) with 18 items all together (Choi, 2020; Filieri & McLeay, 2014; Jiang & Benbasat, 2007; Lee & Lehto, 2013). Tour guide's credibility consists of three variables (expertise, trustworthiness, and attractiveness) with 3 items each (Choi, 2020; Zhang, et al. 2017). Enjoyment consists of 4 items (Koufaris, 2002; Moon & Kim, 2001) and customer satisfaction will be measured with 4 items (Choi, 2020; Oliver, 1981). Intention to repurchase will be measured by 4 items (Algesheimer et al. 2005; Zeithaml et al. 1996) Intention to recommend will be measured by 3 items (Zeithaml et al. 1996). Demographic characteristics will be also included.

Data will be collected by an online survey to customers who have bought and experienced at least one real-time virtual tour through MyrealTrip. Data will be analyzed by frequency test, confirmatory factor analysis, and reliability test. To test and hypotheses structural equation modeling will be used.

THEORICAL AND PRACTICAL IMPLICATIONS

The research is expected to bring the following implications: First, the concept of real-time virtual tours will be detailized and information about one of the travel products that people actively purchase and experience during the COVID-19 period will be outlined. Second, by finding out what are the determinants in the real-time tours that customers consider as the most important, researchers and practitioners in the industry will be able to understand the customers' new behavior brought about by the COVID-19 pandemic. The study's result will present what customers' current demands are. In order to enhance customer satisfaction, which will consequently result in attracting and retaining customers, companies that offer real-time virtual tours will receive directions on how to improve their current products and develop better ones, that meet the customers' current needs and expectations. In addition, by exploring the customers' behavioral intentions, the effect of real-time virtual tours or in other words the results they bring about will become verified. Future researches will be able to confirm or dismiss the predictions that will be presented in this study. Last but not least, the study will provide the base for future researches that will examine real-time virtual tours in much greater details.

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PET OWNERS' TRAVEL INTENTION AND PERCEIVED CONSTRAINTS

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INTRODUCTION

As a continuously growing and expanding field, tourism has becoming an activity that is not especially available only to humans (Ivanov, 2018). He continues that the assumption that tourism activities are unique to humans should be reconsidered. The rapid expansion of the pet industry represents one of the changes in the field of tourism. Worldwide pet industry market share is estimated to $190.1 billion in 2018, and it is expected to experience constant growth during the next five years (commontreadco.com, 2020).

Some of the previous studies have shown that even though numerous pet owners are willing to spend money and time on tourism activities with their furry family members, traveling with pets has its challenges – destination restrictions, social barriers, etc. (Carr & Cohen, 2009; Chen et al, 2013; Kirillova et al., 2015; Hung et al., 2016). Theory of planned behaviour (TPB) is often used in many studies and fields when examining people's behavioural intention. TPB is often combined with different dimensions with the intention to improve its predictive power. In the context of pet tourism, research conducted by Peng et al. (2014) examined the theory of planned behaviour model by extending it with attachment dimension, showing that attachment can be observed as a predictor of pet owners' attitude but it does not directly influence the intention to participate in tourism activities. Chen et al. (2013) examined the willingness of pet owners to participate in tourism activities using the constraint-negotiation model and created the perceived pet constraints scale. In spite of the aforementioned research studies, the field of pet tourism still remains fairly unexplored. Furthermore, the concept of constraints has not been examined in combination with the TPB in the context of pet owners' travel intentions with their pets.

Therefore, the goal of this research is to examine the extended model of theory of planned behaviour and constraints, and test its predictive power, as well as, to fill in the existing literature gap and create and an opportunity for future research in the field of the tourism industry.

LITERATURE REVIEW

Importance of pets

Pets are an important element of many families as they offer love, affection, friendship, and companionship to their human family members through emotional connections, and nowadays animals represent much more, as pets are often considered as a member of a family. (Carr & Cohen, 2009). Numerous studies in the field of veterinary and medical science confirmed that the time people spend with their pets, and overall, the human-pet bond, has a variety of health and psychological benefits for both sides (Jacobs Bao & Schreer, 2016; Dashper, 2019). In time humans have, consciously or unconsciously, created highly emotional connections with their pets and assigned the animals more significant roles that go beyond the traditional views of relationships between humans and animals.

Another pointer of the importance of pets in human society is the rapid growth of the pet industry. According to the Common Thread website, the pet industry accounted for $190.1 billion of market share in 2018 on a global level, and this number is expected to increase to $269.9

billion by the year 2025. By the end of the 2020, it was estimate that $75.3 billion will be spent on pets in the United States only, representing one of the biggest market shares. The pet industry in North American region is expected to grow 2.3% within the next 2 years (commonthreadco.com., 2020). Across the U.S., about 85 million families or approximately 67% of households owns as pet, where dogs represent the most common pets with a total of 63.4 million of dogs all over the country (Insurance Information Institute website, 2020).

Theory of Planned Behaviour

The Theory of planned behaviour was created as an extension to the Theory of reasoned action. The central concept of TRA is the intention, which can be defined as an individual's motivation or a desire to make an effort in an attempt to perform a certain behaviour (Ajzen, 1985; Han et al., 2010). TRA assumes that most human behaviours are predictable and volitional since they are under the control of intention, which is a function of two factors - attitude and subjective norm (Ajzen, 1991). Attitude refers to the degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question" (Ajzen 1991, p. 188), while subjective norms represent the "perceived social pressure to perform or not to perform certain behavior" (Ajzen 1991, p. 188).

The difference between TRA and TPB is that the TPB model incorporates an additional non-volitional factor of perceived behavioural control (PBC), thus expanding the boundaries of TRA (Ajzen, 1991). Perceived behavioural control is an individual's belief about the difficulty of performing certain tasks and the level of control that the individual believes he or she has with regard to these actions. The rationale is that people are less likely to intend to perform a task that they feel is beyond their abilities. Taking pets when travelling requires additional resources (e.g., pet food and carriages) and commitment, it can be inferred that pet owners are likely to evaluate their ability to meet these criteria before deciding to perform this behaviour (Chen, 2013). In previous pet-related studies, scholars have found that owners' attitudes, their beliefs about their ability to overcome potential challenges, and the people around them (e.g., friends, family members, and other participants) significantly affect dog owners' decisions to include their dogs when they participate in leisure and tourism activities (Carr & Cohen, 2009; Kirillova et al., 2015).

Perceived pet constraints

The theory of constraints has originally been developed with the intention to participation in the leisure activities. Jackson (1993) has defined constraints as "the factors that are assumed by researchers and perceived by individuals to inhibit or prohibit participation and enjoyment in leisure" (p. 273). Chen et al. (2013) developed a pet owners' tourism constraints scale, which will be employed in this study. Perceived pet constraints can be defined as "factors that inhibit pet owners from including their pets in tourism activities and the obstacles that owners encounter when they decide to include their pets" (Chen et al., 2013, p. 208). Furthermore, these perceived constraints can relate to destination barriers (structural constraints), social barriers (interpersonal constraints) and barriers related to pets (specific constraints), such as aggressiveness, overexcitement, etc.

Moghimehfar et al. (2017) proposed that the influence of constraints was one of the antecedents to the original predictors of the TPB, and noted that in contrast to the constraints, perceived behavioural control does not restrain people's behaviour, but instead encourages and positively influences intention.

Therefore, the following hypotheses are proposed:

- **H1:** Constraints negatively influence pet owners' attitude to travel with their pets.
- **H2:** Constraints negatively influence pet owners' subjective norm to travel with their pets.
- **H3:** Constraints negatively influence pet owners' perceived behavioural control to travel with their pets.
- **H4:** Attitude positively influences pet owners' intention to travel with their pets.
- **H5:** Subjective norm positively influences pet owners' intention to travel with their pets.
- **H6:** Perceived behavioural control positively influences pet owners' intention to travel with their pets.

METHOD

Measurement items

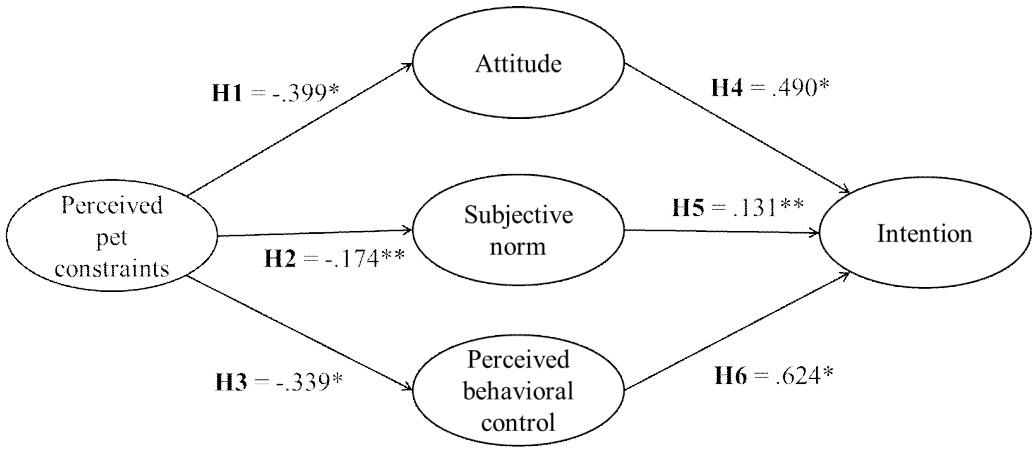
The measurement items used in this study were employed from previous research conducted on pet tourism, the theory of planned behaviour and perceived pet constraints scale (Chen et al., 2013; Peng et al., 2014) accounting for total five variables. The perceived pet constraints will be measured in three dimensions – structural constraints, interpersonal constraints and specific constraints. All the indicators are adopted from previous research mentioned above, and some have been modified in order to fit the context of travelling with pets. Constructs of four variables are based on a seven-point Likert scale and only one, constructs of attitude, consists of seven semantic differential scale items. The responses will range from 1 (strongly disagree) to 7 (strongly agree), and from 1 (never) to 7 (always).

Data sampling

Primary data was collected for the purpose of this research. A self-report questionnaire was prepared using Google Forms and then distributed via Amazon Mechanical Turk (MTurk) platform. Since dogs are the most common pets, dog owners across the United States of America who intend to engage in travelling with their dogs within the next two years or those who have already travelled with their dogs in the past were targeted by the questionnaire. At the beginning of the survey, the participants were required to answer two screening questions: 1) whether or not they own a dog and 2) if they have travelled with their dog before or they intend to do so within the next two years. Participants were then allowed to proceed to the next page only if their answer was affirmative and continue with the rest of the survey.

FINDINGS

A total of 295 usable responses was collected for analysis. The collected data was analysed using SPSS and AMOS 23 statistics software. Out of the total number of respondents, males account for somewhat over 60%. Most of the questioned dog owners (36.3%) fit into the age group between 31 and 40 years old. More than 60% of respondents hold a bachelor's degree, and over 80% of participants are employed full-time. More than 45% respondents have travelled with their dogs 2 – 4 times within the U.S. mostly on weekend trips. Confirmatory Factor Analysis (CFA) was conducted to estimate the measurement items' reliability, validity, and the measurement model goodness of fit. Maximum likelihood algorithm was chosen for the estimation process. The model fit was on satisfactory level: = 1134.042, df = 513, $p < .001$, /df = 2.211, CFI = .914, RMSEA = .064. Convergent and discriminant validities were examined and achieved, having all average variance extracted (AVE) higher than .50 (Fornell & Larcker, 1981). All standardized loading values were larger than .70 ($p < .001$), however, discriminant validity was established between all constructs, except between perceived behavioural control and intention. In order to correct the discriminant validity issue, a further evaluation was carried out by comparing the chi-squares of constraint and unconstraint model, which resulted in difference of 69.408 ($\Delta df = 4$) on a significant level of .001, thus supporting the discriminant validity. Consequently, the Structural Equation Modelling (SEM) was used to test hypotheses relationships. SEM results showed that attitude ($\beta = .499$, $p < .001$)., subjective norms ($\beta = .139$, $p < .01$), and perceived behavioural control ($\beta = .625$, $p < .001$) significantly influenced intention, confirming H4, H5 and H6. As proposed, perceived pet constraints negatively influenced attitude ($\beta = -.396$, $p < .001$), subjective norms ($\beta = -.173$, $p < .01$), and perceived behavioural control ($\beta = -.334$, $p < .001$), which supported H1, H2, and H3.



Note 1. Goodness-of-Fit Statistics for the final model: $\chi 2$ = 1437.086, df = 517, p < .001, $\chi 2$/df = 2.780, CFI = .872, RMSEA = .078.

*p <.001, **p<.01.

Figure 1. Results of the structural model

CONCLUSION

This research examined the theory of planned behaviour in the context of travelling with dogs. Firstly, this study observed dog owners' intention to travel with their pets. The results show the attitude, subjective norm and perceived behavioural control positively influence pet owners' intention to travel. The owners are more likely to travel with their pets if they have a better attitude towards the trip, if the people whose opinion they value approve of their intention to travel with their pets, and if they believe they have enough control over the action of travelling with their pets. These findings are consistent with the previous literature on TPB. (Alexandris & Stodolska, 2004; Han et al., 2010; Peng et al, 2014; Moghimehfar et al., 2017).

Secondly, this study implemented the theory of planned behaviour with the concept of perceived pet constraints, which has rarely been investigated in the literature. The findings show that perceived pet constraints have negative impact on owners' attitude to travel with their pets, as well as, subjective norm and perceived behavioural control. Similar to Alexandris and Stodolska's (2004) study, constraints had the strongest effect on perceived behavioural control. Pet constraints, such as lack of time or money, dog's behaviour or suitability for the destination, influence on other people who are travelling, and lack of pet-friendly facilities, all negatively influence owners' perceptions of the degree of control they have over their decisions to travel with their pets. However, in spite of the constraints, if the pet owners' have positive attitude and a social approval of their decision, they will be willing to travel with their pets.

Besides constraints, other theories and dimension are worth exploring in the context of pet tourism, such as, emotional dimensions. Pet tourism is growing field, which will only require more attention in the future.

Some limitations associated with this study should be considered; for example, data collection and setting. MTurk and similar platforms are usually popular with the younger population. In the same regard, MTurk in not equally popular in all available counties, thus using the same method may produce different results.

