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.

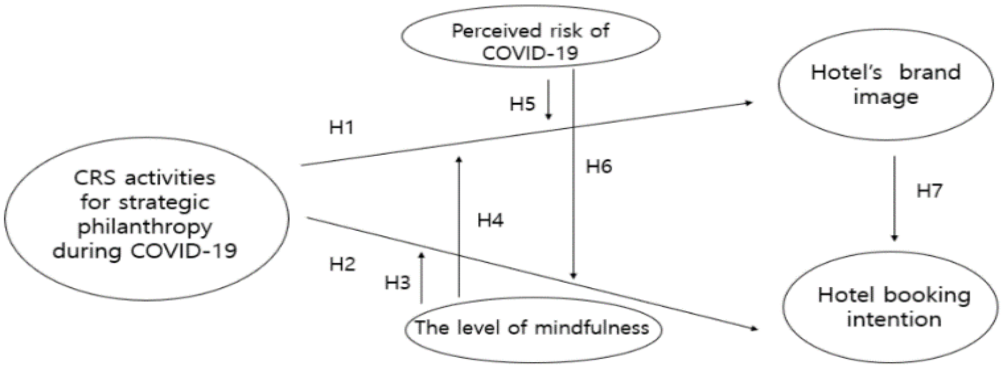

Fig. 1 Research model

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.

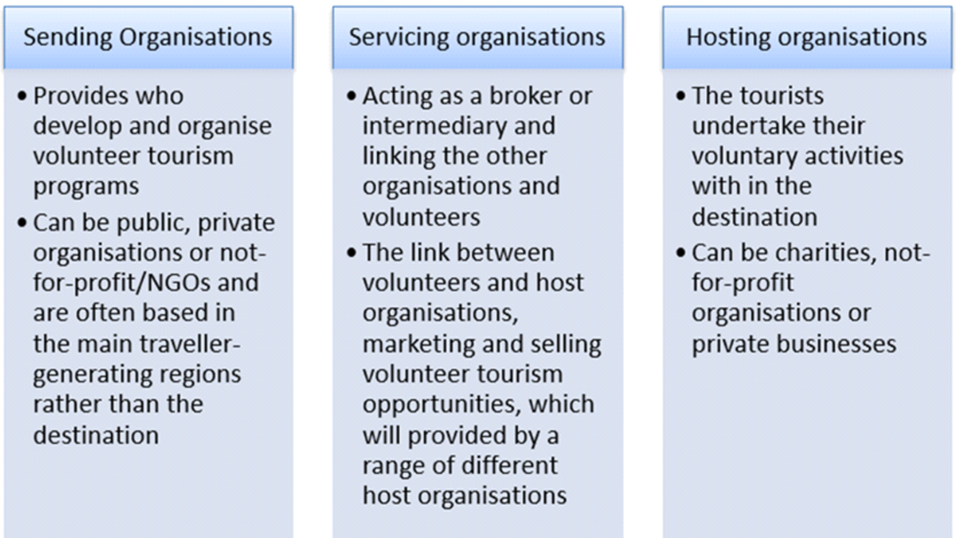

Figure 1 Volunteer tourism organisations

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 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.

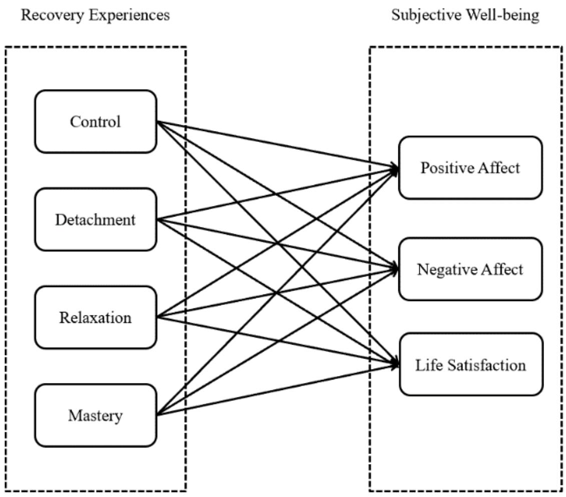

Figure 1. Proposed model

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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