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WHAT IS THE REAL FACE OF AGGLOMERATION? AN INVESTIGATION OF HOTEL AGGLOMERATION ACROSS TIME AND PERFORMANCE MEASURES

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INTRODUCTION

Researchers have long studied and debated reasons and outcomes of firms agglomerating (co-locating) together (Ingram & Baum, 1997). The study of firms in agglomerated clusters represents an important subject in research as location is of fundamental importance for hospitality firms, and hotels in particular (McCann & Folta, 2008; Woo & Mun, 2020). Consequently, research has focused on advantages and disadvantages for firms agglomerating together. The scholarly literature mostly affirms that agglomeration constitutes an advantage for firms, connected to the probability that agglomerated clusters can increase common demand for players (Canina, Enz, & Harrison, 2005; Marshall, 1920).

Predicted benefits connected to agglomeration for hospitality firms are grounded in the notion of the possibility for agglomerated clusters to increase common demand by reducing search costs for customers (Marshall, 1920; McCann & Folta, 2008) and by adopting cooperative and coopetitive behaviors (Ryu, McCann, & Reuer, 2018). By reducing search costs, agglomerated clusters facilitate the evaluation of different options available to customers, especially when products or services require visual inspection (Marshall, 1920; Stahl, 1982).By adopting cooperative and coopetitive behaviors, firms in an agglomerated cluster can increase the common pool of demand to which firms can compete upon (Teller, Alexander, & Floh, 2016).

Previous research falls short in considering external factors, such as the level of technology adoption and economic life cycles, that affect agglomeration externalities independently from the composition of the cluster. This constitutes an important gap in current research as the non-consideration these external factors represent an incomplete picture of the phenomenon under investigation that has led research to imply a static effect of agglomeration, disregarding a possible differential effect of this phenomenon on firms over time. Moreover, disregard these factors forces current research to rely on old assumptions in order to explain new developing phenomena.

This study focuses on this gap by analyzing the effect of technology adoption and economic cycles in moderating the effect of agglomeration on firm performance over time. Hence, we investigate the following research questions:

- *RQ1: How technology adoption moderates the effect of agglomeration on firms' performance?*
- *RQ2: How economic cycles moderate the effect of agglomeration on firms' performance?*

Using a panel database that includes all hotel firms operating in the state of Texas between 2000 and 2020, this study contributes to research in different ways. First, this study is the first to investigate the effect of technology adoption on agglomeration and, by doing so, actively questioning the fundamental assumption of reduced searching costs as a demand-side benefit of agglomeration. Second, this study is the first to investigate the effect of economic cycles on agglomeration and to test the differential effect of agglomeration over a long period of time. Finally, this study has also important practical implications as owners and high-level decision makers can use results from this study to make more informed decisions about their locations and to include agglomeration effects in the evaluation of their

assets over time.

METHODOLOGY

In order to assess the moderating effects of the identified in the hypotheses, we firstly calculate the effect of agglomeration on firm performance on the identified sample. Following previous literature, we identify agglomerated clusters using concentric circles around each hotel establishment (Gan & Hernandez, 2013; Lee & Jang, 2015). We use concentric circles of 2,5, and 10 kilometers around each establishment in order to reflect different types of competitive markets depending on the size and type of touristic destinations they are part of.

The dependent variable is monthly Revenue Per Available room (RevPAR) that assess the amount of revenue generated per each available room and it is a commonly used measure to assess performance. The main independent variable, agglomeration, is time-variant as it changes over time depending upon whether hotels within the cluster got built or ceased to exist. A random effects model is thus the best to use in this case, given the possibility of dealing with time-variant regressors. Moreover, the Hausman test for correlation of the error term with regressors confirmed the major efficiency of the random effect model over a fixed-effect model. Different control variables on the hotel, cluster, and county level have been used according to previous studies (Balaguer & Pernías, 2013; Gan & Hernandez, 2013) (please refer to *Appendix 1* for a full list of variables). Consequently, our panel data regression main model is as follow:

$$RevPAR = \beta_0 + \beta Agg + \beta Month_t + \beta Year_t + \beta Zip + \beta County_i + \beta Herfindhal + \beta Size_i + \beta Operation + \beta Brand_i + \beta Tier_i + v \quad (1)$$

Where the dependent variable is a measure of the RevPAR for hotel i at year t, the main independent variable represents the agglomeration index for the cluster in which hotel i operates at time t and represents the composite error term $\varepsilon_{it} + \alpha_i$. This error term is composed by unobserved factors that vary across time and individuals(ε_{it}) and individual-level heterogeneity that varies across individuals but is constant over time(α_i).

After the agglomeration effect has been calculated, we introduce the possible mediators in order to test our hypotheses.

$$RevPAR = \beta_0 + \beta Agg + \beta Tec + \beta Agg^* \beta Tec + \beta Month_t + \beta Year_t + \beta Zip + \beta County_i + \beta Herfindhal + \beta Size_i + \beta Operation + \beta Brand_i + \beta Tier_i + v \quad (2)$$

$$RevPAR = \beta_0 + \beta Agg + \beta EC + \beta Agg^* \beta EC + \beta Month_t + \beta Year_t + \beta Zip + \beta County_i + \beta Herfindhal + \beta Size_i + \beta Operation + \beta Brand_i + \beta Tier_i + v \quad (3)$$

Expression 2 analyzes the introduction on the level of technology adoption (Tec_{it}) at time t in a geographical segment of hotel i as a moderator of the effect of agglomeration on performance. Expression 3, on the other hand, evaluates the effect of economic cycles (EC_{it}).

Data

The sample in this study consists of the whole population of hotels operating in the state of Texas between 2000 and 2020. Data consists of 1,604,716 monthly observations concerning 17,461 hotels that were collected from the Texas Comptroller of public accounts. Every single hotel has been geo-localized using ARC geocoding and concentric circles have been calculated using haversine function.

To correctly measure the level of technology adoption, we adopted the amount of monthly google local search of the word “hotels near me” in the metropolitan statistical area in which each hotel resides. Local search is a service that allows customers to use their geo-localization to search for services in their proximity (Berger, Lehmann, & Lehner, 2002). We used this specific measure to assess the difference in search costs derived by the use of technology. This is because search costs are

sustained by customers that look for an accommodation in the direct proximity. In the case a customer plans a trip by booking the hotel in advance, searching costs would not be as different as before the use of internet, when guests would have consulted a guide and previously booked by phone. By using local search, we can have a true sense of how the use of technology have directly influenced search costs. Data on economic cycles have been downloaded from the National Bureau of Economic Research (NBER) which is the research organization that officially declares recessions.

Finally, information about the brand and tier of each hotel establishment has been collected from 2020 Smith Travel Research chain scale report.

RESULTS

Table 1 shows interactions results of technology advancement and economic cycles to the effect of agglomeration on firms' performance for each of the three distance clusters investigated. As expected, agglomeration had a positive effect on firms' performance and this effect diminishes as the radius of the cluster increases.

Combining the effect of agglomeration and technology advancement, results show the presence of a negative moderating effect of the overall influence of agglomeration on performance. This negative moderation is statistically significant and consistent throughout the different cluster sizes. Hence, we cannot reject hypothesis one.

Investigating the effect of economic cycles, results show how the presence of an upturn economic cycle has a negative moderating effect of the overall influence of agglomeration on firms' performance. The moderating effect result to be statistically significant. Hence, we cannot reject hypotheses two.

Table 1. Moderating effects of Technology Advancement and Economic cycles

	2km	5km	10km
Agglomeration	18.287580***	10.627930***	4.133190***
Technology Adv	5.848810***	6.325111***	6.519882***
Agglomeration*Technology Adv	-0.195454***	-0.118366***	-0.052028***
Agglomeration	19.5251***	11.74479***	4.49373***
Econ Cycles	-49.3667***	26.45679***	4.06538***
Agglomeration*Econ Cycles	-14.5556***	26.45679***	-3.27739***

*= p-value <0.1 **= p-value <0.05 ***= p-value <0.01

DISCUSSION

Results of the models show how both the advancement of technology and different economic cycles negatively and significantly moderate the effect of agglomeration on firms' performance.

The negative moderation of the advancement of technology proves that the progressive use of technology as a mean to compare different hotels affects searching costs. With the progressive increasing in the use of technology, in fact, potential customers do not need to physically inspect single hotels as they can do it remotely using their phones. Consequently, the fundamental assumption of increased demand for industrial clusters as a consequence of reduced search costs finds counterfactual evidence. Moreover, since the adoption of technology for hotel comparison and booking is continuously increasing, this result also implies that agglomeration is not a phenomenon that is static, but one that is continuously changing over time.

The negative moderation of economic cycles on the effect of agglomeration on firms' performances, shows how agglomeration is cyclically affected by the state of economy. This is because in periods of economic recession, clustered firms tend to form coopetitive alliances apt to increase common demand (Ryu et al., 2018), enhancing the advantages of being part of a cluster. During periods of economic expansion, on the other hand, firms are not in a difficult market situation and tend to compete more harshly and benefits deriving from agglomeration are lower. Hence, the

effect of agglomeration is cyclical, and it depends on economic cycles.

CONCLUSION

The current research investigated the implicit assumption in agglomeration research about the invariant effect of agglomeration on hotel firms' performance over time. To do so, we tested the moderating effect of the advancement of technology and economic cycles on the over time effect of agglomeration on performance. We found that both of our independent variables negatively moderate the effect of agglomeration on performance as they affect two of the main factors of demand-side agglomeration: search costs and cooperative behavior of firms. The advancement of technology, in fact, drastically diminishes searching costs for customers and different stages in the economic cycles affect the need and the willingness for firms to cooperate.

This research offers different contributions: First, it demonstrates that agglomeration cannot be seen as static, but it actually changes over time. This contribution is of fundamental importance as it expands the dimension in which this phenomenon should be studied. Second, this research challenges the fundamental assumption in agglomeration research about the possibility for agglomerated clusters to increase demand by diminishing searching costs for customers. Finally, this paper contributes to practice as higher-level decision makers can use results from this research to make better-informed decisions about where to locate their hotel. By ruling out the presence of search costs for hotel establishments, in fact, higher level decision makers may decide to locate their hotel less close to a cluster, avoiding tensions derived by excessive competition while still being able to be located by customers. Moreover, owners and decision makers can use results from this research to better asses the effect of agglomeration on the evaluation of their hotel assets in a long period of time.

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APPENDIX 1

Table 1. Variables

Variables	Type	Description	Source
RevPAR (Response)	Continuous	Location Monthly Sales / Room Number	Texas Comptroller of Public Accounts
Agglomeration	Count	The number of competitors in the hotel cluster	Texas Comptroller of Public Accounts
Technology Advancement	Count	Estimation of google search of “hotels near me”	Google Trends
Economic Cycle	Categorical	Dummy with value of 1 if economic expansion, 0 if recession	National Bureau of Economic Research (NBER)
Month	Categorical	Series of dummy variables captures variability connected to the single month (eg. seasonality, or events that take place every year)	Texas Comptroller of Public Accounts
Year	Categorical	Series of dummy variables captures variability connected to single years (eg. pandemic year)	Texas Comptroller of Public Accounts
Zip	Categorical	Series of dummy variable capturing variability of the single ZipCode in which the hotel is situated (e.g. specific attractions in the city)	Texas Comptroller of Public Accounts
County	Categorical	Series of dummy variable capturing variability of the single County in which the hotel is situated (e.g. laws or taxation)	Texas Comptroller of Public Accounts
Herfindhal_Index	Continuous	Common measure of density. Obtained by dividing the number of rooms of the hotel by the number of all the rooms in the cluster	Texas Comptroller of Public Accounts
Size	Count	Number of rooms in the hotel	Texas Comptroller of Public Accounts
Operation	Categorical	Dummy variable assuming the value of 1 if the hotel is operating in that specific month, 0 otherwise	Texas Comptroller of Public Accounts
Brand	Categorical	Name of the brand associated with the hotel if any	STR chain scales report
Tier	Categorical	Tier of the brand associated with the hotel if any	STR chain scales report

HOMESTAY AS A DOMESTIC TOURISM ATTRACTION IN NEPAL IN THE COVID-19 ERA

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INTRODUCTION

Homestays are a form of lodging for tourists where guests stay overnight in private homes along with their hosts (Shukor et al., 2014). Community-based homestays (CBHs) are managed by local communities or organizations that function to equitably distribute guests among members (Tavakoli et al., 2017). In 2020, Coronavirus disease (COVID-19) had severely disrupted different economic sectors, including travel and tourism (Carr, 2020). It has disrupted international travel in different tourism destinations due to country-specific travel restrictions. In the meantime, less crowded natural destinations, including homestays, might be the source of attraction for the tourists. As such, international travel restrictions due to the pandemic might encourage or force homestay operators to attract domestic tourists (Chan & King, 2020). So, it seems increasingly necessary to attract these domestic tourists to run the homestays and maintain or improve the livelihood of indigenous communities (HT, 2020).

After COVID-19, there might be some issues or barriers in homestays that restrict them from attracting tourists and running them effectively (Zhihul, 2020). Travel restrictions and strict health and safety measures might have made them uneasy to run their business. Also, guests might be hesitant to travel in the homestays due to the risk of COVID-19. It is necessary to assess the potential of homestays during COVID-19 in attracting domestic and international tourists (Dewi, 2020). Therefore, the purpose of this study is to answer the following research questions:

1. What is the status of tourism inside Nepal during COVID-19?
2. What are the steps taken by the policymakers and tourism operators for reviving domestic tourism inside the country?
3. What is the potential for homestays to help expand Nepal's domestic tourism market in an era of COVID-19?

The overall paper follows the different aspects of the sustainable livelihood framework (SLF) related to CBHs, capturing the complexities of livelihood, constraints, and opportunities. The main theme of SLF is that it should adapt to the stresses and shocks and balance the long-term livelihood outcomes (De Haan, 2012). In SLF, vulnerability consists of shocks and seasonality in which shocks consider disasters (De Haan, 2012) and diseases such as COVID-19. Structures can be public/private institutions that form policies and legislations and provide services, while processes are policies, legal documents, norms, and practices (De Haan, 2012). In the context of tourism and livelihood, the sustainable livelihood framework (SLF) is a dynamic approach that helps in the in-depth analysis of tourism impacts on local livelihood. Homestay tourism is seasonal and uncertain, depending upon host-guest relation, and should be considered only as an alternative income in rural areas (Tao & Wall, 2009).

METHOD

This is the initial finding of the Ph.D. dissertation research. Data in the initial phase was collected from the review of online news, reports, and articles published in different online mediums. In addition, eleven online interviews were completed to the date with homestay leaders, homestay operators, and homestay policymakers and experts. Online interviews were conducted in the Nepali language, and the voice recording of the interview was done. It was further transcribed and translated into the English language, and coding and thematic analysis were conducted.

FINDINGS

Nepal saw a decrease in international tourist arrival from November 2019 compared to the previous year. There are certain ups and downs in international tourist numbers starting from 2015 till 2020 (table 1). The government of Nepal had planned to increase the international tourist number to 2 million in 2020 from 1.2 million by declaring the year 2020 as Visit Nepal Year (VNY) (Prasain, 2020). But there was a sudden downfall of the international tourist number in 2020 due to the COVID-19 pandemic.

Table 1. International tourist flow in Nepal from 2015-2020

Year	Total International Tourist	Growth Rate (%)
2015	538,970	-32
2016	753,002	40
2017	940,218	25
2018	1,173,072	25
2019	1,197,191	2.05
2020	230,085	-80.78

Source: MCTCA (2020) and DoI (2020)

Monthly international tourist arrival decreased significantly in 2020 compared to 2019 after the pandemic started hitting the entire world (table 2). COVID-19 fear had reduced the travel from the beginning of the year. Then, the Government of Nepal began to apply preventive measures to decrease the transmission of COVID-19, and the tourism operators followed the approaches recommended by the government, which causes tourism to a complete stop in the country.

Table 2. International tourist flow in 2019-2020 and COVID-19 cases in Nepal

Months/ Years	International tourist number		COVID-19 cumulative total cases
	2019	2020	2020
January	81,273	79,686	1 (Jan 23)
February	102,423	101,400	1
March	127,351	34,025*	5
April	109,399	13*	57
May	78,329	30*	1,572
June	74,883	100*	13,564
July	70,916	195*	19,771
August	94,749	268*	39,460
September	92,604	582*	77,817
October	134,096	1,874*	170,743
November	130,302	1,947*	233,452
December	100,866	9,965*	260,593
Total	1,197,191	230,085	260,593

*by air only

Source: MCTCA (2020), DoI (2020) and MoHP (2021)

After the first positive case of COVID-19 was detected on January 23 in Nepal (table 2), the Government of Nepal (GoN) started becoming careful towards its prevention. After more than two months, the second positive case was detected on March 23, and then the COVID-19 cases started rising gradually. A total of 57 COVID-19 cases were detected till the end of April, which become 1,542 till the end of May. Then the cases started increasing exponentially till the end of November. Till the end

of the year 2020, the total cumulative COVID-19 cases reached 260,593.

Different online news had reported the increase in domestic tourists' flow across the country when the lockdown was eased and people were allowed to travel. Tourism entrepreneurs were hopeful of reviving tourism in the country by attracting domestic tourists (Mandal, 2020). The government had also brought different approaches to promote domestic tourism in Nepal. Different task forces were formed, and policy changes were also brought by the government. In the meantime, social media had played a significant role in the publicity of tourism destinations for attracting domestic tourists (Lama, 2020; Madai, 2020). During the lockdown, tourism infrastructural development was prioritized by the government and the tourism operators.

Homestay stakeholders have taken homestay as an important source of attraction in Nepal after COVID-19. It might be due to their location in less crowded areas and the interest of people to spend time outside as they were stuck in their home for few months due to the lockdown. Initially, people were hesitant to travel due to the risk of COVID-19 infection. But slowly, guests have started traveling to their nearest homestay location. They liked to enjoy a lot and spend time in nature after reaching the homestays. In the earlier days, wearing masks, using hand sanitizers, and following social distance was strictly carried out by the guests and the hosts. But, once the COVID-19 cases went down in the country, people started becoming careless in following health and safety measures. There were many political rallies been conducted throughout the country where use of masks and maintaining social distance was not carried out. At that time, occupancy of some homestays has reached up to the 60% of pre-COVID time. Later, the second wave of COVID-19 had affected the whole country in April 2021. Due to the medical emergency observed in the country, the government had again imposed lockdown throughout the country. This has affected the revival of tourism inside the country after it has started taking pick up.

Homestay stakeholders are hopeful of reviving the tourism industry soon. As most of the guests were domestic tourists from the past, they are confident again of reviving their homestay tourism with the support of these internal guests. They are expecting the government to implement a 2-days weekend holiday to promote domestic tourism inside the country. Governmental employees should be encouraged and provided an incentive to visit homestay. Also, homestay operators need adequate training and awareness related to health and hygiene in the era of COVID-19 to keep themselves and their guests safe. Homestay operators should publicize the health and safety measures they follow through social media and websites to convince them that they are safe to visit during COVID-19.

CONCLUSION

All the country's tourism sectors, including homestays, were adversely affected by the COVID-19, and homestay operators are hopeful of reviving the tourism soon in the country. Economic relief measures were focused on by the government for the tourism operators and the employees during the pandemic but were perceived as inadequate by these tourism stakeholders. To recover the tourism sector, domestic tourism needs to be focused more as there is international travel restriction. To keep guests and the hosts safe, hygiene and safety measures need to be followed strictly as people will become more careless once the COVID cases go down. But the second wave of COVID-19 has been life-threatening to the people impacting the overall tourism sector in the country. Appropriate policy measures should be implemented to revive tourism in the country.

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DETERMINANTS OF TOURISTS' BEHAVIORAL INTENTION: THE MEDIATOR ROLE OF EMPATHY AS A POTENTIAL RESOLUTION

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INTRODUCTION

Overtourism was one of the important issues in many famous international tourism destinations before COVID-19. Under the influence of overtourism, tourists and residents sometimes have tensions and conflicts (Gonzalez, Cromina & Gali, 2018). Differences in their cultural and social backgrounds is another major reasons of tourists-hosts conflicts, which leads to misunderstandings and stereotypes between tourists and residents (Tsaur, Yen & Teng, 2018). Tourists are less welcomed by residents and they are disrespected and discriminated by residents, which results in low trip quality satisfaction and less revisit intentions. As tourists is an important stakeholder in developing sustainable tourism destinations, understanding how to increase tourists' satisfaction and their future behavioral intentions is critical.

Empathy is an ability and attitude to sense others' thoughts and feelings, to share others' emotional experience, and to react to others' observed experiences (Wieseke, Geigenmüller & Kraus, 2012). Empathy can enhance interactions and understanding with other people, improve mutual understanding and promote pro-social behavior (Batson & Ahmad, 2009). Therefore, empathy could be applied to tourism as a potential tool to reduce the potential risks of conflicts between tourists and residents, help tourists to understand the differences from residents, and increase their trip satisfaction and positive behavioral intentions (Tamborrel & Cheer, 2019, Tucker, 2016). However, limited studies have been done on empathy in tourism context.

The purpose of this study is to explore and investigate the role of tourists' empathy toward local residents in determining future behavioural intentions. Three objectives are to (1) develop and identify underlying dimensions of tourists' empathy, (2) investigate important indicators affecting tourists' empathy, and (3) to examine outcomes of tourists' empathy.

LITERATURE REVIEW

Theoretical Background

This study develops a conceptual model of tourists' empathy to explore the antecedents and outcomes during their trips. As empathy is a concept developed from sociology and psychology studies, this study uses three antecedents of empathy, including social identity, cultural distance and place attachment, to measure how these factors influence tourists' empathy based on social identity theory (Tajfel & Turner, 1979) and place attachment theory (Relph, 1976). People's social and cultural backgrounds determines their perceived similarities and differences from others, which in turn influence their empathy toward others (Cheon, Mathur & Chiao, 2010; Tamborrel & Cheer, 2019). Tourists' sense of place reflects their relationships and connections with destinations, which determines their level of empathy toward destinations (Brown et al., 2019). Destination trust, overall satisfaction and behavioral intentions are used as the outcomes of tourists' empathy. Empathetic tourists tend to view a destination in a positive way and create harmonious relationship with residents, their satisfaction and positive behavioral intentions are enhanced (Bahadur, Usman, Khan & Ali, 2020; Batson & Ahmad, 2009; Wieseke et al., 2012).

Conceptual Development

Tourists' Empathy

Empathy helps people to imagine about others' experiences and think from others' perspectives both cognitively and affectively (Hollan & Throop, 2011). This study developed

empathy from tourist aspects to explore tourists' understanding of the differences between themselves and residents, and their attitudes toward residents and communities. Tourists' empathy helps them to perceive residents' experiences and feelings, which can influence tourists' emotions toward a destination (Brown et al., 2019), evoke their engagement in local communities, and enhance their understanding of local society and culture (Tamborrel & Cheer, 2019; Tucker, 2016).

Social Identity

Social identity reflects an individual's self-concept and their needs to belong to certain social groups (Zhang, Pearce & Chen, 2019). Social identity determines people's attitudes and behaviors towards others. Similar identities enhance empathy as people are more likely to understand others, and share common experiences and emotions with others (Szanto & Krueger, 2019). Different identities between tourists and residents prevents promoting empathy as they find it difficult to understand each other (Tamborrel & Cheer, 2019). This study proposed that:

- Hypothesis 1: Tourists' perceived social identity influences their empathy.

Cultural Distance

Cultural distance reflects the similarities and differences between tourists and host cultures (Shenkar, 2001). Similar cultures encourage people to share common experiences, which facilitates increasing empathy toward each other (Cheon, Mathur & Chiao, 2010). Cultural differences interfere with tourists' interactions with and understanding of residents, which in turn reduces their empathy (Tamborrel & Cheer, 2019). The hypothesis is proposed:

- Hypothesis 2: Tourists' perceived cultural distance influences their empathy.

Place Attachment

Place attachment refers to an emotional bond between individual and a particular place (Xu, 2016). Tourists can feel attached to a destination through a cognitive process with the influence of memories, beliefs, awareness and knowledge associated with that destination (Hosany, Buzova & Sanz-Blas, 2020). Strong place attachment promotes tourists' empathy toward a destination because they perceive more connections with the destination, they are more willing to understand more about that destination and local residents (Brown et al., 2019). Therefore, this study proposed that:

- Hypothesis 3: tourists' place attachment positively influences their empathy.

Destination Trust

Destination trust is the reliability and credibility of the critical elements in destinations perceived by tourists (Marinao, Torre & Chasco, 2012), and it plays an important role in developing long-lasting tourist-destination relationships (Kumar & Kaushik, 2017). This study uses destination trust to measure tourists' evaluation of destination's performances during their trip (Su, Hsu & Swanson, 2017). Tourists' empathy enhance their destination trust as they have positive reflections about destination (Bahadur et al., 2020). This study proposed that:

- Hypothesis 4: Tourists' empathy positively influence their destination trust.

Overall Satisfaction

Satisfaction is the post-choice cognitive judgment or emotional response about purchased and consumed products and is critical for successful and sustainable tourism management (Shaykh-Baygloo, 2021). This study uses an overall perspective of satisfaction to reflect tourists' holistic evaluation of whether the destination fulfills their desires, expectations and needs after travelling (Su et al., 2017). Tourists' empathy increase their satisfactions as tourists have a deep involvement and understanding about the destination. Destination trust reduces tourists' perceived risk and enhance tourists' beliefs that the destination fulfill their needs, which in turn results in satisfaction (Bahadur et al., 2020). The hypotheses are:

- Hypothesis 5: Tourists' empathy positively influences their overall satisfaction.
- Hypothesis 6: Tourists' destination trust positively influences their overall satisfaction.

Future Behavioral Intention

Understanding tourists' behavioral intention is critical for destinations' future tourism-developing strategies (Bayih & Singh, 2020). This

study uses revisit intention, recommendation intention and positive word-of-mouth to reflect tourists' positive intentions after traveling and evaluating the overall experiences. Empathetic tourists show more positive behavioral intentions (Wieseke et al., 2012) and may have more pro-social behaviors such as caring about destination environments and local communities (Brown et al., 2019). Destination Trust enhances tourists' beliefs that the destination meets his/her expectations, which increase their revisit and recommend intentions (Su et al., 2017). Satisfaction is a strong driver of positive behavioral intentions (Su et al., 2017). The hypotheses are presented:

- Hypothesis 7: Tourists' empathy positively influences future behavioral intention.
- Hypothesis 8: Tourists' destination trust positively influences future behavioral intention.
- Hypothesis 9: Tourists' overall satisfaction positively influences future behavioral intention.

Based on literature review, the hypothesized model is proposed (see Figure 1):

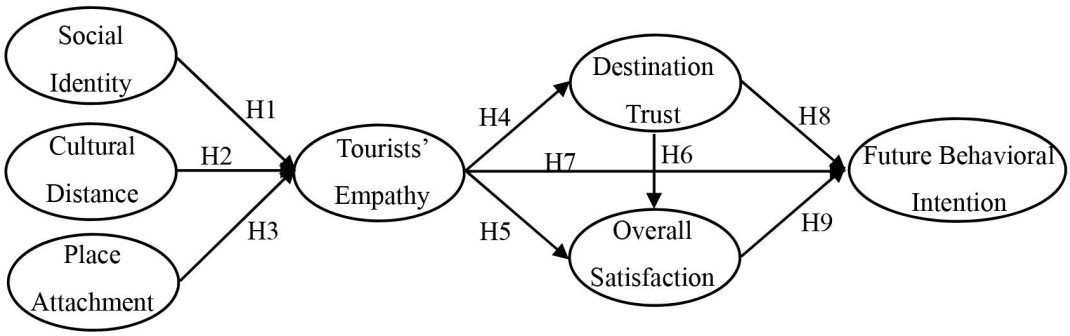

Figure 1. Hypothesized Model

METHOD

The target population of this study is Mainland Chinese tourists who travel in Macau. This study uses a quantitative methodology and a self-administered questionnaire is developed as the survey instrument including nine sections with 65 questions: (1) Six questions about Macau travel characteristics; (2) tourists' perceived social identity of their own and Macau residents', developed with five items derived from Palmer, Koenig-Lewis and Jones (2013) and Ellemers, Kortekaas and Ouwerkerk (1999); (3) tourists' perceived cultural distance from Macau residents, including eight items from Yu, Li and Xiao (2020), and Lee, Chen, Liou, Tsai and Hsieh (2018); (4) tourists' place attachment toward Macau, including nine items from Hosany et al. (2020) and Shaykh-Bagloo (2021); (5) tourists' empathy toward Macau residents, developed with fourteen items from Batchelder, Brosman and Ashwin (2017), and Gerdes, Lietz and Segal (2011); (6) tourists' destination trust about Macau, developed from nine items from Liu, Wang, Fang and Zhang (2019), Kumar and Kaushik (2017), and Boger, Ritter and Charmchian (2020); (7) tourists' overall satisfaction of traveling in Macau, including three items from Su et al (2017), and Shaykh-Baygloo (2021); (8) tourists' future behavioral intentions, developed from three items from Su et al. (2017); and (9) six questions about respondents' socio-demographic information. A five-point Likert scale (from 1=strongly disagree to 5=strongly agree) is used to measure constructs and items in the hypothesized model. The questionnaire is first developed in English and translated into simplified Chinese, a back-translation method is used to ensure the accurate translation of questionnaire (Brislin, 1970). Prior to data collection, a pilot test is conducted to refine the wording of questionnaire.

Data is collected from Mainland Chinese tourists with a convenience sampling method in famous tourism spots in Macau from January to June. The minimum sample size is 560. Structural Equation Modeling (SEM) will be used to examine the proposed model and test the hypotheses.

EXPECTED RESULTS

This study expects that social identity, cultural

distance and place attachment are important antecedents of tourists' empathy. Tourists' empathy can be an important factor to increase their destination trust, overall satisfactions and behavioral intention. Tourists' empathy also plays a mediating role between determinants of empathy and Mainland Chinese tourists' travel behavior in Macau.

IMPLICATIONS

This study provides new directions for destination managers to understand tourists' attitudes and behaviors by adopting empathy into tourism studies. A new measurement for tourists' empathy is developed. Macau governments and tourism planners can create relevant tourism products or programs for tourists to perceive similar culture and identities, which in turn increase their empathy. Destination managers can also provide activities for tourists to have more opportunities to interact with residents and engage in local community.

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DEVELOPMENT OF AN INTEGRATED RURAL TOURISM (IRT) MODEL FOR STAKEHOLDERS IN CHINA

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INTRODUCTION

Rural tourism has been developed in many rural areas in Europe and North America since the late nineteenth century (Lane, 1994; Lane & Kastenholz, 2015). Unlike countries in Europe and North America, China has started to develop rural tourism since the early 1980s (Gao, Huang & Huang, 2009). Although China is a relatively late player in this sector, rural tourism in China has showed different characteristics in terms of its unique social, cultural, and economic conditions. However, the development of rural tourism in China also meet a series of issues, including disempowerment of local residents and conflicts between multiple stakeholders. These problems hamper the further development of rural tourism in China. To effectively address the issues, an approach that can involve multiple stakeholders, integrate rural resources, and benefit local communities is urgently needed for China's rural tourism.

Integrated Rural Tourism (IRT) is defined as "tourism that is explicitly linked to the economic, social, cultural, natural and human resources of localities in which it takes place" (Saxena et al., 2007). Therefore, it argues that China needs an integrated approach to further develop rural tourism. The previous experience in IRT development suggests that understanding the behaviors of multiple stakeholders will help to effectively develop IRT. However, little study has been conducted to investigate the logics explaining the behaviors of stakeholders in rural tourism development. Thus, the research applies the stakeholder theory and the institutional logic perspectives to explore the major logics guiding the behaviors of stakeholders in China's rural tourism and develop an IRT framework for stakeholders in China.

Therefore, the study includes four research objectives, they are:

1. To investigate the major logics guiding the behavior of stakeholders in China's rural tourism;
2. To examine the level of IRT development in China;
3. To examine the effect of stakeholder logics on the IRT development in China;
4. To develop an IRT model for stakeholders in China

LITERATURE REVIEW

IRT can be applied as a framework to analyze the values of rural tourism development through the assessment of its major dimensions and also can be a tool of managing stakeholders, resources, activities and networks involved in the fragmented rural tourism (Oliver & Jenkins, 2003; Saxena et al., 2007; Panyik, Costa & Ratz, 2011). It believes that an integrated approach to develop rural tourism will better address the issues of equity, rurality and stakeholder cooperation (Saxena & Ilbery, 2008). To conceptualize IRT, the previous studies identify five dimensions that potentially determine the IRT development, including networking, embeddedness, endogeneity, complementarity and empowerment (Saxena et al., 2007; Cawley & Gillmor, 2008; Navarro, Iglesias & Vinzon, 2017).

The key tenet of IRT is the notion of networks. IRT emphasizes the establishment of networks in rural tourism (Oliver & Jenkins, 2003; Cawley & Gillmor, 2008). Such networks can be understood as the ties that connect a wide range of stakeholders and that have the capacity to unite these stakeholders with different interests (Oliver & Jenkins, 2003; Saxena et al., 2007). Additionally, the establishment of networks allows stakeholders to access

information, share resources, develop a collective vision, and mobilize resources to achieve common goals.

Embeddedness refers that tourism resources and activities should directly link to the place where tourism takes place (Oliver & Jenkins, 2003; Saxena et al., 2007; Saxena & Ilbery, 2008). The unique sociocultural characteristics in specific localities will help to shape networks and create bonds between the individual and the place by providing shared cultures and traditions (Saxena & Ilbery, 2008). Thus, embedded networks can form the basis for innovative tourism activities originating from locally unique traditions.

Endogeneity emphasizes taking into the benefits, concerns, and values of local people into consideration when developing tourism (Saxena et al., 2007; Navarro, Iglesias & Vinzon, 2017). Since endogenous network is built around locally unique cultural, social and environmental resources, it thus will reinforce the strong attachment to place, promoting local ownership and participation of tourism development (Saxena & Ilbery, 2008; Navarro, Iglesias & Vinzon, 2017).

Empowerment refers the manifestation of local control over tourism resources and activities (Oliver & Jenkins, 2003; Saxena & Ilbery, 2008). Local residents should actively participate in tourism development at the community where they live to ensure local resources are reasonably utilized (Navarro, Iglesias & Vinzon, 2017).

Complementarity refers the degree to which tourism provides resources or facilities that benefit local residents (Oliver & Jenkins, 2003; Clark & Chabrel, 2007). This refers using local resources and activities to develop diverse tourism products, and not simply the tourism products that replace local resources and activities (Saxena et al., 2007).

However, despite the proliferation of studies related to IRT, the concept was not measured quantitatively. To address the deficiency, Marzo-Navarro, Pedraja-lglesias and Vinzon (2013) develop and validate instruments to measure the five dimensions of IRT, namely networks, endogeneity, embeddedness, complementarity, and empowerment.

The previous experience in developing IRT generates a series of suggestions for its further development. First, Embedded networks can facilitate the integration of tourism into local resources. However, overly embedded networks may trigger negative effects on the tourism development. Therefore, it also needs to build external networks to reach more markets and connect with exogenous resources in tourism development (Saxena & Ilbery, 2008). Second, it reveals that the disempowerment of local community results difficulties in establishing networks. Thus, it is necessary to understand interests and behaviors of local stakeholders and respond to their needs in tourism development (Oliver & Jenkins, 2003; Saxena & Ilbery, 2008). Overall, the previous studies indicate that most problems in IRT development are related to network building and stakeholder governance. Thus, it recommends that a better understanding of stakeholders' behavior may help to address the problems and challenges in IRT development.

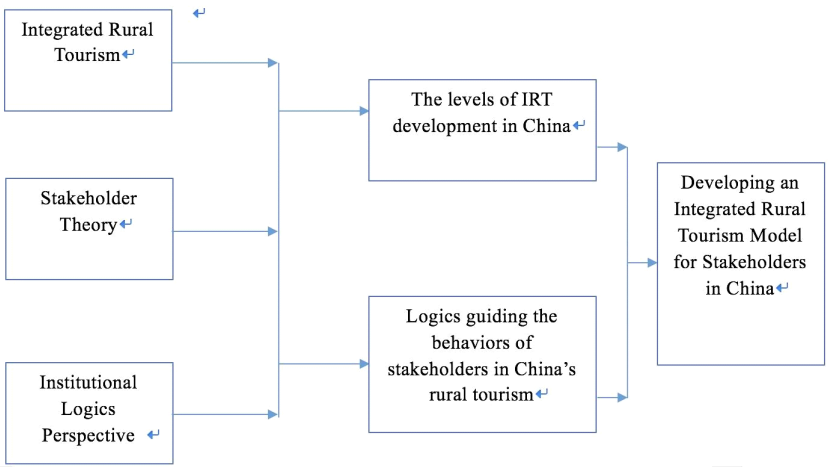
Within social science, institutional logics as an analytical framework emerged as part of institutional theory in the 1970s (Thornton & Ocasio, 2008). Thornton and Ocasio (2008) define an institutional logic as the socially constructed, historical patterns of cultural symbols and material practices, including assumptions, values, and beliefs, by which individuals and organizations provide meaning to their daily activity, organize time and space, and reproduce their lives and experiences. The institutional logics has been applied in tourism studies to understand and explain the behaviors of stakeholders. Based on the perspectives of institutional logics, it is reasonable to postulate that the behaviors of multiple stakeholders in tourism development are guided by multiple logics (Chen, Huang & Bao, 2016; Fong, Wong & Hong, 2018).

Having an understanding of stakeholder behaviors and interactions will contribute to the effective governance of stakeholders (Chen, Huang & Bao, 2016). The logics guiding the behaviors of stakeholders in tourism development will co-evolve with the institutional environment (Chen, Huang & Bao, 2016; Fong, Wong & Hong, 2018). Thus, great efforts need to be made on the close exploration of multiple logics behind the practices of stakeholders. It suggests that decision-makers should closely monitor the changes of institutional logics of stakeholders and thus adjust their related

strategies accordingly (Chen, Huang & Bao, 2016; Fong, Wong & Hong, 2018). Thus, based on the challenges in IRT development, the research applies the institutional logic perspectives to explore the logics guiding the behaviors of stakeholders in China's rural tourism development and examine its effect on IRT development.

Rural tourism in China has been moving forward in a new stage of flouring development. There have been problems in China's rural tourism development, namely homogeneity of tourism products, disempowerment of local residents, and conflicts between stakeholders. IRT will help to address the problems in rural tourism development in China. Additionally, rural tourism has been promoted to play an important role in facilitating rural development and revitalization, which requires the integration of multiple stakeholders and resources into rural tourism development (Chen, Huang & Bao, 2016). The development of IRT will promote industry integration, resource integration, community empowerment, and stakeholder cooperation.

CONCEPTUAL DEVELOPMENT



PROPOSED METHODOLOGY

The research will apply an exploratory sequential mixed method to investigate the research questions. In the qualitative part, the research will conduct the systematic literature review and interview with 10 experts to explore the logics guiding the practices of stakeholders in China's rural tourism. The content analysis will be used to analyze the selected literature and the transcripts of interview. Subsequently, in the quantitative part, the research will apply survey to examine the level of IRT development and the effect of stakeholder logics on IRT development in China. The 400 questionnaires will be randomly distributed at the five rural tourism destinations in Beijing, Shanghai, Chengdu, Guangzhou, and Hainan respectively. In terms of data analysis, the descriptive analysis will be applied to examine the level of IRT development in China and the multiple regression will be conducted to examine the effect of stakeholder logics on IRT development. Finally, based on the analysis of both qualitative and quantitative data, the research will develop an IRT model for stakeholders in China.

THEORETICAL AND PRACTICAL IMPLICATIONS

The research applies the institutional logics perspective in tourism research to investigate the logics guiding the behaviors of stakeholders in rural tourism, which helps to understand the internal mechanism of stakeholder interactions in rural tourism. In terms of practical implications, the research will develop an IRT model, which will help stakeholders in China's rural tourism to effectively develop IRT thereby realizing the important role of rural tourism in China.

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EFFECTS OF INTERACTION QUALITY FOR SOLO DINER'S VISIT INTENTION: ROLE OF EMOTIONS

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INTRODUCTION

One-person households have become the most common household type in Canada (Statistics Canada, 2016), and the percentage of households that are one person in America is on the rise, reaching 28.4% in 2019 (U.S Census Bureau, 2019). The high percentage of one-person households contributes to a new trend of solo consumptive behaviors. Among the solo lifestyle trends, there is increased visibility of solo diners (Moon, Bonn & Choi, 2020). As solo dining becomes more socially acceptable in many cultures, this could contribute to an emerging trend in the restaurant industry (Hall, 2017). However, few studies focused on this phenomenon and interaction during solo dining is still poorly understood. Current study helps the industry to gain insights into the determinants of solo dining intentions. It is critical for practitioners to understand solo diners because the increasing popularity of solo dining can potentially increase restaurant profits. Thus, the objectives of this study are to test how non-verbal C2C interaction quality and customer-employee interaction quality indirectly influences visit intention through the effect of positive and negative emotions based on the Cognitive Appraisal Theory.

LITERATURE REVIEW

The interaction quality is recognized as one of the key components in the context of service (Ekinci & Dawes, 2009). Solo diners' interaction quality might be crucial factor to understand their dining alone behaviours. Specifically, solo diners might interact with both restaurant employees and other customers while eating alone thus, customer-to-customer (C2C) interaction quality and employee-customer interaction quality are in question.

C2C interaction quality is defined as perceived judgment of the superiority of focal customers' interaction with other customers (Lemke, Clark & Wilson, 2020). Many studies have emphasised the importance of C2C interaction in the context of hospitality (e.g., Nicholls & Gad, 2019; Choi & Kim, 2020). However, Non-verbal C2C interaction, which refers to "customers' subjective perception of the extent of the appropriateness of other customers' nonverbal behaviors" (Jung & Yoon, 2011), is still under-explored. As solo diners might observe other customers while dining (Choi, Yang & Tabari, 2020), non-verbal C2C interaction such as smiling, eye contact, proximity and vocal (Hall, Coats & LeBeau, 2005) might influence solo diners' dining experience. Following Lin, Zhang and Gursoy's (2020) work, current study uses four dimensions of non-verbal C2C interaction: kinesics (indirect interactions through body movements such as eyesight, gestures, and postures), proxemics (appropriateness of space for communication), paralanguage (nonverbal aspects of communication that includes intensity, emotions, and non-lexical components), and physical appearance (physical attractiveness and clothes) (Jung & Young, 2011). It has been confirmed that non-verbal C2C interaction can significantly influence customer experiences and outcome of those experiences (Lin, Gursoy & Zhang, 2020). However, nonverbal C2C interaction in the context of solo dining still requires more research because it might have different

impacts on solo diners compared with customers eating with a companion.

According to Gremler and Gwinner (2008), customer-employee interaction quality refers to "customers perceptions of the quality of interactions with employees are inferred on the basis of the momentary episodes that take place at the time of service delivery". Customer-employee interaction is identified as a key element in a service exchange (Czepiel, 1990) and has strong influences on customer perceptions of the service delivery (Kim & Baker, 2019). For example, Choi, Yang and Tabari's (2020) study indicated that staff's friendliness, professional behavior and ability to make customers comfort are significant dining elements for solo diners. Thus, current study investigates three dimensions of interaction quality (attitude, behavior and expertise) following Brady and Cronin's (2001) work.

Eating behavior is closely related to emotions (Chang, 2020), and eating alone seems to be more effective in raising emotional states (Edwards, Hartwell & Brown, 2013). Solo dining has been associated with negative emotions such as loneliness, discomfort, embarrassment, isolation, and shame (Her & Seo, 2018; Lahad & May 2017). Although several studies have identified positive emotions such as freedom, relaxation, pride, enjoyableness, and fulfillment (Choi, Yang & Tabari, 2020; Mckeown & Miller, 2020), positive emotions elicited during solo dining are still under-explored. Meanwhile, previous studies focused on the individual emotional state such as loneliness (e.g., Her & Seo, 2018; Chang, 2020) rather than the blended emotions. Current study examines blended emotions elicited during solo dining and classifies identified emotions into positive and negative emotions as suggested by Jang and Namkung (2009), in which positive emotions include freedom, enjoyableness, comfortableness, relaxation and pride, and negative emotions incorporate shame, embarrassment, discomfort, isolation boredom, sadness, and loneliness (Kim & Choi, 2019; Choi, Yang & Tabari, 2020; Richins, 1997; Lahad & May 2017).

According to Cognitive Appraisal theory, people's interpretation of an event "elicits emotions by appraising a stimulus and then behaviors occur in response to the induced emotions" (Scherer, Schorr & Johnstone, 2001, p.37-67; Kim, Song & Youn, 2020). Nonverbal C2C interaction quality and customer-employee quality might act as the interpretation/ evaluation of the dining experience, which would influence behaviors through emotions. For example, absence of desired interaction with others and social connections may elicit subjectively lonely feeling among solo diners, and the loneliness could negatively influence intention to eat alone in a restaurant (Chang, 2020).

Emotions and affective factors have been receiving attention as important antecedents for decision-making processes in customer behavior literature (Bagozzi, Dholakia & Basuroy, 2003). Previous studies have confirmed that both negative and positive emotions can predict customer intention (Perugini & Bagozzi, 2001). Emotional variables to understand solo diners' behaviors and especially on negative emotions have been investigated (e.g., Chang, 2020). However, previous focused on single emotional response. More research is required to examine the relationship between different emotions and behavioral intention.

Thus, the following hypotheses are proposed:

- *H1a: Nonverbal Customer-to-customer interaction quality has significant positive influence on positive emotions.*
- *H1b: Nonverbal Customer-to-customer interaction quality has significant negative influence on negative emotions.*
- *H2a: Customer-employee interaction quality has significant positive influence on positive emotions.*
- *H2b: Customer-employee interaction quality has significant negative influence on negative emotions.*
- *H3a: Positive emotions have significant positive influence on future solo-dining intention.*
- *H3b: Negative emotions have significant nositive influence on future solo-dining intention.*

The conceptual model is proposed as shown in Figure1.

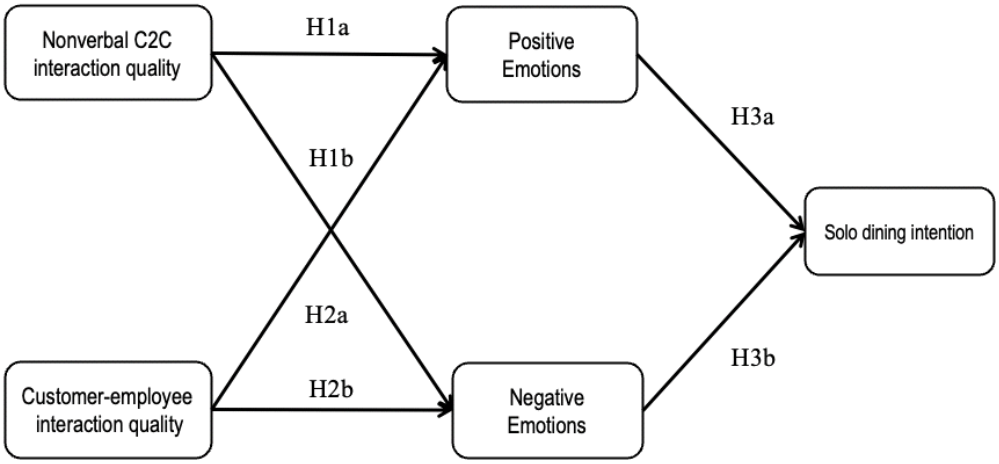

Figure 1. Conceptual Model

METHOD

Canadian or U.S. adults who have dined out alone in a public restaurant within the last six months will be selected as participants for the future study. An online questionnaire is developed using the Qualtrics. Data is collected through Amazon Mechanical Turk (MTurk), which has been used in various social science research (Moss, Rosenzweig, Robinson & Litman, 2020).

Scales from previous studies are adopted and all items are measured using a 7-point Likert-type scale. Nonverbal C2C Interaction quality is assessed using 15 items (e.g., The peer customers use proper eye contact) (Jung & Young, 2011; Moon, Bonn & Cho, 2020; Kim & Choi, 2016) and customers-employee interaction quality is measured using 11 items (e.g., This restaurants' waiters/waitresses respond quickly to my needs) (Brady & Cronin, 2001). Eleven items from previous studies are modified to measure positive and negative emotions (e.g., I would feel isolated during eating alone in a restaurant) (Choi, Yang & Tabari, 2020; Mckeown & Miller, 2020; Lahad & May 2017). The intention to eat alone in a restaurant is measured using three items from Her and Seo's study (2018) (e.g., I want to eat alone in this restaurant).

All data will be analysed in IBM SPSS 27. A confirmatory factor analysis (CFA) with the maximum likelihood method is conducted using AMOS. The average variance extracted (AVE), correlations, and composite reliability for all constructs are tested to ensure the reliability and validity. Then, structural equation modelling (SEM) is performed to test the proposed to test proposed hypotheses.

IMPLICATIONS or CONCLUSION

As solo dining becomes more socially acceptable in many cultures (Hall, 2017), how nonverbal interaction quality and customer-employee interaction quality influence solo dining experience have not been examined. By applying the Cognitive Appraisal theory to investigate the role of interactions solo diners have with other patrons, restaurant environment, and employees in eliciting emotions, the study findings will add valuable new understandings of the underlying solo diners' emotions and remedies to reduce hesitance of dining out alone. Practical suggestions might be possible for foodservice industry to expand their market segment by the increasing trend of solo dining. Research on nonverbal C2C interaction quality and the customer-employee interaction quality should provide some important ideas on how to better cater to solo diners. For example, if the nonverbal C2C interaction quality influences focal customers' emotions, managers should encourage customers to perform kinesics movements such as nodding head and eye contact. Meanwhile, servers might be trained on initiating small conversations with solo diners to build positive customer-employee interaction.

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DIFFERENCES IN EATING HABITS OF INFANCY CHILDREN ACCORDING TO PARENT'S EATING HABITS

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INTRODUCTION

Infancy children is the period of rapid growth of the body and may be the most important period in the entire life cycle (Kim et al., 2008). In particular, in the case of intelligence, 50% develops until the age of 4, and it is said that most of the development occurs by the age of 8 (Kwak & Kim 2001).

In addition, infancy children is the time when various life attitudes are formed, and among them, it can be seen as a decisive time when eating habits are formed (Kim et al., 2008). infancy children in this period are exposed to new food in a variety of ways, and accordingly, preference for food is formed and unbalanced eating is often caused (Yoon 2003). In other words, it is a time when eating habits, favorite foods, and etiquette are formed through experiences of various meals, and since the eating habits formed at this time affect lifelong health, it is very important to establish proper eating habits through dietary education at this time.

Infancy children is the time when adult care is most needed, and among them, parental care is the most necessary time. Therefore, the role of parents is very important in differences in dietary habits and health in infancy (Shin 2005).

In the case of infancy children, rather than choosing food by themselves, they are provided with food by their parents or dietitians at home, daycare centers, kindergartens, etc., and take them selectively. In particular, in the case of daycare centers or kindergartens, a balanced meal can be provided according to the diet prepared by a professional dietitian, but in the case of a home, the type, number, and amount of food provided depending on the parent's dietary habits can be very different depending on the infancy children. Therefore, eating habits in the home environment can be a decisive factor in infancy children eating habits (Cheong 1995).

Parents' dietary behavior can have an important influence on the eating habits of their infancy children. In this study, mothers with high nutritional knowledge scores showed more interest in eating habits related to Infancy children obesity prevention, and accordingly, the Infancy children eating habits were found to be at a satisfactory level(Kim et al., 2008). Therefore, it is necessary to analyze the eating habits of parents and eating habits in Infancy children. The Korean Nutrition Society has developed a nutrition quotient (NQ) for adults and a nutrition quotient (NQ) for children of preschool and school age to evaluate eating behavior and nutritional status (Lee et al., 2016, Lee et al. ., 2018, Lee et al., 2020). In addition, several studies analyzed the evaluation of children's eating behavior and nutritional status using the nutritional index of children (Kang et al., 2012b; Kim et al., 2012; Lee & Kim, 2013; Yoo & Choi, 2013; Lim et al. al., 2016; Oh & Kim, 2019). Children's nutritional index consists of questions that can determine whether children's eating habits are evenly formed, and several studies have conducted studies on children's nutritional index, but There is little research that analyzing the effect of parents' dietary habits on infancy children's eating habits. The formation of proper eating habits for infancy

children is a very important task for healthy growth and health promotion throughout the life cycle. Therefore, we will analyze the decisive factors in the formation of infancy children dietary habits and find out how to promote the formation of correct eating habits. The purpose of this study is to analyze the differences in dietary habits of infancy children according to the dietary behaviors of parents, and to see which dietary behaviors of parents influence the eating habits of infancy children.

METHOD

Design of the study

The subject of this study will be conducted using a questionnaire survey of 50 or more mothers of 1-5 years old who send their children to early childhood care and education institutions in Daejeon.

Research Instrument

The survey tool of this study will use a questionnaire. The questions consisted of general matters of parents and children, the level of interest in parents' dietary life and the need for education, basic survey of parents' dietary habits (nutrition quotient for adults : NQ-A)(Lee et al., 2018), basic survey of preschoolers' dietary habits(nutrition quotient for preschoolers : NQ-P)(Lee et al., 2016, Lee et al., 2020). The questionnaire questions according to the variables are as follows.

1) General: Parents' gender, age, number of families living together, family members, level of interest in nutrition/health and hygiene/safety, need for nutrition/health and hygiene/safety education, infancy children's gender, birth year, height And body weight.

2) Basic survey of parents' dietary habits: Whether the type and amount of meals changed during the year, the number of meals per day, the number of vegetables, the number of water intake, the number of breakfasts, the number of unbalanced meals, the number of eating out or delivered food, night eating It consisted of the number of times, healthy eating efforts, the degree of eating salty food, whether or not to check the nutrition mark, whether to wash your hands before eating, whether to exercise, whether or not you are aware of your health, dietary conditions, nutrition education, or nutrition counseling.

3) Basic survey of infancy children' dietary habits: whether or not to eat multigrain rice, to eat vegetables, to eat kimchi, to eat fruit, to eat white milk, to eat soybeans or soy products, to eat eggs, to eat sweet food, to eat fast food, The number of times you eat ramen, whether you eat breakfast, whether you eat at a fixed time for each meal, whether you eat even side dishes, whether you chew food tightly, how many nights you eat, how many street foods you eat, whether food labels are checked, and hand washing before eating. It consisted of whether or not to watch TV, smartphone, smartphone game, etc., and whether to exercise.

Data Analysis

Data analysis will use SPSS25.0. Data analysis will be conducted on the average analysis of parental dietary habits and infancy children's eating habits/numbers/numbers of intakes. ANOVA analysis for each group will be conducted on differences in dietary habits and dietary habits of infancy children. In addition, to report the difference in the effect of parents' dietary habits on the eating habits of infancy children, we tried to report through regression analysis.

EXPECTED FINDINGS

Through this study, it will be possible to find out whether or not to eat positive or negative eating habits/number/number of eating habits of parents and infancy children. In addition, the degree of interest in nutrition/health and hygiene/safety of parents and infancy children, and the need for nutrition/health and hygiene/safety education can be understood, and the degree of dietary behavior and eating habits according to the degree of interest can be found. In addition, the results of analysis of factors affecting the eating habits of infancy children among parents' dietary behaviors can be confirmed.

In particular, through the analysis of the effects of parents' eating habits on specific eating habits of infancy children, we can see the results of how the parent's eating habits differ in the eating habits of infancy children.

IMPLICATIONS

In the case of Infancy children, it is an

important time to form eating habits, and experience various new foods. In Infancy children, food is provided by adults who protect infancy children at home, infancy children care, and educational institutions rather than choosing food by themselves. Especially in the case of home, the nutritional intake and eating habits of infancy children show a big difference depending on the parent's eating habits will be. In particular, since the eating habits formed in Infancy children can lead to adulthood, it is very important to establish proper eating habits in Infancy children.

Parents' dietary habits can be a decisive factor for the formation of proper eating habits in Infancy children, and this study examined the effects of parents' dietary habits on infancy children eating habits. Parents' dietary behavior has various factors such as nutritional knowledge level and eating habits, and parents' dietary behavior can be caused or changed by a number of factors. In particular, parents' proper dietary behavior through continuous education and management by specialized organizations for parents. In the future, it is necessary to verify how dietary education or provision of information to parents affects and has the effect on dietary behavior. In conclusion, the positive eating habits of parents will promote the formation of proper eating habits for infancy children, which is expected to promote healthy growth of infancy children.

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THE IMPACT OF HOTEL CSR ACTIVITIES FOR STRATEGIC PHILANTHROPY ON HOTEL'S BRAND IMAGE AND BOOKING BEHAVAIOR DURING THE COVID-19 PANDEMIC: THE MODERATING EFFECT OF GUESTS' MINDFULNESS AND PERCEIVED RISK OF COVID-19

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INTRODUCTION

Due to the unprecedented impact of COVID-19 pandemic, the world's economy was in danger almost overnight (UNWTO, 2020). The strategies to decrease the spread of COVID-19 such as community lockdowns, stay-at-home orders, social distancing, travel restrictions have brought about temporary closure of a variety of hospitality businesses and considerably reduced the demand for businesses that were permitted to continue to operate (Bartik et al., 2020). Out of these businesses, the hotel industry is particularly proving to be vulnerable to the COVID-19 pandemic. (AHLA, 2020; Zemke et al., 2015). In 2020, nearly 50% of U.S. hotel revenue decreased, based on the historic low occupancy rate (38%), the lowest since the Great Depression in 1933 (AHLA, 2020). Furthermore, it will take approximately five years for the U.S. hotel industry to go back to pre-COVID-19 occupancy, average daily rate (ADR), and revenue (Dobrosielski, 2020).

Crisis management is a widespread theme in the field of strategic management in particular during this pandemic. Hotel industry stakeholders are now looking for executive strategies for crisis management practices to deal with this pandemic. In the initial stage of the epidemic outbreak (mid-January to the end of February), many tourist destinations in Asia, where the Chinese are the main visitors, implemented crisis management practices for the hotel industry to deal with COVID-19. However, with the spread of the pandemic all over the world, the importance of crisis management in hotel industry for recovery has become much higher (Israeli, 2007; Israeli et al., 2011). Hotels are needed to perform a variety of risk-reduction strategies to overcome this crisis and to focus on enhancing perceptions of safety and reducing customers' anxiety levels to make more customers to book a hotel during this period. Out of diverse strategies, CSR activities by hotels during this pandemic are performing in many big hotel chains to overcome this crisis.

Corporate Social Responsibility (CSR) by hotels in the time of COVID-19 can be regarded as strategic philanthropy. Strategic philanthropy means strategic advantages of CSR towards local communities or broader society. Considering that CSR for strategic philanthropy is based on distinct resources of the industry, hotel CSR for strategic philanthropy contains, among other efforts, the charitable activities such as providing unoccupied rooms and leftover food (Singal, 2015). In the time of COVID-19 pandemic, big hotel chains such as Hilton, Wyndham, and Marriott have invested in branding via CSR programs, incorporating providing free accommodation services for health workers, along with charity donations. Despite of the increasing number of studies regarding other aspects of CSR activities in the hospitality research area, there is little research examining hotel CSR focused on strategic philanthropy.

Mindfulness refers to 'an approach for increasing awareness and responding skillfully to mental process that contribute to emotional distress and maladaptive behavior.' Furthermore, it is understood in various ways such as therapy, a

technology, or a lifestyle choice, and it exists anywhere within diverse areas. In the tourism industry, mindfulness has been perceived in beneficial effects on tourist wellbeing and transformative impacts on tourist experiences, as well as for its potential influence on this industry's sustainability agenda and its employees' performance. In the prior research, highly mindful consumers are thought to be highly involved, attentive, and aware, whereas low mindful others exhibit low levels of involvement and awareness of market developments (Ndubisi, 2014). As such, marketing practitioners as well as researchers paid attention to these mindful consumers to understand how high mindful and low mindful consumers would perceive and respond to marketing endeavors by service (Sheth et al 2011).

Thus, this study focuses specifically on CSR activities for strategic philanthropy involving the provision of accommodations for healthcare workers. The purpose of this study is to investigate the impact of hotel CSR activities during the pandemic, such as providing accommodations to healthcare workers on hotel's brand image and potential hotel guests' booking behavior. Also, this study identifies the moderating effect of perceived risk of COVID-19 and the level of guests' mindfulness on the relationship between hotel's CSR activities for strategic philanthropy and hotel's brand image and booking behavior.

LITERATURE REVIEW

2.1. CSR activities during COVID-19 for strategic philanthropy

Corporate social responsibility (CSR) refers to the consistent commitment of corporation to ethical practices, economic development, and the improvement of the quality of life of employees and society as a whole (Kim et al, 2020). CSR is the ethical treatment of stakeholders and society by corporations, and corporate socially responsible behaviors should focus on satisfying the expectations of stakeholders (Mishra & Modi, 2016). Carroll (1991) suggested four hierarchical responsibility pyramid, which are economic, legal, ethical, and philanthropic dimensions. Out of four dimensions, the philanthropic dimension is at the highest level of the pyramid, dealing with responsibilities to undertake activities that stimulate human welfare and goodwill. Since corporate philanthropy involves the genuinely voluntary actions of organizations, it not only encourages social welfare and development, but also enhances the reputation of corporation, brand value, and the purchase intention of customers (Bavik, 2019). In the crisis circumstances such as the COVID-19 pandemic, the importance of testing for the genuine commitment of companies to authentic CSR is increasing. This is because companies tend to push their businesses to pursue short-term profits and decrease long-term investment like CSR activities. Thus, engaging in CSR during this crisis, CSR can be a method for corporations to provoke the 'reputational capital' and improve hotel's image (Muller & Kraussl, 2011). In tourism and hospitality field, many hospitality companies have engaged in CSR activities to help overcome this crisis. For example, huge hotel chains such as Hilton, Wyndham, and Marriott have invested in branding via CSR programs, incorporating providing free accommodation services for health workers, along with charity donations. In addition to the increased corporate interest in CSR during the COVID-19, the hospitality and tourism has begun research focused on CSR issues in the context of COVID-19. Huang and Liu (2020) investigated the effectiveness of donation appeal messages in the pandemic context to identify the competitive benefit of typeface design in hospitality CSR marketing. Rhou and Singal (2020) argued that further research should better understand hospitality and tourism detailed CSR issues such as disaster relief programs by firms within this field to contribute to the conceptualization and theory development in this literature. However, this study focuses specifically on CSR involving the provision of accommodations for healthcare workers. In terms of the impact of CSR on hotel guests, a number of hospitality and tourism studies tried to investigate how CSR activities have an impact on consumer or travel behaviors. More specifically, CSR has been considered as a critical attribute of brand image, which might positively impact on customer decision-making behavior (Martinez & Del Bosque, 2013). Much research found out a positive impact of hotel CSR on customer hotel selection behavior (e.g., Li et al., 2015), brand satisfaction (Luo &

Bhattacharya, 2006), and brand loyalty (e.g., Liu, Wong, Rongwei, & Tseng, 2014; Martínez & Del Bosque, 2013). Martínez and Nishiyama (2019) found that the perception of hotel CSR activities has a positive impact on the hotel's brand equity via brand image, brand quality, brand awareness, and brand loyalty. Although hotels have actively engaged in CSR for strategic philanthropy by providing accommodations for healthcare workers and staff during the pandemic, the impact of these activities on hotel's brand value and customer decision-making behaviors is undetermined. Therefore, this study tries to fill this gap in the literature by identifying the impact of hotel CSR activities on hotel's brand image and hotel booking intention in the COVID-19 context. Previous research has proved the negative role of hotel CSR in customer decision-making behavior arguing that hotel customers have lower intention to book a hotel that provides accommodations to healthcare workers since they might perceive the risk of virus transmission to be higher (Shin et al, 2021). However, this study focuses on the positive role of CSR for strategic philanthropy during the pandemic and suggests two hypotheses that CSR activities for strategic philanthropy during the pandemic would positively affect hotel's brand image and booking intention.

- H1. Hotel's CSR of providing free accommodations to healthcare workers during the COVID-19 pandemic has a positive impact on hotel's brand image.
- H2. Hotel's CSR of providing free accommodations to healthcare workers during the COVID-19 pandemic has a positive impact on hotel guests' booking intention.

2.2. The impact of guests' mindfulness

Mindfulness has been defined as "directing attention to the present moment with a particular orientation, which is open to experiences, curious, non-judgmental, non-reactive, and insightful (Kabat-Zinn, 2003; Lau et al., 2006). Mindful individuals tend to be more motivated to investigate different perspectives, and their high sensitivity and awareness of the environment give potential to look for and evaluate opportunities (Rerup, 2005), and to pay more attention to current circumstances or experiences (Brown et al., 2007). In addition, mindful consumers, compared to those who are less mindful, are likely to reveal higher levels of commitment, trust, and satisfaction with the high-value service provider (Ndubisi, 2014). Rosenberg (2004) suggested the role of mindfulness in sustainable consumption and argued that mindful consumers make conscious decision. Also, one of the studies is premised on the positive impact of mindfulness in consumers' awareness of their own consumption habits and by reinforce non-materialistic values in life, leading to decreased aspirations to consume. Sheth et al (2011) focuses on mindful consumption is underpinned by a conscious mindset wherein consumers make a consumption choice according to their values and preferences and reflects a sense of caring toward self, community, and nature. This study hypothesizes that:

- H3. The increased level of mindfulness positively moderates the relationship between CSR and hotel brand's image.
- H4. The increased level of mindfulness positively moderates the relationship between CSR and hotel guests' booking intention.

2.3. The impact of the perceived risk of COVID-19

The perceived risk can be defined as the subjective belief that a loss may occur when seeking desirable results from a product or service (Pavlou & Gefen, 2004; Tseng & Wang, 2016). In addition, perceived risk is viewed as various types of losses that may occur from the uncertainty associated with consumption (Quintal et al., 2010). Thus, it can be defined as the uncertainty of the outcome (Taylor, 1974). In specific, consumers perceive higher risks when there is an outbreak of new infectious diseases with no clear treatments, such as COVID-19. Sequentially, a higher level of risk perception may lead to the strong demonstration of intention to avoid such risks (Addo et al., 2020). Consumers perceive a number of types of risk because of the uncertainty with regard to buying and consuming products and services. Consequently, the consumers' level of perceived risk affect their decision-making process and purchase behavior (Hong, 2015; Laroche et al., 2004; Quintal et al., 2010). If the consumer's perceived risk is limited to the uncertainties related to the product or service, the negative influence can also be limited. However,

if consumers are aware of the risk of COVID-19, this may lead to more serious side effects when buying and consuming products and services.

- H5. The perceived risk of COVID-19 positively moderates the relationship between CSR and hotel brand's image.
- H6. The perceived risk of COVID-19 positively moderates the relationship between CSR and hotel guests' booking intention.

METHODOLOGY

Fig. 1 shows the research model proposed in this study, including CRS activities for strategic philanthropy during COVID-19, perceived risk of COVID-19, the level of guests' mindfulness, hotel's brand image, and hotel booking intention. The seven hypotheses presented in this study are included in the proposed theoretical framework.

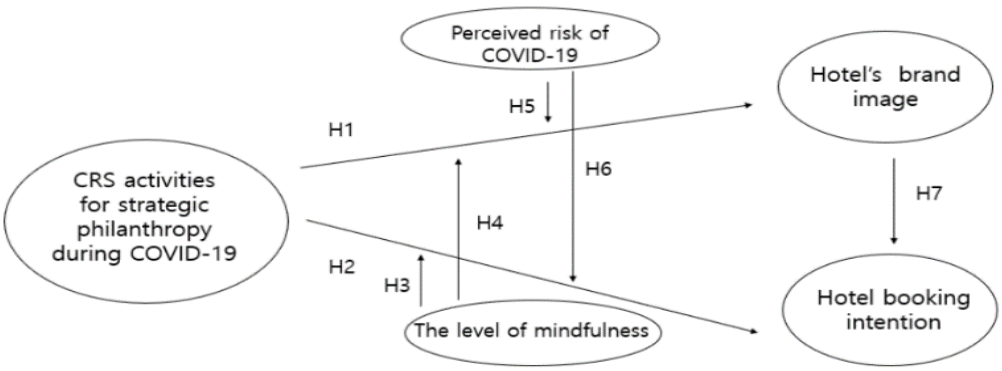

Fig. 1 Research model

This study examines the impact of hotel CSR on hotel's brand image and guests' booking intention. Two hotel CSR scenarios will be developed to test the impact of hotel CSR for strategic philanthropy on booking intention in the context of COVID-19 pandemic. One-way between subject design with two scenarios will be used based on online Qualtrics survey with 300 survey participants. The two scenarios will be developed on previous studies. Participants will be instructed to imagine that they are planning to visit an imaginary hotel next week in times of the pandemic. While both scenarios provide identical information about the hotel services, in the CSR scenario, it will be revealed to subjects that the hotel is providing free accommodations to medical staff and workers who are fighting against the COVID-19. In the other scenario, participants did not receive this information. These scenarios will be pre-tested using the sample source and identify significant manipulation effects. All items will be developed adopting 7-point Likert scales. After reading scenarios in the main studies, participants will answer manipulation check questions for CSR engagement, perceived hotel's brand image and hotel booking intention. To measure perceived CSR engagement, two items will be developed by revising existing scales from Tian and Robertson(2019). Three items will be developed to measure hotel booking intention based on the previous research(Shin & Kang, 2020). Some following up demographic questions will also be provided in terms of age, gender, and the frequency of using hotels.

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VOLUNTEER TOURISM ADVISORS IN CHINESE VOLUNTEER SENDING ORGANISATIONS: A ROLE IDENTITY PERSPECTIVE

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INTRODUCTION

a) Problem statement

Volunteer tourism has received much attention from academics over the past two decades (Yea et al., 2018), however, the staff employed in volunteer tourism organisations have been largely overlooked. This research focuses on the roles of advisors – these advisors are the paid staff in the volunteer tourism sending organisations. They are in contact with volunteer tourists from pre-departure preparation, in-destination assistance, to the post-trip evaluation. To date, there is no clear understanding of the advisory staff's roles and how they view or conceptualise their roles in volunteer tourism literature. Moreover, China is rapidly becoming a volunteer tourist sending market as well as a destination for volunteer tourists nowadays. However, research on Chinese volunteer tourism staff is rare. The knowledge of volunteer tourism staff needs to be filled to match the fast development of volunteer tourism in China.

b) Research justification

Volunteer tourism organisations and their staff are a key factor to promote better experiences for volunteer tourists (Hammersley, 2014). Studies show it is important to understand staff's role identities to improve the hiring, training and retention strategies and practices (Mlotshwa et al., 2015). Role identity theory has been widely applied to examine staff roles in the working environment (Matta et al., 2015), but the study of staff's role identity in the tourism sector is largely under-researched. Therefore, this research will use role identity theory and draw on research on advisors in education settings to investigate volunteer tourism advisor's role identity. Another important context is that this research will be conducted in China. There are some emerging studies exploring staff's role identities in Chinese organisations (e.g. Huang & Pang, 2016), however, research on this topic is still at a preliminary stage in China. There is a need to investigate staff's role identities in Chinese organisations to understand their similarities and differences comparing to the Western context.

c) Purposes of study

This research aims to clarify what are the roles and responsibilities of volunteer tourism advisors and how and why they perceive their roles and responsibilities in the context of Chinese volunteer tourism organisations. From volunteer tourism advisor's perspective, their roles and responsibilities will be established through the lens of role identity theory at pre-departure, in-destination and post-trip phases of volunteer tourism.

LITERATURE REVIEW

a) Theoretical background

To investigate volunteer tourism advisors, this research uses role identity as the lens. Farmer et al. (2003, p.618) define the role identity as 'a self-view, or a meaning attributed to oneself in relation to a specific role, that is generated reflectively through perceived appearance to self or others, self-judgement of that appearance, and affect based on that judgement'. Mlotshwa et al. (2015) point out role identity theory seeks to explain how roles develop in societies and how people represent 'who' they are in different settings. When a certain role becomes close to one's identity, people intentionally behave in line with this role identity to verify their identity (Farmer et al., 2003). Role identities are influenced by personal characters and outside factors such as historical-cultural settings (Kaplan & Garner, 2017). All individuals carry out different roles in their lives (Ingen & Wilson, 2017),

and those roles and identities are hierarchically organised by prominence and salience within the self (Siebert & Siebert, 2007). Role identity theory implies that people's behaviour is based on how their roles evolve and are defined (Qian et al., 2018). It is important to clarify the roles and responsibilities to avoid role ambiguity because the vagueness can cause one's negative emotions (e.g. hesitation, dissatisfaction, confusion) and lead to poor performance (Qian et al., 2018). Role identity literature has been widely applied to understand various workplace phenomena (Matta et al., 2015).

b) Conceptual development

Volunteer tourism, also referred to as voluntourism, is commonly considered as an alternative form of tourism which promotes sustainable and responsible travel (Wearing et al., 2017). The three primary actors in volunteer tourism are volunteer tourists, host communities and volunteer tourism organisations (McGehee, 2012). Research on volunteer tourists is dominant among volunteer tourism studies (Wearing & McGehee, 2013), and volunteer tourist's experiences and motivations have been fully investigated (Liu, 2018). The host community is profoundly impacted by volunteer tourism which forms a host-guest relationship between the destination community and volunteer tourists (Guttentag, 2011). Scholars have examined the relationship and interaction between the members of host community and volunteer tourists (Mcgehee & Andereck, 2008). However, studies of the third actor, volunteer tourism organisations, are rare. Holmes and Smith (2009) identify three main volunteer tourism organisations: hosting, sending and servicing organisations. The functions and characteristics of these organisations are shown in Figure 1.

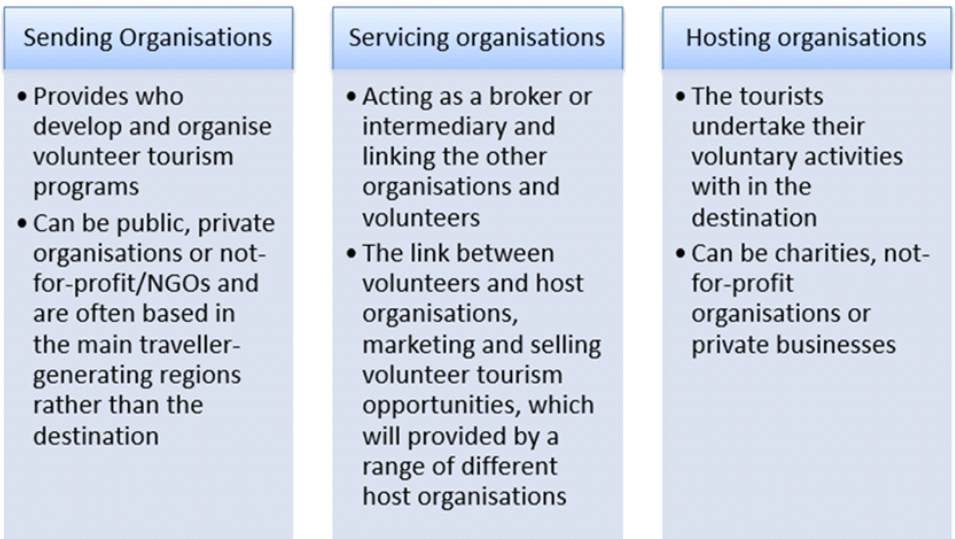

Figure 1 Volunteer tourism organisations

Source: Adapt from Holmes and Smith (2009, p.34-5)

In this research, the staff who provide guidance and assistance to volunteer tourists during pre-departure, in-destination and/or post-trip phases in the sending organisations are referred to as advisors. The role of the advisory staff, which is considered as the integration of mentor, advisor, counsellor, facilitator and problem solver, is multifaceted and complex (King, 2001). The role of the advisory staff is relatively well studied in education settings such as student placements and training programs (King, 2001; Rowe et al., 2012).

China is becoming a fast-growing sending market in the volunteer tourism sector (Li, 2017). Jin and Sparks (2017) point out that the new wave of Chinese tourists seeks more personalised experiences, opening opportunities for exotic destinations and niche travel organisers. Volunteer tourism meets the expectations of modern Chinese travellers, especially the young generation (Meng et al., 2020). Chinese volunteer tourism sending

organisations are young private companies which are mainly based in the first-tier cities in China.

c) Research model

This research aims to investigate the role of advisors in Chinese sending organisations through the lens of role identity theory. The conceptual framework (Figure 2) is designed to guide this research.

Figure 2: Conceptual Framework

There are three circles in the framework. The role identity and China have been set as the theoretical foundation and the context are placed as two outer-circles in this framework to seek the factors which influence advisors' role identities.

The inner-circle has three layers. The centre is the research subject - advisors who are working in Chinese sending organisations. The second layer represents the key roles of the advisors. Support, education, guardian and administration, are the four key roles identified by (Rowe et al., 2012) in their research on host supervisor's roles in the context of education and will be explored in a tourism context. A question mark is included to indicate that one or more additional roles may be identified because of the contextual differences provided by this study, i.e. the context of tourism and the influence of Chinese culture. The third layer is formed by the different phases of volunteer tourism. As advisors interact with other actors (e.g. other colleagues) through different phases, roles and responsibilities may change and shift due to the interactions and challenges are changing.

PROPOSED METHODOLOGY

Document analysis and semi-structured interviews are being used to collect data. Through Chinese volunteer sending organisations' official websites, advisors' job descriptions will be collected. These roles and responsibilities can be examined to match with advisors' perceptions of their roles. The semi-structured interviews are organised online through WeChat audio calls or phone calls with around 30 participants. The selection criteria of the participants will be the staff in Chinese sending organisations who are in charge of liaising with volunteer tourists at one or more phases of volunteer tourism. Thematic analysis will be applied with the use of NVIVO.

THEORETICAL AND PRACTICAL IMPLICATIONS

This research will expand the knowledge of volunteer tourism and staff's role identities in China, which is relatively novel, with most volunteer tourism and role identity research focused on organisations based in Western countries. It will also make a theoretical contribution to the role identity theory by focusing on advisory staff's role identity in a tourism context. From a practical perspective, this research will improve the understanding of advisor's roles and responsibilities, so volunteer tourism organisations can improve hiring, training, and retention strategies. Volunteer tourism staff can also receive better support from their organisations.

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REMODELING DIRECT AIR SERVICES AND INTERNATIONAL TOURIST ARRIVALS TO AUSTRALIA

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INTRODUCTION

Australia is a main tourism destination in the Asia Pacific region in terms of tourism receipt. However, this territory is geographically isolated from many other countries, which makes its inbound tourist arrivals heavily reliant on air travel. Air transport accessibility of the destination is tightly linked to the transportation cost for the tourists, which is identified as one of the top three determinants of tourism demand, after income of tourists and tourism price of destinations (Song and Li 2008; Lim 1997). Based on the gravitation theory, the interaction between two objects becomes weaker with farther distance. Similarly, tourism flow is not only determined by the "mass" of origin (e.g. income level serving as a push force) and destination (e.g. tourism price serving as a pull force), but also the distance factor (Morley, Rossello, and Santana-Gallego 2014). The distance can be geographical, psychological, or in terms of cost. In tourism demand study, transportation cost is commonly used as a proxy for the distance. This can be measured in terms of monetary unit, and length of travel time (including the level of hassles during transit and connection). Air transport accessibility can measure the transportation cost from both the monetary and non-monetary perspectives (Koo, Lim, and Dobruszkes 2017). Increasing air services are usually accompanied with decrease of airfare due to market competitions (Alderighi et al. 2012). Meanwhile, increasing air services imply freedom of choosing a more comfortable and convenient itinerary, also an indication of lower transportation cost. In other words, it is reasonable that increasing air services can create opportunities for people who could not afford air travel previously, and increase the travel frequency of existing travelers (Dobruszkes, Mondou, and Ghedira 2016).

Previously, a number of studies have attempted to quantify the effect of air transport on tourism demand mainly in tourism islands (e.g. Australia, New Zealand, Jeju, Malta and Taiwan). However, different coefficients in terms of significance and magnitude are obtained even for the same destinations. It is argued that such large disparities in empirical findings can be attributed to (i) the limited scale of the examined dataset; and (ii) the econometric technique, as well as model specification, which does not adequately deal with the important natures of the panel data (Fuleky, Zhao, and Bonham 2014; Crouch 1996). One way to obtain more robust estimates is to increase the temporal and spatial dimensions of the panel dataset and examine it by econometric technique that fits its characteristics. In our study, the Cross-sectionally augmented autoregressive distributed lag (CS-ARDL) model is employed to examine a panel dataset with $N=55$ and $T=49$ (2695 observations; aka panel time series), which is the largest in scale amongst all the extant air transport-tourism demand studies. From the panel cointegration perspective, this study aims to re-investigate how direct air services affect the number of tourist arrivals to Australia under the

tourism demand framework. Cointegration analysis reveals (i) both the long-term and short-term effects of air transport on tourism demand; and (ii) how deviations from the long-term relationship drive the short-term dynamics between the two. Keeping track on the dynamic relationship between air transport and tourism demand is crucial for airlines and policymakers in making tourism forecasting, revenue management and strategic development. Specifically, we attempt to investigate (i) how direct air services affect international tourist arrivals to Australia; (ii) how the effects of direct air services differ across tourist arrivals for different travel purposes (business, holiday, and visiting-friends/ relatives (VFR)); and (iii) how the effects of direct air services differ between full-service carrier (FSC)-specific and low-cost carrier (LCC)-participating routes. Meanwhile, we also obtain information about the income and price elasticities of inbound tourism demand to Australia.

When examining the effect of air transport on tourism demand, simultaneity or reverse causation cannot be neglected. It is an intricate relationship that no one can decide which party is the primary driver: (i) people decide to travel more simply because of more available flights (Ryanair effect); (ii) airlines launch more flights because they have information about the increasing demand. This is a cause of endogeneity of regressor which gives rise to inconsistent and biased estimates. Thus, specific econometric techniques are used to mitigate this issue. Some studies incorporate the instrumental variable to control for the reverse causality (e.g. Alderighi and Gaggero 2019; Koo, Lim, and Dobruszkes 2017; Tsui 2017). However, it is usually difficult to find an intuitively and statistically valid external instrumental variable with adequate observations. In contrast, some studies would rather examine the air transport-tourism demand nexus through the dynamic models like the GMM or VAR, which is also considered valid in dealing with endogenous regressors (e.g. Koo, Tan, and Duval 2018). In our study, the ARDL framework is used to examine the cointegration relationship between air transport and tourism demand in Australia. The ARDL framework allows for endogenous regressors as long as the first difference of the regressors can be represented by a finite order vector AR(s) processes (Pesaran, Shin, and Smith 1999; Pesaran 1997).

The use of cointegration techniques to examine the long-term relationships among variables in tourism demand models is a common practice. Time series of tourism demand as well as many economic variables are shown to be nonstationary, which may lead to spurious OLS regression, particularly for panel data (Kao 1999). However, differencing the nonstationary variables eliminates the relevant information of the long-term properties of the variables, and thus the regression may not be explained by economic theory. Possibly, linear combination of the considered variables can form a stationary process (Engle and Granger 1987). Rather than differencing the variables to generate stationary processes, one can extract the long-term relationship between the considered variables through an error correction model, such that the long-term equilibrium (or cointegration relationship) is integrated into the short-term dynamics of the considered variables.

Compared with single time series, using panel data reduces multicollinearity and increase degrees of freedom (Wooldridge 2010). The econometric techniques developed for panel data control for unobserved variables such that estimate inconsistency induced by omitted variables is mitigated (Seetaram 2010). With increasing availability of tourism relevant data, panel time series dataset with moderate to large N and T becomes accessible. When the panel dataset with large T is examined, it is sensible to run regressions for the individual sections separately, known as the mean group (MG) estimator, proposed by Pesaran and Smith (1995). However, the MG estimator does not take into account the fact that some coefficients may be similar across sections, which may lead to inefficient estimates. From the panel cointegration perspective, the pooled mean group (PMG) estimator, proposed by Pesaran, Shin, and Smith (1999), assumes that the

long-term relationships are homogeneity across sections while the intercepts, error correction terms, short-term coefficients and error terms are allowed to be different across sections. If the assumption of homogeneity in long-term coefficients holds, the PMG estimator provides more efficient estimates than the MG estimator (Pesaran, Shin, and Smith 1999). When examining panel dataset with large N, cross-sectional dependence in error terms must be taken into account, which is yet to be considered by many previous tourism demand studies (Dogru, Bulut, and Sirakaya-Turk 2019). In tourism context, tourism flows from different origins to a particular destination may be affected by a number of common explanatory variables or contributors to the random error (e.g. outbreaks of disasters/crises), which can lead to common patterns across origins (Morley, Rossello, and Santana-Gallego 2014). The commonly correlated effects (CCE) estimator incorporated in the CS-ARDL model (Chudik and Pesaran 2015), which is a vector of cross-sectional averages of the considered variables, filters the unobserved common factors from the section-specific regressors. Empirical evidences have shown that cross-sectional dependence has been mitigated after incorporating the CCE estimator in the regressions (Pesaran 2006).

METHOD

The CS-ARDL model (Chudik and Pesaran 2015) is written as follows:

$$\Delta y_{it}=\alpha_i+\phi_i(y_{i,t-1}-\Psi_i x_{i,t-1})+\sum_{j=1}^{p-1}\eta_{ij}^{*}\Delta y_{t-j}+\sum_{k=0}^{q-1}\beta_{ik}^{*}\Delta x_{t-k}+\sum_{l=0}^{s}\omega_{il}^{'}\bar{z}_{t-l}+\varepsilon_{it}$$

As noted earlier, the ARDL framework has a number of characteristics which make it suitable in examining panel cointegration relationship on panel time series dataset. First, the error-correction form embedded in the ARDL framework enables the depictions of both long-term and short-term relationships between the considered variables. Second, as the ARDL framework relies on the MG or PMG estimator to estimate the individual section-specific regressions, the slope heterogeneity across sections can be fully taken into account. Third, the augmented CCE estimator in the CS-ARDL model can well mitigate the cross-sectional dependence in error terms. Importantly, Pesaran, Shin, and Smith (2001) have demonstrated that regardless of whether the regressors are integration of order one ($I(1)$), stationary ($I(0)$), or a mixture of the two, the (CS-)ARDL model can generate unbiased and consistent estimates. Additionally, the CS-ARDL model also allows for serial correlation and heteroscedasticity in section-specific error terms, and the section-specific regressors are not required to be identically and independent distributed (i.i.d) (Chudik and Pesaran 2015; Pesaran 2006).

Subject to data availability, we use quarterly origin-destination pair data (2007Q4-2019Q4) from 19 oversea markets across the globe to the 6 states of Australia ($N=55$, $T=49$). The cointegration relationship, given by $TA=f(F, Y, \mathrm{RER})$, represents tourist arrivals (TA) from various origins to the Australian states as a function of direct air service accessibility (F) (a proxy for transportation cost), income level of tourists (Y) and real exchange rate (RER) (a proxy for tourism price). Specifically, the real exchange rate takes the form $p_{it}^{*}=\frac{p_{0t}/ex_{ot}}{p_{it}/ex_{it}}$, where p_{0t} (p_{it}) is the CPI of Australia (tourism origin i), and $\mathrm{ex_{ot}}$ (ex_{it}) is nominal quarterly average exchange rate of Australia dollar (national currency of tourism origin i) against US dollar.

FINDINGS

- Both the results of the Westerlund (2008) panel cointegration test and the significantly negative

coefficients of the error-correction terms in the (CS-)ARDL model provide evidences that cointegration relationship between tourist arrivals, direct air service, income level and tourism price exists.

- The long-term direct air service elasticity is on average 0.363. This implies that 1% increase in direct air services (seat capacity), which translates into approx. six A320 flights quarterly, induces 0.363% increase of overall tourist arrivals.
- Increasing direct air services have the largest effect on the holiday-travel purpose tourist arrivals, followed by the VFR and business.
- Increasing direct air services have larger effect on driving tourism demand in the LCC-participating routes than the FSC-specific routes.
- The long-term income elasticity sits between 0.688 and 1.158, which is in line with the economic theory of tourism demand. The larger than one income elasticity indicates the luxury good characteristic of international travel to Australia.
- The long-term tourism price elasticity (measured by real exchange rate) shows the significantly negative sign, siting between -0.805 and -0.553, which indicates that inbound tourism demand to the region is price inelastic.

Table 1. Long-term coefficients of direct air services elasticity of tourist arrivals

	Overall tourist arrivals	Business-travel purpose	Holiday-travel purpose	VFR-travel purpose
All routes	0.363	0.176	0.378	0.241
LCC-participating routes	0.455	0.185	0.632	0.296
FSC-specific routes	0.161	0.121	0.376	0.267

IMPLICATIONS

This study contributes to the extant literature in tourism demand study in the following two aspects. First, the estimated coefficients of direct air service, income level and tourism price are in line with the sign/magnitude of the previously empirical evidences on international tourism demand model. Second, by comparing the estimates from the conventional ARDL and CS-ARDL models, this study has demonstrated the importance of correcting for CD when examining panel time series dataset, a future trend in tourism demand study with increasing level of data availability (Dogru, Bulut, and Sirakaya-Turk 2019).

Despite using the pre-COVID data, the empirical results provide insights for airlines and policymakers on post-COVID tourism recovery when border reopens in Australia. For example, when negotiating for constructing bilateral “travel bubble” with other countries, airlines/policymakers may choose those origins which are connected by LCC direct air services, considering that increasing direct air services have larger effect on generating tourism demand in the LCC-participating routes than in the FSC-specific routes. On the other hand, policymakers may focus more on holiday-travel purpose tourist arrivals due to their higher sensitivities to increasing direct air services, compared with the business- and VFR-travel purposes tourist arrivals. Furthermore, airlines/policymakers can even get information about route-specific elasticity estimates when they need to target at certain origins and O-D pairs. Previously, Koo, Lim, and Dobruszkes (2017) and Koo, Tan, and Duval (2018) have ever attempted to examine how direct air services generate tourist arrivals to Australia. Utilizing the annual data between 2007 and 2013, Koo, Lim, and Dobruszkes (2017) find that change of direct air services cannot have direct effect on the change of inbound tourist arrivals to Australia. Later, utilizing the annual data of Asian origin markets between 2005 and 2016, Koo, Tan, and Duval (2018) estimate that an annual

increase of seat capacity by 100,000 (an A380 flight every second day) can increase tourist arrivals coming from Australia's main Asian origin markets by 0.352%. In this study, we re-investigate the air transport-tourism demand nexus in Australia from the panel cointegration perspective through an expanded dataset. And our empirical results give supporting evidences on the effect of direct air services on inbound tourist arrivals to Australia.

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HOTEL STAYCATIONS: RECOVERY EXPERIENCES AND SUBJECTIVE WELL-BEING

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INTRODUCTION

A 'staycation' is the phenomenon that occurs when people take vacations at their home or near to their home (de Bloom, Nawijn, Geurts, Kinnunen & Korpela, 2017; James, Ravichandran, Chuang & Bolden III, 2017; Molz, 2009). This trend came into public sight in 2008 and quickly spread through the media due to a shrinking economy, an increase in gas prices, and unaffordable air travel (Molz, 2009). Under the COVID pandemic, hotel staycations are gaining attention: people are looking for a change from staying at home after several days of monotonous routine (Elliott, 2021), and taking a staycation to a nearby hotel at the weekend helps them improve physical health benefits and reduce stress after the workweek (Desk, 2021). Some people also claim that a staycation can help eliminate much of the hassle of planning vacations since they are familiar with the local community (Gonçalves, 2020).

Compared with other types of vacation, hotel staycations help people genuinely feel free from obligations, such as the hassle of planning vacations and enable several groups like family with kids or elderly members to feel relaxed in a new well-equipped environment nearby. However, as one of the popular types of vacation nowadays, there is little literature about hotel staycation. The needs and benefits of taking a hotel staycation remain unknown in academia. Thus, it is essential to gain this basic knowledge of hotel staycation to help further research. The following outlines the purposes of the study: First, the recovery experience theory is used to explain the major needs for people to take a hotel staycation. Second, the concept of subjective well-being (SWB) explains people's benefits during hotel staycations. Third, the relationship between hotel staycation recovery experiences and SWB are tested.

LITERATURE REVIEW

Vacations refer to travels for pleasure (Crompton, 1979; Hyde & Laesser, 2009) and major leisure events in people's lives that allow them to break with their daily routines (Decrop & Snelders, 2004). In recent decades, several studies find a positive relationship between leisure engagement and SWB (Gui, Kono & Walker, 2019; Newman, Tay & Diener, 2014; Chen, Zou & Gao, 2020). Several theories are applied to explain this association. According to the self-determination theory, also known as basic psychological needs theory (BPNT, Ryan & Deci, 2000), people's intrinsic motivation for a particular leisure activity positively affects SWB. That is, if people can have a high degree of autonomy and satisfy their psychological needs of competence and relatedness, their SWB will be improved (Ryan & Deci, 2000). By reviewing research on leisure and SWB, Newman and his colleagues identify five core psychological mechanisms that leisure triggers to promote SWB, including detachment, recovery, autonomy, mastery, meaning, and affiliation (DRAMMA, Newman et al., 2014). Among these mechanisms, mastery and affiliation are aligned with competence and relatedness in BPNT, respectively. Additionally, the DRAMMA model suggests three more factors that also improve SWB, 'detachment', 'recovery', and 'meaning', indicating that apart from intrinsic motivational factors,

avoidant factors like 'detachment' and 'recovery' are also essential in predicting SWB. In the organizational behaviour field, Sonnentag and Fritz (2007) propose a recovery experience theory to understand how to improve employees' well-being and improve their work performance. They suggest that employees should have leisure time to respite and recover from stressful work before working again. This theory might be the most suitable one in the present study because, as reported in the news, hotel staycations might enable people to reduce their stress from work, free from the hassle of planning vacations, and heal themselves with warm hotel services (Desk, 2021; Gonçalves, 2020), which is from a recovery perspective.

According to the recovery experience theory (Sonnentag & Fritz, 2007), detachment from work, relaxation, mastery, and control are four dimensions associated with well-being, including impaired well-being (e.g., burnout and depressive symptoms), need for recovery, life satisfaction, and sleep. In the next few years, many researchers on human resources management apply this theory to help business practitioners improve their employees' job satisfaction and well-being (Lee, Choo & Hyun, 2016; Shen, Miao, Lehto & Zhao, 2018; Steed, Swider, Keem & Liu, 2021). In recent years, some tourism researchers (Chen, Huang & Petrick, 2016; Chen, Petrick & Shahvali, 2016; Chen et al., 2020) notice that leisure trips can be an effective tool to help employees recover from stressful work and improve their life satisfaction. They also discover that the length of leisure trips and work strain impacts different dimensions of recovery experiences, influencing life satisfaction. However, recent studies on tourism recovery experiences and well-being fail to specify the type of leisure trip and consider other potential control variables, such as travel companions, demographic information, and life challenges (Randle, Zhang & Dolnicar, 2019). Additionally, they often conceptualize SWB as a single component (e.g., life satisfaction), failing to discuss the impacts of the leisure trip on different aspects of SWB (Newman et al., 2014).

Well-being is academically divided into two commonly applied dimensions, SWB (also called hedonic well-being) and psychological well-being (also called eudaimonic well-being) (Smith & Diekmann, 2017). SWB focuses on the short-term emotional aspect, while psychological well-being often focuses on the long-term, meaningful aspect. Most tourism or vacations can influence people's SWB because tourism experiences can stimulate people's emotions (Nawijn, Mitas, Lin & Kerstetter, 2013). However, not all types of tourism can improve psychological well-being; several types of tourism which offer learning opportunities or challenging activities for tourists, such as volunteer tourism and cultural tourism, can improve tourists' psychological well-being (Smith & Diekmann, 2017). In the present study, it is proper to apply the SWB concept because hotel staycations enable people to relax and improve their positive feelings.

Although most researchers often use the terms SWB, happiness, life satisfaction, and hedonic well-being interchangeably (Liu & Da, 2020; Smith & Diekmann, 2017), SWB encompasses the affective and cognitive assessment of an individual's life satisfaction (Diener, 2000). Specifically, affective well-being is an individual's temporary emotional responses, including positive and negative affect, while cognitive well-being refers to evaluating the overall life satisfaction or quality of life (Lu, Cheng & Huang, 2016). It is suggested that SWB should be captured from the three aspects, positive affect, negative affect, and life satisfaction (Tay & Diener, 2011).

Based on the literature review and the context of the present study, the purpose of this study is to know how hotel staycations influence people's SWB from the recovery perspective. Thus, this study proposes the following hypotheses:

- H1: Control during a hotel staycation has a positive association with positive affect.
- H2: Control during a hotel staycation has a negative association with negative affect.
- H3: Control during a hotel staycation has a positive association with life satisfaction.
- H4: Detachment from work during a hotel staycation has a positive association with positive affect.
- H5: Detachment from work during a hotel staycation has a negative association with negative affect.
- H6: Detachment from work during a hotel staycation has a positive association with life satisfaction.

- H7: Relaxation during a hotel staycation has a positive association with positive affect.
- H8: Relaxation during a hotel staycation has a negative association with negative affect.
- H9: Relaxation during a hotel staycation has a positive association with life satisfaction.
- H10: Mastery during a hotel staycation has a positive association with positive affect.
- H11: Mastery during a hotel staycation has a negative association with negative affect.
- H12: Mastery during a hotel staycation has a positive association with life satisfaction.

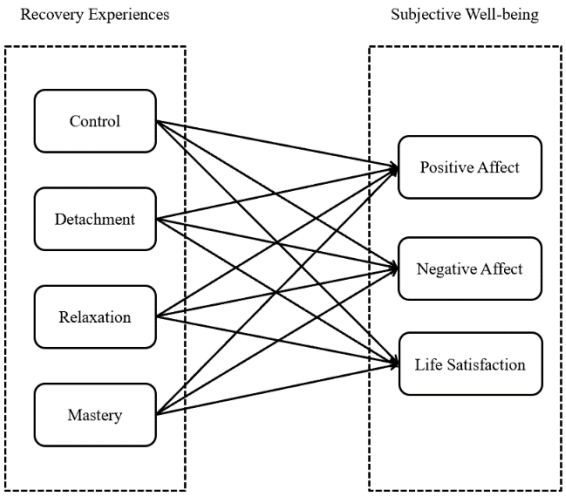

Figure 1. Proposed model

PROPOSED METHODOLOGY

This research aims to identify and examine the impact of recovery experiences on SWB in the context of hotel staycations. The survey questionnaire includes items measuring seven constructs (control, detachment, relaxation, mastery, positive affect, negative affect, and life satisfaction) and a few demographic questions. The measurement items of recovery experiences will modify from Recovery Experience Questionnaire (Sonnentag & Fritz, 2007). The measurement items of positive affect and negative affect will be developed from Gui et al.'s research (2019). The measurement items of life satisfaction will adjust from Satisfaction with Life Scale (Diener, Emmons, Larsen & Griffin, 1985).

An online survey will collect data from North Americans who have hotel staycation experiences and are 18 years of age or older during data collection. Structural Equation Modeling (SEM) will examine the proposed model. In addition, moderators like travel companions and demographic information will be tested to gain insights into the SWB impact of hotel staycation recovery experiences.

THEORETICAL AND PRACTICAL IMPLICATIONS

From a theoretical perspective, first, this study fills the research gap by specifying the type of vacation (the hotel staycation) and its impact on SWB, which can help future researchers gain insights into the SWB of hotel staycations. Second, this study selects the recovery experience theory to explain people's psychological needs of hotel staycations, from which researchers can understand the four recovery needs of hotel staycationers. Third, this study might strengthen the statement that vacations are important for SWB (Chen et al., 2020).

From a practical perspective, first, this study identifies the recovery experiences of hotel staycationers, which provides helpful information for hotel marketers to create staycation packages to attract local people. For example, hotels can promote wellness advertisements to entice potential guests who want to escape from their daily stress and create activities to help guests feel relaxed and take the free time to engage in their interested activities. Second, this study analyzes the travel

companions and demographic information to offer an insight into hotel staycation, which can help hotel marketers develop customized staycation packages. Third, this study can help improve the local economy by assisting local hotels to attract local consumers.

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